# 2008 GUIDELINES FOR

# MILWAUKEE COUNTY

# FUND FOR THE ARTS

# (CAMPAC)

**MILWAUKEE COUNTY CULTURAL**
**ARTISTIC AND MUSICAL PROGRAMMING**
**ADVISORY COUNCIL (CAMPAC)**

Sarah Schwab, Administrator
2920 N. 70th Street
Milwaukee, Wisconsin 53210
414-416-4572

Following are the forms, guidelines and procedures for applications for Milwaukee County Arts Program funding for 2008. Please read the guidelines carefully before proceeding with the application materials.

Applications must be postmarked by:

**Monday October 8, 2007**

**Late applications will not be accepted.**

Submit completed materials to:

Sarah Schwab, CAMPAC Administrator
2920 N. 70th Street
Milwaukee, WI 53210

For information and assistance, contact Sarah Schwab at sarah.c.schwab@gmail.com or 414-416-4572.

## 2008 GUIDELINES AND APPLICATION FORM

Enclosed are the guidelines for funding, eligibility criteria and application materials for the 2008 Milwaukee County Fund for the Arts (CAMPAC). Please review the guidelines and criteria carefully before completing the application forms.

Please note that the application forms for 2008 funding are divided into the following:

A. General Organization Information **to be completed by all applicants**

B. Community Cultural Events Program (PLEASE NOTE THAT THESE FUNDS ARE LIMITED AND SEE ADDITIONAL ELIGIBILITY INFORMATION IN SECTION A.1.a. OF COMMUNITY CULTURAL EVENTS PROGRAM SECTION.)

You must submit only one copy of the application form(s) and attachments.

If you are requesting funds only under the Matching Grants Program it is necessary to **complete only the general organization information section**, including the organization budget forms.

Applications will be reviewed according to the following timeline:

| | |
|---|---|
| October 8 – November 2 | Staff Review |
| November 2007 | CAMPAC Review and Recommendations |
| December 2007 | Review by County Board Committee on Parks, Energy and Environment |
| December 2007 | Review and action by Milwaukee County Board of Supervisors |

**APPLICATIONS MUST BE POSTMARKED BY OCTOBER 8, 2007 TO SARAH SCHWAB, CAMPAC ADMINSITRATOR, 2920 N. 70TH STREET, MILWAUKEE, WI 53210. QUESTIONS SHOULD BE DIRECTED TO SARAH SCHWAB AT 414-416-4572 OR SARAH.C.SCHWAB@GMAIL.COM.**

**APPLICATIONS SUBMITTED AFTER THE DEADLINE CANNOT BE ACCEPTED.**

**MILWAUKEE COUNTY CULTURAL**
**ARTISTIC AND MUSICAL PROGRAMMING**
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**Sarah Schwab, Administrator**
**2920 N. 70th Street**
**Milwaukee, Wisconsin 53210**
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## GENERAL INFORMATION FOR APPLICANTS

## FOR 2008 MILWAUKEE COUNTY ARTS PROGRAM FUNDING

The Milwaukee County Board of Supervisors has annually appropriated property tax funds to support and encourage cultural and artistic activities in this community. The Board's longstanding financial commitment to the arts is based on the belief that such activities have an important impact on the economic well being and quality of life of the community.

It is the desire of the County Board, on an annual basis, to examine the activities and programs supported by these funds to ensure that its cultural dollars provide the best mix possible, maintaining those traditional activities long identified in the community, while remaining flexible to provide support and encouragement for smaller groups, local individual artists and new and innovative programs. Funding by Milwaukee County carries no commitment for future support beyond the term of the project.

To assist in its oversight of this important area of County funding, the County Board has established the Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC), as an advisory council to the Chairman of the County Board, the Committee on Parks, Energy and Environment and the full County Board. (See attached membership list.) The primary purpose of the Council is to advise the Board on how best to allocate budgeted County funds for the arts through grants and contracts for services for the provision of cultural programs that best serve and enhance the quality of life in the community.

Milwaukee County has also entered into a contract with Sarah Schwab, Administrative Coordinator pursuant to which Ms. Schwab will serve as staff to CAMPAC and will administer funding for the County Arts Program.

**Each year it is understood that CAMPAC may consider subsequent modifications in the program in order to not exceed approved funding levels.**

## GENERAL OVERVIEW

The Milwaukee County Board of Supervisors on October 2, 1986 established the Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC), as an advisory council to the Chairman of the County Board, the Committee on Parks, Recreation and Culture (now called the Committee on Parks, Energy and Environment) and the full Board. The primary purpose of the Council is to advise the Board on how best to allocate budgeted County funds for the arts through grants and contracts for the provision of cultural arts programs that best serve and enhance the quality of life in the community.

CAMPAC consists of nine members with an interest in the arts appointed by the County Board chairman and confirmed by the full Board. No paid staff members or board members of any arts agencies receiving funding from Milwaukee County may serve on the Council.

The purpose of the County Arts Program, as provided in the County Board resolution establishing CAMPAC, is to serve as a public sector source of support for various cultural, artistic and musical organizations and individuals providing a variety of artistic genres and styles designed to reach a broad range of the County's residents, including those of different economic, social, ethnic, racial, age and neighborhood backgrounds. To accomplish this purpose, the program has the following objectives:

1. To provide support for arts organizations in order to improve their financial stability, encourage the development of other resources, enhance management capacity and achieve or sustain growth in the artistic quality of their programs;

2. To assure broad public access to a full range of artistic genres for all County residents, particularly those whose financial resources are limited, who live in more restricted settings, or who are otherwise limited by reason of age or handicapping conditions;

3. To promote the creative growth and development of local individual artists and;

4. To encourage the maximum usage of County-owned arts facilities.

(CAMPAC, under authority granted by the County Board, will use the following rules and guidelines in making recommendations to the County Board through the Committee on Parks, Energy and Environment. The application of the guidelines to the allocation process is dependent upon the availability of funds in the County budget for 2008. Depending upon the dollars actually budgeted, it may be necessary to develop additional criteria and procedures in order to accommodate budgetary constraints.)

## COMPONENT 1: MATCHING GRANTS PROGRAM

The Matching Grants Program provides sustaining or operating support to professional, nonprofit arts organizations located and working in Milwaukee County. The term "professional arts organizations" refers to the full range of arts groups, including producing companies, and presenting organizations.

The Matching Grants Program will be composed of the following:

Matching grants for established arts organizations (those in existence for at least 3 years)

Challenge grants for emerging arts organizations (those in existence for at least 18 months but less than 3 years)

A. Eligibility Requirements

Any organization submitting a proposal to Milwaukee County for funding under this program as an established arts organization must conform to the following requirements:

1. Be an independent, professional, nonprofit organization with IRS 501 (c)(3) status and located within Milwaukee County as determined by corporate address and the principal location of arts activities. (An organization with a tax-exempt status other than 501(c)(3) may be eligible under certain conditions such as a tradition of participation in County arts funding in the past.)

2. Be organized primarily for the purpose of the production or presentation of the arts within Milwaukee County. Organization cannot be exclusively a landlord or rental facility, but must be financially liable for performances. No group may have as one of its purposes the establishment, advocacy, promotion or promulgation of any religion or religious belief.

3. Employ at least one professional paid staff person with overall administrative and management responsibilities and provide for payment of artistic personnel.

4. Have been in continuous operation for the previous three (3) years. Continuous operation means a minimum of four (4) performances (not productions) in Milwaukee County* per fiscal year that have been open to the general public during each of the previous three (3) years. Open to the general public means the performances have been advertised or promoted in the mass media and are held in facilities generally open to the public.

5. Comply with the following Board of Director requirements:

   A Board of Directors must have a minimum of five (5) voting members.

   Paid or otherwise compensated administrative staff and consultants, or other related parties, may not hold the positions of Board President/Chair, Board President-Elect/Chair-Elect (or whomever is designated by the by-laws to serve as the Chair if he/she becomes incapacitated or unavailable), Board Vice President/Vice Chair, or Board Treasurer. A

* The Milwaukee County location requirement for performances will go into effect as of the 2007-08 performance season.

related party is any person who has material conflicting interests with the charity resulting from any relationship or business affiliation.

7. Provide and maintain financial records in accordance with standard accounting practices.

8. Organizations with budgets over $100,000 must provide an annual financial audit **and** IRS Form 990 with the application for funding and prior to receipt of the matching grant. **All other organizations must submit either audited or unaudited financial statements, along with IRS Form 990, if applicable.**

9. Demonstrate the capacity for independent fund raising by raising contributions from outside sources.

10. Emphasize the employment of talent originating from or residing in Milwaukee County.

Agencies applying for funding under this program as emerging arts organizations must conform to the following requirements:

1. Be a nonprofit organization located within Milwaukee County as determined by corporate address and the principal location of arts activities. The determination of 501(c)(3) status may be pending.

2. Be organized primarily for the purpose of the production or presentation of the arts within Milwaukee County.

3. Be independent and professional and provide evidence of payment of professional artistic personnel.

4. Have been in continuous operation for at least 18 months prior to December 31, 2007. Continuous operation means a minimum of four (4) performances (not productions) in Milwaukee County per fiscal year that have been open to the general public during each of the previous 18 months.

5. Comply with the following board of director requirements:

   A Board of Directors must have a minimum of five (5) voting members.

   Paid or otherwise compensated administrative staff and consultants, or other related parties, may not hold the positions of Board President/Chair, Board President-Elect/Chair-Elect (or whomever is designated by the by-laws to serve as the Chair if he/she becomes incapacitated or unavailable), Board Vice President/Vice Chair, or Board Treasurer. A related party is any person who has material conflicting interests with the charity resulting from any relationship or business affiliation.

7. Provide and maintain financial records in accordance with standard accounting practices.

8. Provide an annual financial audit or IRS Form 990, if applicable, with the application prior to receipt of the grant.

9. Have the potential for fund raising and development of contributions from outside sources.

10. Emphasize the employment of talent originating from or residing in Milwaukee County.

B. Criteria for Grants

Milwaukee County's grants under the matching grants program for established arts organizations will be based on an organization's operating income, considering both earned and contributed income, excluding the following:

1. In-kind contributions

2. Income dedicated to capital improvements (that is, purchase of real estate, construction or purchase of equipment costing over $500, major building renovations, etc.)

3. Contributions for an endowment campaign

4. Contributions received for re-granting purposes

5. Income dedicated to the principal payment of bank loans

6. Contributions received from Milwaukee County directly or indirectly

Subject to the availability of funds, all eligible organizations will qualify for funding. The actual grant received by an eligible organization will be calculated as a percentage of that organization's operating income with maximum percentage limitations. Grants will be awarded on a sliding scale with smaller organizations receiving a proportionately larger grant. The percentage match will be adjusted annually to accommodate the available dollars.

Eligible emerging arts organizations may qualify for challenge grants of up to $1,500 depending upon the availability of funds and the total number of organizations that qualify.

C. Allowable Expenses

In the Matching Grants Program, funds can only be used to support the organization's general operations, not specific programs.

D. Contracts

There will be no formal contract between Milwaukee County and the Matching Grant recipients.

The grantee organization will be required to sign an "Acknowledgment of Receipt of Funding" form.

E. Distribution of Funds

Funds will be distributed in the spring of 2008.

## COMPONENT 2: COMMUNITY CULTURAL EVENTS PROGRAM

The Community Cultural Events Program is established to provide public access to cultural events to a broad range of the County's residents, including those whose financial resources are limited, who live in more restrictive settings, or who are otherwise limited by reason of age or handicapping conditions. Grants are provided for performing, literary or visual arts organizations that emphasize outreach to underserved communities in their primary mission.
The Community Cultural Events Program includes:

> Community Events: The County's purchase of and/or participation in supporting various artistic performances, presentations or exhibitions in a variety of locations and settings throughout the year.

Eligibility requirements - Community Events

Any organization submitting proposals to Milwaukee County for funding under the Community Cultural Events Program must conform to the Matching Grant Program eligibility requirements for established organizations. (Emerging organizations may qualify under certain circumstances, which CAMPAC considers appropriate.) Applicants must demonstrate that their organization targets specific audiences, including minority populations, handicapped and disabled individuals, or others whose access to arts events is limited.

**PLEASE SEE A.1.a. BELOW.**

A. Criteria for Contracts

1. Proposals for Community Events funding will be reviewed using the following criteria for overall balanced programming for Milwaukee County.

   a. Audience served: the extent to which the organization serves various ethnic groups, age ranges, and those who would not otherwise be able to afford to attend. Priority is given ***to those organizations which have as all or part of their primary mission to serve those audiences***

   b. Geographic dispersion of the organizations' programming

   c. Balance of artistic genres: the variety, styles and disciplines that would be presented

d. Effectiveness of the plan for broad public access: the extent to which the organizations ensure accessibility to a variety of county residents. In general, it is assumed that these organizations provide programming that is free and open to the public.

2. It is anticipated that County funding will not be available for ticket subsidies. However, this is considered an important community service and all groups are encouraged to continue with the ticket distribution program through appropriate local agencies.

B. Basis for Funding

The Community Cultural Events program bases funding for approved organizations on their overall budget size.

C. Restrictions on Funds

Milwaukee County will not provide funds to reduce existing deficits. Milwaukee County does not provide funds for direct grants, tuition, fund-raising efforts, interest or litigation costs, prizes, entertainment or funds for projects that discriminate against or preclude any group.

Milwaukee County does not fund:

1. Capital Projects or expenditures (over $500)
2. Benefit performances, exhibitions or events
3. Refreshments

## COMPONENT 3: ARTISTIC DEVELOPMENT PROGRAM (MILWAUKEE COUNTY INDIVIDUAL ARTISTS FELLOWSHIP AWARDS PROGRAM

The Artistic Development Program is designed to provide grant awards to individual professional performing, literary, or visual artists. (There are separate guidelines and application procedures for this program.)

This program is not being administered currently due to lack of available funding.