



## 2025 PROJECT GRANT GUIDELINES

### ABOUT PROJECT GRANTS

Gwinnett Creativity Fund (GCF) Project Grants provide support for arts and cultural projects, initiatives or programming. Projects may range from Public Art, visual and performing arts programming, arts preservation, music, film, and arts education. There is a cash match of 25% required of all applicants.

**The application is open to 501(c)(3) and 501 (c)(6) organizations as well as official Gwinnett County or city public arts commissions.** The application may be accessed here: <https://exploregwinnett.smapply.io>

### ABOUT GWINNETT CREATIVITY FUND (GCF)

The Gwinnett Creativity Fund recognizes the arts' inherent value and seeks to increase Gwinnett County's profile as a cultural, inclusive destination where the arts educate, elevate, and inspire. This grant is developed, administered, and managed by Explore Gwinnett Tourism + Film and funded by the Gwinnett County Board of Commissioners.

The Gwinnett Creativity Fund goals are to assist organizations to grow and evolve, enhance programmatic opportunities, reach underserved audiences, and enhance Gwinnett County's economic and cultural destination status.

### 2025 PROJECT GRANT TIMELINE

- **Application Period: October 1 – December 15, 2024**
- **ZOOM Interview: By appointment (required of first-time applicants )**
- **Notification: January, 2025**
- **NEW Project Period: January 15 – October 31, 2025**
- **Final Report: 45 days of project completion OR no later than November 15, 2025**

**If you received a Project Grant in 2024 and plan to resubmit for an annual event or similar project in 2025, you must give details on the new offerings/differences in the current project.**

### ORIENTATION

An orientation is **required** of first-time applicants and recommended for other organizations interested in applying for a 2025 Gwinnett Creativity Fund Project Grant Cycle. The brief ZOOM orientation session is available by appointment and will cover:

- How to apply
- Required documentation
- Eligibility criteria
- Application timelines

More information on orientation or to book an orientation session, contact [gcf@exploregwinnett.org](mailto:gcf@exploregwinnett.org).

## ATTACHMENTS:

- IRS Exempt Determination Letter (if a 502(c)(3) or 501(c)(6) organization)
- IRS Form W-9
- Organization Logo
- FY24 & FY 25 Budgets
- Project Budget
- FY24 & FY 25 Program Schedules (If applicable)
- Income Profit/Loss Statement
- Audit (if your organization has one)
- Marketing Plan (optional)
- Marketing and Support Materials (optional)
- **Public Arts Checklist** (Only required by organizations requesting public art funding)
  - Public Art Site Agreement
  - Public Art Call for Artists
  - Public Art Artists Contract
  - Public Art Finalized Artwork & Project Timeline
  - Public Art Maintenance Plan

## ELIGIBILITY

- First priority for funding will be given to 501(c)(3) and 501 (c)(6) Arts and Culture organizations located and providing services within Gwinnett County, Georgia; with grant funds being spent within Gwinnett County.
- Second Priority for funding is given to 501(c)(3) and 501 (c)(6) organizations who have substantial, current and ongoing involvement or impact in Gwinnett’s arts and cultural landscape. A Gwinnett County organizational address not required.
- Applications from a non-profit fiscal agent on behalf of a for-profit applicant are not eligible.
- Organizations must have been in existence for one year and can provide at least one year of financial documentation (budgets, profit and loss, etc.).
- Applicants must be a non-profit entity with a determination letter from the Internal Revenue Service declaring the organization as a 501(c)(3) or 501 (c)(6) of the Internal Revenue Code.
- Applicants must be dynamically engaged in performing, educating, exhibiting, or presenting arts and/or cultural programming or initiatives.

### Eligible Applications must:

- Include arts programming completed between January 15 – October 31, 2025.
- Projects must include a public accessibility component; project(s) should be open to the general public; however, admission may be charged.
- Completed application should be submitted through the online grant portal by midnight, December 15, 2024.
- If the grant is awarded, recipients must submit a final report within 45 days of the project completion date or November 15, 2025.

Applications not meeting these criteria are ineligible and will not be reviewed. Applicants may not submit additional material after the deadline.

## PUBLIC ART

Applicants applying for Public Art funding must complete the **Public Arts Checklist** and upload the following supporting documents.

**Public Art Site Agreement** – which highlights formal agreement between your organization and the owner of the site on which your public art will be showcased. This should also include an agreement on who is responsible for the upkeep of the artwork and accompanying site.

- **Public Call for Artists** – formal documentation reflecting the taken to select the artist and artwork.
- **Public Art Artist Contract**
- **Public Art Finalized Artwork & Project Timeline**
- **Public Art Maintenance Plan**- a comprehensive, post-project maintenance plan or agreement.

## INELIGIBLE ORGANIZATIONS

- Organizations that have discriminatory policies and/or practices on the basis of race, color, national origin, age, economic status, disability, sex/gender, marital status, familial status, parental status, religion, sexual orientation, genetic information or political beliefs
- Individuals
- For-profit organizations
- Some festivals or events may be ineligible. Examples include festivals without a strong juried arts component, cover bands, or children's art zones.

## INELIGIBLE USES OF GRANT FUNDS

- Staff salaries, honorariums, stipends or *artistic fees*. (The only exception is Public Art Artist Contract)
- Awards
- Artist/Patron gifts or experiences
- Religious services and/or religious education
- Endowment
- Capital campaigns
- Food & Beverage
- Prepayment of Goods or Services
- Expenses unrelated to project

## GCF does not fund the following:

- Martial arts
- Projects primarily science or history-based
- Athletic events
- Fireworks
- Battle reenactments
- Parades
- Rental of inflatable jumpers
- Petting zoos
- Magic shows
- Face painters
- Topiary/landscape art

## Accessibility

All GCF funded projects must be held at ADA compliant facilities or locations. For information and guidance on making your programs accessible to people with disabilities, review the Accessibility Planning and Resource Guide for Cultural Administrators on the website of the National Endowment of the Arts:

<http://arts.gov/accessibility/accessibility-resources/publications-checklists/accessibility-planning-and-resource>.

## HOW ARE ORGANIZATIONS EVALUATED AND PRIORITIZED?

Completed applications are reviewed and scored by an impartial panel. The panel will award funding based on a weighted matrix. Due to budget limitations, not all grant requests may be fulfilled.

## ZOOM Interview:

After applications are submitted, first-time applicants will be scheduled for a ZOOM interview. Interviews will be the final opportunity for the organization to "pitch" the merits of their proposed projects and will be scored by the review panel as part of the weighed scoring matrix.

## HOW ARE FUNDS DISTRIBUTED IF AWARDED?

Grant Distribution process:

- Grant guidelines
- Signed Grant Agreement
- Final report
- Recognition of GCF with logo on sponsor/partner pages

50% of the grant award will be paid upon receipt of the signed agreement and the final 50% is distributed once the final report is submitted, reviewed and approved. All reports and attachments are required to be submitted via the online portal. Any organization who does not submit a final report by the deadline may be ineligible to apply for future Gwinnett Creativity Fund Grants and will be required to return the previously allocated funds. Recipients must request prior approval via the grant administrator for any changes in how funds will be utilized.

## Final Report Requirements

- Final Report Form (Budget section of this form **must be completed**)
- Updated Project Budget
- Marketing Materials (examples of marketing and promotion of the project)
- Sponsor/partners credit examples
- Itemized receipts and invoices from all grant funds spent with cover page
- Photos from the completed project
- Video Testimonial

## RECOGNITION REQUIREMENTS

Grant recipients must credit Gwinnett Creativity Fund in printed materials and any online presence associated with the funded organization or project and/or in the same manner as sponsors/donors of the same monetary level. Failure to comply with the requirement could jeopardize future funding opportunities.

## HOW DO I LEARN MORE ABOUT GWINNETT CREATIVITY FUND?

Gwinnettcreativityfund.com or [gcf@exploregwinnett.org](mailto:gcf@exploregwinnett.org)