



**City of Round Rock  
Arts Funding Grants Timeline  
2015 - 2016**

**August 2015**

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- 3 Applications available

**September 2015**

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- 4 \*\*\* Deadline to submit applications, 5:00 P.M. \*\*\***
- 14 Interviews with Arts Panel
- 18 Arts Panel finalizes recommendations to City of Round Rock Arts
- 25 City Manager takes action on Arts Panel recommendations  
Recommended funding letters sent to agencies

**October 2015**

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- 23 100% of funds made available to grant recipients (email notification will be made when checks are ready for pick up)

# Round Rock Arts Funding Guidelines 2015 - 2016



For additional information contact:

**Scot S. Wilkinson**  
**Director for Arts and Culture**  
**City of Round Rock**  
221 East Main Street  
Round Rock, Texas 78664  
(940) 391-1928 or (512) 671-2705  
[swilkinson@roundrocktexas.gov](mailto:swilkinson@roundrocktexas.gov)





# ROUND ROCK ARTS FUNDING GRANTS GUIDELINES AND INSTRUCTIONS

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## OVERVIEW

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### Round Rock Arts Mission

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The City of Round Rock is at an important transition point: arts and culture are becoming a crucial component of the City's quality of life. To this end, the City Council has identified the need to expand and strengthen arts and cultural activities in Round Rock.

- A. CREATE:** places with arts and culture celebrating the past, present and future.
- B. JOIN:** higher education, health sciences, and creative industries to inspire innovation
- C. DEVELOP:** Round Rock as a place for making and doing art.

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### Round Rock Arts Vision and Goal

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**Vision:** The arts and culture are important to Round Rock's quality of life, strengthening our community, inspiring more investment, and creating a greater sense of place.

**Goals:**

- A.** Support the economic development of our community, by adding value to development in the downtown and planned growth areas.
- B.** Further establish Round Rock as a destination for all types of visitors.
- C.** Inspire innovation and unique collaboration across public, private, and non-profit sectors.
- D.** Contribute to Round Rock's position as a full-service community with a high quality of life.

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### Arts Funding Available

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The City of Round Rock Arts and Culture offers financial assistance for the costs associated with a full season of projects, performances, or events within a twelve-month period as well as costs associated with a single project. Funding assistance is limited to not exceed \$5,000 per applicant and is limited to no more than fifty percent of the applicant's season or project expenses.

Funding from the City of Round Rock Arts and Culture is available for the encouragement, promotion, improvement and application of the arts, including music (instrumental and vocal), dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, television, radio, tape and sound recording, and the arts related to the presentation, performance, execution and exhibition of these major art forms; and historical preservation and restoration.

The City of Round Rock Arts and Culture will also on occasion provide start up support for newly formed organizations, artists or viable and interesting arts projects.

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## Eligibility

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Eligibility requirements to receive arts financial assistance from the City of Round Arts and Culture are:

- Applicants must be non-profit corporations holding letters of determination from the IRS showing 501(c)(3) status or be entities of government. Applicants must have been chartered and pursuing their mission for at least one year prior to the application deadline as indicated by the date on the organization's letter of determination from the IRS indicating 501(c)(3) status.
- Projects of the applicant should serve residents of or visitors to Round Rock and should be open and accessible to the public. The event must encourage, promote, or enhance arts in Round Rock.
- Organization will acknowledge the City of Round Rock as a contributor at event and in all advertising material.
- Organizations are encouraged to patronize local businesses for food, supplies, materials, printing, etc.
- Projects of the applicant must be completed between October 1, 2015 and September 30, 2016 of the current grant cycle.
- Administrative, technical, capital and project support will be considered. Projects, which are designed as fund-raising activities, will not be funded. Travel, lodging, and expense accounts of officers will not be funded.
- Applicants must develop multiple revenue streams to financially support projects.
- Funding request should not exceed \$5,000 and the City of Round Rock Arts and Culture grant should not be the primary funding source.
- Funding requests should be fifty percent or less of the total cost of the event.
- A Post Event Funding Report must be submitted within 30 days after the date of the event. The report should describe how City funds were spent and should mirror the items in the original application for funding. Any funds not used or used unlawfully must be returned or repaid to the City within the same 30 day time period.
- If previously funded, the organization must have successfully fulfilled all prior contract obligations.
- Organization must not be in arrears with the City of Round Rock.
- Organization must have an active board with regular meetings and with policy setting authority.

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## Criteria

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### ○ Artistic Merit

- Will support of the proposed project/season promote excellence and high quality artistic or creative merit in the arts as perceived by peers, critics, and/or the public within the city?
- Is the applicant organization directly involved in the creation and presentation of programs of artistic merit?
- Will support of the proposed project/season foster support for artists demonstrating merit and achievement in their fields?
- Does the applicant organization demonstrate a history of providing meritorious artistic programs?
- Does the applicant organization demonstrate the potential to achieve meritorious artistic programs, innovation and creativity in programming, services, and exhibits?
- Is there evidence of growing public demand as demonstrated by increasing audience size unless the organization is a start-up organization?

### ○ Community Service

- Is the event a community event that takes place in Round Rock and encourages, promotes and enhances arts in Round Rock?
- Does the project/season benefit the City of Round Rock by meeting a need not currently being met?
- Does the project/season offer employment opportunities and artistic development for artists?
- Will support of this project/season preserve and enrich the diverse cultural resources of Round Rock?
- Does the project/season evidence service that reflects the organization's educational and charitable mission?

### ○ Inclusiveness

- Does the proposed project/season activity provide access to quality arts programs and participation regardless of geographic isolation, race, income, age, gender, handicap, or social barriers?
- Does the applicant organization include representation of the diverse cultural, ethnic, and artistic pluralities of the community in the planning, execution, and evaluation of its programs and services?
- Does the applicant organization provide a community outreach component in this project/season that responds to the cultural diversity of the community?

### ○ Art Master Plan

- Does the proposed project/season increase the presence of the arts, animate public and private spaces with programming?
- Does it cultivate a new generation of arts participants and bring cultural tourism to Round Rock?
- Does your organization participate in marketing Round Rock as an arts destination?
- Does your organization encourage a cross-section of collaboration?
- Does it provide increased participatory arts opportunities, hands-on events, and other participatory and cultural experiences?

### ○ **Administrative and Fiscal Responsibility**

- Unless a start-up organization, applicant must show a continuing history of growth, stability, fiscal responsibility and vision (as evidenced by such things as increasing private sector sponsorships and/or memberships, cost reductions, finding of new revenue streams, etc.)
- A Board of Directors which meets regularly, oversees the finances, and sets the policies of the organization.
- Ability to deliver programs projects or services effectively.
- Realistic budget proposal, as evidenced by a funding request proportionate to the service/usage levels.
- Evidence of financial support from both private and public sectors.
- Timely, accurate and complete reporting to the City of Round Rock on the use of taxpayer funds.

### ○ **Financial Capability**

- Is there measurable evidence of support for the applicant organization (i.e. ticket sales, numbers of participants, contributions, critical reviews, letters of support, etc.)?
- Does the application show evidence of public and private financial commitments?
- Is the amount requested reasonable in relation to the total cost of the project/season?
- Does the applicant exhibit a history of administrative and financial capability necessary to realize the proposed project/season successfully?
- Does the applicant exhibit the potential to achieve the administrative and financial goals of the proposed activity?

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## Grantee's Responsibilities

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- The Director of Arts and Culture with the President of the Round Rock Arts will serve as a liaison to the Grantee.
- The Director for Arts and Culture reserves the right to make periodic checks on grant projects and grant finances during the period covering the actual project as a part of the evaluation process.
- Grantee must maintain financial records of the funded project and of their operations as a whole for at least two years after the conclusion of the funded project should the City of Round Rock require an audit. These records must create a clear audit trail for the revenues and expenses of the funded project upon request.
- Grantee will be required to attend all City of Round Rock Arts hosted workshops on specific topics of interests to Grantees.
- At the conclusion of any funded project, the Grantee shall submit to the City of Round Rock a detailed and comprehensive financial report covering all receipts and expenditures for the funded project using a final project form provided upon receipt of the grant award. A narrative report of the project should be submitted; where appropriate, the grantee should also include visuals of the project (i.e. photographs, video, slides, etc.)
- Grantee shall include in all promotion, publicity and advertising, whether written or verbal, the following credit line: ***"This project is funded in part by the City of Round Rock"***
- The City of Round Rock will provide camera-ready artwork to Grantees for placing the City of Round Rock logo on all printed material.
- Grantee shall be willing to submit changes to its proposed project/season schedule.

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## PROCEDURES AND PROCESSES

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### Application Procedures

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- Grant applications are considered on an annual basis. Applications will be made available in mid-August 2014. Applicants may also call Scot Wilkinson (940) 391-1928 or (512) 671-2705 or send an email to [swilkinson@roundrocktexas.gov](mailto:swilkinson@roundrocktexas.gov) to request an application. **The deadline to turn in applications is 5:00 p.m. Friday, September 4, 2015. Late applications will not be accepted.**
- Prior to August 28, 2015, applicants may submit to City of Round Rock Director for Arts and Culture a preliminary application packet for preview for completeness and accuracy. After the staff preview, applicants may refine their preliminary application packet and submit a final application packet. All final application packets are due by the stated deadline.
- **Applications must be submitted using the forms supplied by the City of Round Rock Arts and Cultural office.**

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## **Review Process**

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The Director of Arts and Culture is responsible for making recommendations relative to expenditures for arts grants for proposed programs promoting and sustaining the arts and culture in the City of Round Rock. Following are the steps of the grant review process.

1. Staff receives applications and reviews them for completeness and accuracy.
2. Complete electronic submission of the arts application and electronic submission of promotional items is forwarded to the Arts Panel Members for review.
3. Applicants are required to attend the Arts Panel interview process.
4. Applicants should be prepared to respond to questions from the Arts Panel concerning changes in their organization or the current status of their organization and new programming or strategic directions for the grant period. Each applicant will have approximately 15 minutes with the Arts Panel during this interview portion of the application process.
5. Arts Panel members will evaluate applications and interviews and make recommendations to the Director for Arts and Culture for funding.
6. Recommendations from the Arts Panel are forwarded to the City of Round Rock Director for Arts and Culture.
7. The Director of Arts and Culture will forward the final amounts awarded to the Round Rock City Manager for final approval.
8. Funding shall be available for disbursement according to the schedule that is attached.
9. A final project report will be due by September 30, 2016.

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## **Evaluation Process**

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Arts Panel members will use the following information in making Arts Grants recommendations:

- funding available
- the completed application form (adherence to submission guidelines and clarity)
- the current amount of funds requested
- the amount of funds requested and granted in the past
- the criteria shown on pages 2, 3 4, and 5 of these guidelines

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# INSTRUCTIONS

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## Financial Definitions

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Refer to the definitions listed to complete the financial form included in the application on pages 4 and 5.

### Expenditures

**Staff Salaries** - funds paid to employees of the applicant organization

**Supplies and Materials** - includes items such as office supplies and materials, supplies for costumes, materials for framing, displays, graphic and signage requirements, art supplies, and properties

**Salaries for Artists/Performers/Technicians** - fees paid for artistic or technical services (i.e. directors, producers, designers, and technical crews)

**Facilities Rental** - rental cost of facilities used throughout the fiscal year for such things as performances, office space, and warehouse space

**Publicity/Promotion/Printing** - fees paid for all promotional efforts and printing (cost of printing programs, tickets, newsletters, catalogues, prospectuses, etc.)

**In-Kind Services** - dollar value of all services and/or goods donated to the applicant organization by members or outside interests. In-kind expenditures should only appear on the new line below the postage line. (i.e. Volunteer staff salaries and donated professional services should be included on this line only.)

### Revenues

**CORRA Funds**- amount of funds you are seeking from the City of Round Rock Arts and Culture

**Admissions** - proceeds from all ticket sales or admission fees

**Sales** - proceeds received from the sale of specialty items

**Membership** - funds paid by the applicant organizations members (i.e. dues)

**Individual Donations** - all funds received from individual donors

**Corporate Donations** - all funds received from corporate donors

**Foundation Support** - all funds received from foundations

**State Funds** - all funds received from State of Texas grants or organizations

**Fund-raisers** – all funds received from “development”, soliciting and gathering voluntary contributions of money for your organization

**In-Kind Services** - dollar value of all services and/or goods donated to the applicant organization by members or outside interests (please refer to “In-Kind Services” under the Expenditures section)

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## Attachments

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### Following is the list of materials to be submitted with an application:

1. Current Fiscal Year Budget for all events/activities of the organization
2. Event must take place in Round Rock and in this Fiscal Year (October 1, 2015 and September 30, 2016)
3. Last two Fiscal Year Financial Statements
4. 2014 IRS Form 990, unless not required to file
5. Applicant organization's Internal Revenue Service Letter of Determination on 501(c)(3) status unless already on file with the City of Round Rock.
6. Narrative - Using the outline below as a guide, provide a typewritten narrative (*no longer than 5 pages*)

**Applicant Organization** – Briefly (one page maximum) describe the applicant organization including its mission, scope of services, day-to-day operations, number of paid staff and volunteers. If significant organizational changes are planned, summarize these changes and describe their effects on the applicant organization's ability to carry out the proposed season. Tell us what steps you are taking to strengthen your organization.

**Season** - Outline the season for which the applicant organization is seeking funding. Include details such as scope, theme, activities, schedule, target audience, admission fees, ticket purchases, estimated attendance for each activity, and benchmarks used to determine the success of each event.

**Evaluation Criteria** - Read pages 3, 4 and 5 of the Arts Grants Guidelines and summarize the applicant organization's fulfillment of the following criteria: Artistic Merit, Community Service, Inclusiveness, Art Master Plan and Financial Capability.

**Facilities** - Identify where the applicant organization's events and rehearsals are currently held and specify each facility's availability and seating capacity.

**Marketing Efforts**- Describe your organization's marketing plans for the coming season. Detail your strategies for building and developing audiences for the future and quantify your projected financial gains from those strategies. Provide specifics on any programming changes you are planning to attract a larger and/or more diversified audience.

**Financial** - Provide an overview of the applicant organization's financial status including the impact of this grant request. Specifically identify current efforts the applicant organization is now making to expand funding from sources other than City of Round Rock Arts Grants.

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## Submittal Instructions

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- **Please submit completed arts funding application and all attachments in electronic format to [swilkinson@roundrocktexas.gov](mailto:swilkinson@roundrocktexas.gov) by the deadline of 5:00 p.m. Friday, September 4, 2015.**
- Promotional item(s) are encouraged. Promotional items should be past programs, newspaper articles, review, collateral materials, and audio/videos.
- Electronic submission of the application and promotional items will only be accepted. Submission of application should be email to:

City of Round Rock Arts and Culture  
Scot S. Wilkinson, Director of Arts and Culture  
[swilkinson@roundrocktexas.gov](mailto:swilkinson@roundrocktexas.gov)  
940.391.1928 cell phone or 512.671.2705 office phone

- A preliminary application packet may be submitted to Director of Arts and Culture prior to Friday, August 28, 2015. The preliminary application packet will be previewed for completeness and accuracy and returned to the applicant organization with comments. Applicants may then refine their preliminary application and submit a final application.
- The due date and time will be strictly enforced. **All final applications are due by 5:00 p.m. Friday, September 4, 2015.**



**ROUND ROCK TEXAS**

**City of Round Rock Arts Funding Grant Application  
2015 – 2016**

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Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Organization's website address \_\_\_\_\_

Is your organization a 501 C (3) designated non-profit?  Yes  No

Date organization founded \_\_\_\_\_ Tax Identification #: \_\_\_\_\_

Type of Arts Organization:  Music  Theatre  Dance  Visual  Other \_\_\_\_\_

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Amount of funds requested \$ \_\_\_\_\_

Has this organization been previously funded by the City of Round Rock?  Yes  No

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Name of representative completing application \_\_\_\_\_

Title \_\_\_\_\_

Phone 1 \_\_\_\_\_ Phone 2 \_\_\_\_\_

E-mail address \_\_\_\_\_

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President/Director name \_\_\_\_\_

Title \_\_\_\_\_

Phone 1 \_\_\_\_\_ Phone 2 \_\_\_\_\_

E-mail address \_\_\_\_\_

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Season start date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Season completion date \_\_\_\_/\_\_\_\_/\_\_\_\_

Fiscal year begins: \_\_\_\_/\_\_\_\_/\_\_\_\_ Fiscal year ends \_\_\_\_/\_\_\_\_/\_\_\_\_

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	<b>Round Rock only Last Year</b>	<b>All Locations Last Year</b>	<b>Round Rock only Proposed Season</b>	<b>All Locations Proposed Season</b>
# of performances				
tickets sold				
comp tickets				
total attendance				



**Board of Directors**

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<b>Name</b>	<b>Position on Board</b>	<b>Home City</b>

**Staff Members, Volunteers and Artists/Performers**

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<b>Staff Member Name</b>	<b>Title</b>

<b>Number of Regular Volunteers</b>	<b>Scope of Work</b>

<b>Number of Artists/Performers</b>	<b>Paid/Not Paid</b>

## Total Organization Expenditures and Revenues Estimation

<b>REVENUE:</b>	<b>\$ Amount</b>		
<b>City of Round Rock Arts Funds Request</b>			
<b>Admissions</b>			
<b>Sales</b>			
<b>Membership</b>			
<b>Individual Donations</b>			
<b>Corporate Donations</b>			
<b>Foundation Support</b>			
<b>State Funds</b>			
<b>Fund-raisers</b>			
<b>Other</b>			
<b>Total Revenues</b>			
<b>EXPENDITURES:</b>	<b>Column 1 Expenditures Paid by CORRA</b>	<b>Column 2 Expenditures Not Paid by CORRA</b>	<b>Column 1+2 Total Expenditures</b>
<b>Administration:</b>			
Staff Salaries			
Insurance			
Supplies and Materials			
Other			
<b>Production Costs</b>			
Fees Paid: Artists/Performers/Technicians			
Facility Rentals			
All other Production Costs			
<b>Publicity and Promotion</b>			
<b>In-Kind Services</b>			
<b>Other</b>			
<b>Total Expenditures</b>			
<b>Net Profit/Loss</b>			

**Expenditures and Revenues Estimation (Round Rock Events Only)**

<b>REVENUE:</b>			<b>\$ Amount</b>
<b>City of Round Rock Arts Funds Request</b>			
<b>Admissions</b>			
<b>Sales</b>			
<b>Membership</b>			
<b>Individual Donations</b>			
<b>Corporate Donations</b>			
<b>Foundation Support</b>			
<b>State Funds</b>			
<b>Fund-raisers</b>			
<b>Other</b>			
<b>Total Revenues</b>			
<b>EXPENDITURES:</b>	<b>Column 1 Expenditures Paid by CORRA</b>	<b>Column 2 Expenditures Not Paid by CORRA</b>	<b>Column 1+2 Total Expenditures</b>
<b>Administration:</b>			
Staff Salaries			
Insurance			
Supplies and Materials			
Other			
<b>Production Costs</b>			
Fees Paid: Artists/Performers/Technicians			
Facility Rentals			
All other Production Costs			
<b>Publicity and Promotion</b>			
<b>In-Kind Services</b>			
<b>Other</b>			
<b>Total Expenditures</b>			
<b>Net Profit/Loss</b>			

## About your Organization

How will you use the grant money if awarded? (short concise answer):

What best describes the focus area for your grant application? (check one):

- a) **Educational-** to support educational outreach activities
- b) **Programming/Season Support** - for use of the named program/project to achieve the goals and objectives as outlined, within the dates set forth and according to the budget as outlined in this proposal
- c) **Operating Support-** for use for general organizational operating expenses (utilities, supplies, rent, etc.)
- d) **Special Projects** – explain \_\_\_\_\_
- e) **Other-** explain \_\_\_\_\_

Who is your Target Audience?

- Pre-Kindergarten Children  Kinder-12 Education  Higher Education  Adult Learners  Special Needs  
 Seniors

Does your organization track zip codes from the people that attend your events:  Yes  No

Are most of your patrons from:  Round Rock  Round Rock Area  Northern Austin  Georgetown

Do you advertise and attract potential arts patrons to your event?  Yes  No

How do you advertise and attract potential arts patrons to your event? (check all that apply)

- Print Ads  Radio  Television  Direct Mailers  Email  Facebook  Twitter  Web-site  
 Instagram  Pinterest  Billboards  Banners  Posters  Other \_\_\_\_\_

How many new arts patrons attended your events from the previous year?

- Decrease  None  1%  5%  10%  20%  Other

Describe your organization's ticket sales:  Sold Out  90% Sold  75% Sold  50% Sold  Under 50%

Did the organization's budget increase this past year:  Yes  No

How much did your budget increase:  <25%  25-50%  50-75%  75-100%  100%

Does your organization need help with fundraising?  Yes  No

Do your organization track in-kind/pro-bono support?  Yes  No

If yes, list the total amount received: \_\_\_\_\_

Did your organization win any type of awards this past season?  Yes  No

Did your organization receive any social media/newspaper/radio/television stories?  Yes  No

Other successes about your organization: \_\_\_\_\_

Type(s) of challenges your organization faced this past year:  Artistic  Audience Participation

- Budgeting  Fundraising  Mission/Vision  Performance Space  Production Values  
 Rehearsal Space  Technical  Volunteers  None

Do you partner with other organizations to provide services?  Yes  No

If so, please list: \_\_\_\_\_

Rate your organization's overall efforts this past year:  Exceptional  Good  Average  Poor

**Key Contributors**

**Top 5 individual financial contributions**

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<b>Name</b>	<b>Amount</b>	<b>Pending/Committed/Date</b>

**Top 5 corporate donations or sponsorships**

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<b>Corporation</b>	<b>Amount</b>	<b>Pending/Committed/Date</b>

**Foundation support**

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<b>Foundation</b>	<b>Amount</b>	<b>Pending/Committed/Date</b>

**Government agencies (*state, federal and local*)**

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<b>Agency</b>	<b>Amount</b>	<b>Pending/Committed/Date</b>

## Assurances

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If the grant is awarded, the applicant gives assurances to the City of Round Rock that:

- The season for which financial assistance is sought will be administered by or under the supervision of the applicant organization.
- All funds received will be used solely for the season described herein.
- The officials signing the application form have been authorized by the applicant organization to submit this application.
- The applicant shall retain a copy of the City of Round Rock Arts and Culture Grant Guidelines and shall execute the grant by the rules stated therein.

***Please initial:***

\_\_\_\_\_ I have read the City of Round Rock funding requirements and certify that we meet these requirements.

\_\_\_\_\_ I have attached a 501(c)(3) determination letter or \_\_\_\_\_ already on file.

\_\_\_\_\_ Current Fiscal Year Budget for all events/activities of the organization.

\_\_\_\_\_ Event must take place in Round Rock and in this Fiscal Year.

\_\_\_\_\_ Last two Fiscal Year Financial Statements

\_\_\_\_\_ 2014 IRS Form 990 or \_\_\_\_\_ your organization is not required to file.

\_\_\_\_\_ Narrative - provide a typewritten narrative no longer than 5 pages.

We hereby certify that all figures, facts, and representation made in this report, including any attachments, are true and correct to the best of our knowledge. By signing below, you certify that the information included in this application is factual and a true representation of your program's financial needs and that you agree to meet all application requirements upon accepting City of Round Rock Arts and Culture funding.

\_\_\_\_\_  
**Printed name of applicant**

\_\_\_\_\_  
**Printed name of Chairman of Board**

\_\_\_\_\_  
**Signature of applicant**

\_\_\_\_\_  
**Signature of Chairman of Board**

\_\_\_\_\_  
**Date signed**

\_\_\_\_\_  
**Date signed**