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Indiana Destination Development Corporation
in partnership with the Indiana Arts Commission

Arts, Cultural and Destination Marketing Organization Support Grants

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All applications must be received by 4:00pm EST on September 8, 2020.

Guidelines updated 9/29/2020
Program guidelines may be updated as needed.

Arts, Cultural and Destination Marketing Organization Support Grants Guidelines

PURPOSE

The arts and cultural sector adds vibrancy and depth to Hoosiers' lives and is a significant factor in the health of Indiana's tourism economy. While the COVID-19 crisis threatens arts organizations and events as well as those organizations that represent Indiana's destinations, they continue to be at the center of community life and will be critical to the State's economic recovery. The goal of this program is to assist in the preservation of these entities and to provide bridge funding to continue operations. The Indiana Destination Development Corporation (IDDC) will provide operating support to arts and cultural organizations, local events, and tourism organizations whose normal business has been interrupted due to COVID-19.

The deadline to request funding is September 8, 2020. **Funds are eligible for expenses that occur between March 1, 2020 and December 30, 2020.**

By December 30, 2020:

- Service has to be rendered or goods/services have to have been received.
- Grant funds must be expended by the grantee no later than December 30, 2020.

APPLICANT ELIGIBILITY REQUIREMENTS

To be eligible, the applicant must be one of the following:

1. A private, nonprofit tax-exempt organization incorporated in the State of Indiana with 501(c)(3) status from the Internal Revenue Service (IRS) that does one of the following:
 - Produces, promotes, or presents art and cultural activities for the public (such as workshops, classes, exhibitions, performances, or festivals);
 - Provides public access to physical collections and exhibits, such as museums, botanical gardens, historical societies and zoos.

OR

2. A local unit of government applying on behalf of an eligible arts and cultural activity (such as a festival) or through a public asset (such as a library, parks and recreation, etc.) for eligible arts and cultural activities (as stated in item #1).

OR

3. A Destination Marketing Organization (DMO) or any similar nonprofit organization in the absence of a DMO.

OR

4. A private, nonprofit tax-exempt organization incorporated in the State of Indiana with 501(c)(4) status that organizes and presents a festival. (8/27/2020)

Ineligible Organizations:

- a. For-profit organizations;
- b. Any organization whose sole or primary purpose is to fundraise (e.g., "friends of" groups, foundations, etc.);
- c. Public colleges and universities, and entities that receive state-level operating support or non-project support (e.g. facility) directly from the Indiana General Assembly;
- d. Organizations not located in Indiana or whose service does not primarily serve Indiana residents.

ELIGIBLE EXPENSES

Support from this program is for COVID-19 related business interruption expenses but is limited to any or all of the following mission-critical ongoing stabilization needs for eligible expenses incurred between March 1, 2020 and December 30, 2020:

- Salary for one or more positions that are critical to the organization's artistic, destination or community festival-focused projects, operations and services;
- Fees for artists and/or eligible contractual personnel that are critical to the project or the organization's operations and services;
- Facility operational costs such as rent, mortgage, utilities, equipment, information technology, security, insurance, building maintenance, cleaning services;
- Cancelled event production costs such as venue fees, technical support, equipment rental or fees;
- Marketing expenses incurred to publicize the resumption of activities and steps taken to ensure a safe experience due to the public health emergency. (revised language)
- Costs associated with venue reopening, including alterations to facilities to meet reopening guidelines, extra cleaning costs or supplies and the purchase of employee personal protective equipment (PPE);
- Costs associated with transitioning services to alternative means or methods (i.e. online services or outdoor or limited attendance performances);
- Durable goods or services acquired during the covered period that were previously unbudgeted and a necessary expense incurred due to the COVID-19 public health emergency

INELIGIBLE EXPENSES

- New programs and services not directly related to the impact of COVID-19;
- General marketing and promotional expenses not related to resumption of activities and steps taken to assure safety due to impact of COVID-19; (revised language)
- Resale items purchased to sell (concessions and promotional merchandise);
- Strategic planning expenses and/or expenses related to developing a long-term plan to reposition an organization or entity;
- Cash reserves;
- Consumable supplies and materials - with the exception of Personal Protection Equipment (PPE);
- Activities that are solely for the purpose of fundraising;
- Private functions, religious services, lobbying activities, or any non-public activity;
- Costs of entertainment, including amusement and social activities such as receptions, parties, galas, dinners, etc., and any associated costs including catering, alcohol, planning, staffing, supplies, etc. are unallowable;
- Revenue replacement for municipalities and local units of government
- Costs incurred outside of the covered period (March 1, 2020 to December 30, 2020);
- Performance or delivery of a good or service received prior to or after the covered period;
- Reimbursement to donors for donated items or services;
- Expenses that have been or will be reimbursed under any federal program, such as the reimbursement by the federal government pursuant to the CARES Act;
- Workforce bonuses other than hazard pay or overtime;

- Property taxes;
- Capital expenditures including equipment and improvement projects, if not a necessary expenditure incurred due to COVID-19;
- Severance pay;
- Damages covered by insurance;
- Legal settlements

Grant recipients cannot use CARES Act funds from different sources to support the same expense. **Funds are eligible for expenses that occur between March 1, 2020 and December 30, 2020.**

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- Grant funds must be expended by the grantee no later than December 30, 2020.

NOTE: Grant recipients will be considered sub-recipients and documentation of expenditures required.

Requirements imposed on the subrecipient so that the award is used in accordance with Federal statutes, regulations and the terms and conditions of the award. The federal funds are considered federal financial assistance subject to the Single Audit Act of (31 U.S.C. §§ 7501-7507) and the related provisions of the Uniform Grant Guidance; 2 C.F.R. § 200.303 regarding internal controls, 2 C.F. R. § § 200.330 through 200.332 regarding subrecipient monitoring and management, and subpart F regarding audit requirements.

AWARD INFORMATION

Arts and Cultural Organizations and Providers; Festival Providers

Funding amount will be scaled according to percentage of annual expense budget that is devoted to arts activities as described above.

Destination Marketing Organizations

Funding amount will be scaled in proportion to annual revenue.

Funding priority will be given to those organizations that have not received any or substantial funding from the CARES Act. Grants may typically range from \$4,500-\$50,000.

APPLICATION PROCESS AND REVIEW CRITERIA

Applicants will be asked to provide the following which will be used as criteria for review:

- Documentation of economic need;
- Narrative description of why funding is necessary to sustain operations;
- Detail on how funding would be utilized;
- Narrative description of strategies being employed to ensure both continuation of organization/event, and its relevance to the community(s) it serves.

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REPORTING REQUIREMENTS

Grant recipients will be required to complete a final report by **February 10, 2021**. Failure to complete a report could make a recipient ineligible for further funding from the Indiana Destination Development Corporation or the Indiana Arts Commission. Unspent or funds spent on ineligible items must be returned to the Indiana Destination Development Corporation.

Final reporting information will include:

- Explanation and full accounting of how the funds were used and how they enabled the sustainability of the grantee;
- Number of jobs and/or contract personnel retained;
- Any further metrics that can be attributed to the grant dollars.

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Requirements imposed on the subrecipient so that the award is used in accordance with Federal statutes, regulations and the terms and conditions of the award. The federal funds are considered federal financial assistance subject to the Single Audit Act of (31 U.S.C. §§ 7501-7507) and the related provisions of the Uniform Grant Guidance; 2 C.F.R. § 200.303 regarding internal controls, 2 C.F. R. § 200.330 through 200.332 regarding subrecipient monitoring and management, and subpart F regarding audit requirements.

READY TO APPLY?

Application submittal process begins Friday, August 14, 2020. Only applications submitted via the Indiana Arts Commission's online system will be accepted, except in the case of ADA accessibility accommodations.

To directly access the application in the online system, [click here](#). (This link will be active on August 14, 2020.)

- For accessibility accommodation requests, contact Stephanie Haines at shaines@iac.in.gov or 317-232-1274.
- For technical concerns with the online system, contact Deanna Poelsma at dpoelsma@iac.in.gov or 317-232-1278.
- For program questions, contact Adam Moschell, Grant Services Program Manager, Lieutenant Governor's Business Office at grants@iddc.in.gov.