**​**ARTS AND CULTURE DEPARTMENT GENERAL SUPPORT PROGRAM

Applications are first reviewed for eligibility by staff. Eligible applications are then reviewed by panels comprised of conflict-free arts and cultural workers. Panelists will review and score all completed applications based on the evaluation criteria. Applications are scored on a 100-point scale.

An application is considered complete if it has responded to all the narrative questions and has included the required attachments (work samples and budget). **All applications must be submitted via the** [**MARGO portal**](https://phoenixarts.smartsimple.com/s_Login.jsp) **(**[**https://phoenixarts.smartsimple.com**](https://phoenixarts.smartsimple.com)**).**  
In this document, you will find the FY25 General Support Program grant application questions. Feel free to answer your questions here, and copy/paste your answers into your application in the [MARGO platform](https://phoenixarts.smartsimple.com/s_Login.jsp).

# GENERAL APPLICANT INFORMATION

* Background/About the Organization (200 words)
* What is your organization's Mission Statement? (250 words)
* What is your organization's Vision Statement? (250 words)
* Upload bios of 1) Artistic/Program Director or equivalent, 2) Executive Director/CEO or equivalent, and 3) Board Chair​​.​​
* Primary Programs/Events Upload (past two years + current year of key programs, events, and services) (5 points automatic)

# COMMUNITY SIGNIFICANCE The applicant clearly and specifically identifies the community the organization engages; reveals an understanding about how they currently effectively engage their community; demonstrates an awareness of how they and others fit into the arts and culture ecosystem to increase the benefit to the Phoenix community. (30 points)

* What community does your organization engage? Include demographic information, if available, or describe the community as specifically as possible. (400 words)
* What tried-and-true tactics does your organization rely on to engage your intended community? (400 words)
* Describe how your existing partnerships and collaborations with other arts and cultural entities, nonprofits, businesses, and/or schools strengthen your ability to carry out your mission.? (400 words)

**​​**ARTISTIC/CULTURAL VALUE​The applicant is thoughtful in delivering programs and services that advance the organization’s artistic/cultural mission; demonstrates intentionality behind upcoming programming; and shows commitment to the success and development of Phoenix artists. (40 points)

* Highlight upcoming programming that is exciting to the organization. Explain why that programming is particularly unique, innovative, and/or exceptional. (300 words)
* Describe the development process of your programming (event, workshops, performances, etc.). Who is involved in the programming development process? (400 words).
* How does your organization support local artists and culture workers through opportunities, fair wages, promotion, and/or professional development? (400 words)
* Support Materials (Video, Images, Brochures, etc.)

FINANCIAL AND LEADERSHIP CAPACITY

The applicant shows fiscal accountability and is flexible to keep up with the challenges the organization faces during the Coronavirus crisis, including fiscal health, staff, and board development, and a focus on the future; reveals leadership's intentionality and thoughtfulness regarding building equity into the organization. (25 points)

* Adjusted annual revenue from most recently completed fiscal year (this is the figure labeled "Total Revenue Unrestricted Less In-kind Unrestricted" found on your DataArts profile or Statement of Activity).
* [Cultural Data Profile](https://culturaldata.org/get-started/) Report (Form upload option for organizations with prior year annual income between $4,000 and $249,999)
* Reference and explain specific Cultural Data Profile/budget expense and/or revenue line-item trends/variances or debt/loan circumstances impacting the financial position. (400 words; Optional)
* Describe successes, challenges, or special circumstances related to your financial position in the past, current, and next fiscal year. Reference the CDP report/summary form when applicable. (400 words)
* Identify three separate reflections about how your organization is working to build a more equitable organizational framework. Reflections can be questions, examples, steps, wins, challenges, etc. (400 words)

Evaluation Criteria

# COMMUNITY SIGNIFICANCE The applicant clearly and specifically identifies the community the organization engages; reveals an understanding about how they currently effectively engage their community; demonstrates an awareness of how they and others fit into the arts and culture ecosystem to increase the benefit to the Phoenix community. (30 points)

# ARTISTIC/CULTURAL VALUE​The applicant is thoughtful in delivering programs and services that advance the organization’s artistic/cultural mission; demonstrates intentionality behind upcoming programming; and shows commitment to the success and development of Phoenix artists. (40 points)

FINANCIAL AND LEADERSHIP CAPACITY

The applicant shows fiscal accountability and is flexible to keep up with the challenges the organization faces during the Coronavirus crisis, including fiscal health, staff, and board development, and a focus on the future; reveals leadership's intentionality and thoughtfulness regarding building equity into the organization. (25 points, 10 of which are automatic for financials upload)

+ Primary Programs/Events Upload (5 points automatic)

View the Review Rubric that panelists will use to evaluate applications [here](https://www.phoenix.gov/artssite/Documents/GSP%20Panel%20Review%20Rubric%20FINAL.pdf).