City of Reno Arts & Culture
2025 Event Grants Information

SUMMARY:

The City of Reno Arts & Culture Event Grants are awarded to nonprofit arts and culture and non-arts organizations for one-time arts & culture events. The events may be anywhere within the Reno city limits. All events must be **free and open to the general public**. Events should be designed to attract the maximum number of people, appropriate for the event and site. Funds may be used to support community festivals, special performances, exhibitions, concerts, and other events. (One-time events include weekend festivals or events that take place over the course of one week. Recurring events over a longer period do not qualify as one-time events).

Allowable event costs include personnel, artistic and production fees, space rental, travel, marketing and advertising, and other event-related expenses. Event 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.

A competitive application will demonstrate social impact beyond a traditional audience experience, as well as a plan to reach diverse and historically 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 services (geographical, cultural, economic, racial, educational relevance, etc.).
- 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 Project Grant as well but may only be considered for one depending on the amount of funding requests. Project Grant programming must be different than a grant request for an Event Grant.
- Non-profit organizations or public institutions can only apply for one Event 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.
- Applicants must be able to show that they have been in operation with active programming for at least one year.
- **10% cash match of requested funds.**

Event Grant applications will be evaluated based on the following:

1.**The Event**: 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 (10% 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:

Grant funds will not be dispersed until final reporting is complete. 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.