City of Reno Arts & Culture
2025 Project Grants Information

SUMMARY:

City of Reno Arts & Culture Project Grants challenge arts and culture nonprofits to serve Reno's historically underserved populations with arts and culture programming and to seek innovative partnerships. The grant application asks organizations to demonstrate social impact beyond a traditional audience experience as well as a plan to reach diverse and historically underserved populations.

Project Grants may not be used for the following: capital improvements or acquisition of equipment or property, projects which further the aims of religious organizations, fundraising, prizes, projects which involve touring outside of Reno, indirect costs, general operating costs, and scholarships or research stipends.

Awards support projects that engage at least one of Reno's historically underserved populations in creative programming or artmaking. Historically underserved populations may include one or more of the following: seniors, ALAANA (African, Latinx, Asian, Arab and Native American), people with disabilities, new Americans, low-income, veterans, youth, and LGBTQIA+. Projects seeking grant funding will encourage participation in the visual arts, craft, media, music, theater, dance, folk, history or literary arts through events, performances, exhibits, classes/workshops, and other arts programs. Expenses that qualify for funding include artist fees, public performance and exhibition costs, project-related promotion and marketing, art consultants, guest teaching artist fees, materials, and supplies, and facilities rentals outside of arts organizations main offices. Applicants can receive up to fifty percent of eligible program costs, not to exceed $7,000. Requires a 1:1 cash match.

A competitive application will demonstrate social impact beyond a traditional audience experience as well as a plan to reach diverse and underserved populations in the following ways:

- Engages participants through a variety of means
- Project times, locations, facilities, and technology are accessible to the public
- Understands the community it serves (geographical, cultural, economic, racial, educational relevance, etc.)
- Utilizes partnerships to effectively serve specific communities

- Collects participant feedback and uses the results to improve community-focused programming
- Demonstrates social, educational, cultural, and/or economic relevance for the community
- Contributes to vibrant, creative neighborhoods

ELIGIBILITY:

- Non-profit organizations or public institutions under Chapter 501(c) (3) of the Internal Revenue Code or qualified educational institutions. Grants will not be awarded to individuals.
- Applicants may apply for a City of Reno Event Grant as well but may only be considered for one depending on the amount of funding requests. Event Grant programming must be different from a grant request for a Project Grant.
- Non-profit organizations or public institutions can only apply for one Project Grant.
- Non-profit organizations and public institutions must have their official business address located in Reno or a surrounding neighbor community such as Sparks, Incline Village, or Truckee. Grant funded programming must take place within City of Reno city limits.
- Applicants must be able to show that they have been in operation with active programming for at least one year.
- 1:1 cash match of requested funds.

Project grant applications will be evaluated based on the following:

1. **The Project**: All answers in this section address artistic and cultural merit.

- The organization clearly describes the unique artistic components, genres, and/or creative elements of the project (event/project is clear).
- The organization clearly describes goals & outcomes of the project.
- The organization engages artists and program leaders who have applicable experience and cultural knowledge.
- The project/program aligns with the organization's overall mission.

2. **The Community**: Questions in this section describe the organization's ability to engage the community.

- The organization understands the community it serves (geographical, cultural, economic, racial, educational relevance, etc.) and demonstrates a plan for recruiting participants from target audience and historically underserved groups.
- The organization innovatively addresses an artistic/cultural need.

- The organization collects participant feedback and uses the results to improve community-focused programming.

3. **Inclusion, Diversity, Equity & Access (IDEA)**: This section seeks to understand how your organization works to identify and address issues related to IDEA through your proposed event.

- The proposal demonstrates social, educational cultural and/or economic relevance for the community.
- The organization demonstrates an effort to understand and eliminate barriers to participation, and to increase access for historically underserved communities.
- The organization has a plan to meet the physical accessibility requirement.
- The organization has a plan to meet the programmatic accessibility requirement.

4. **Budget:** This section will address the specific and total budget for the event or project, which includes matching and other funds outside of this grant.

- The financial plan is appropriate for the size and scope of the project or programs.
- The budget reflects realistic costs and evidence of artists being paid.

RESOURCES:

Applicant Grant Information Session on August 29, 2024

[Register online for this webinar.](#)

FUNDING:

$7,000 maximum (1:1 cash match)

TIMELINE:

Event grants must take place from January 1, 2025 and December 31, 2025.

DEADLINE:

APPLICATIONS MUST BE RECEIVED by 11:00 p.m. PT on Monday, September 30, 2024.

FINAL REPORTING:

<u>Grant funds will not be dispersed until final reporting is complete.</u> Organizations must submit a final budget for the project to show total expenses and revenues and demonstrate that the match was met. They must also fill out a final report that includes whether the project/event met the anticipated goals, outline the total number of personnel that worked on the project/event, the total number of volunteers on the project/event, an example from the project/event that strengthens the case for increased funding in the arts, and three photographs from the project.

There is an audience survey component that is required. Forms will be supplied to organizations for audience surveys. This survey gathers important data for the City of Reno to ensure equitable funding and assess and identify areas for improvement. If this component is not met, funding will not be released.

QUESTIONS & ASSISTANCE:

Please reach out to Erica Hill at HillE@reno.gov if you have any questions.

*If you would like assistance in Spanish, please contact staff at (775) 326-6333. *Si desea asistencia en español o para asistir a un taller de becas en español, comuníquese con el personal al (775) 326-6333.