

Newport News Cultural Attractions Fund Application FY 2020

Overview

The City of Newport News has established the Cultural Attractions Fund to provide operational and/or project support to local cultural arts entities adversely impacted by the prolonged effects of the past economic recession. The Cultural Attractions Fund is intended to serve as a financial safety net to ensure the ongoing viability of the city's local cultural assets, as an incentive to encourage private fundraising, and as grant match investment. This fund is intended to support organizations that provide cultural or artistic offerings to the community (i.e. museums, special events, performing arts).

The City of Newport News incorporates a performance measurement framework into all its budgetary functions to emphasize and to help obtain community outcomes. Outcome measures indicate the change in the conditions of well-being for resident and nonresident children, adults, and families due to the programs or services provided. Outcome measures focus on why services are performed (the intended results of the program/service/project), as opposed to how services are performed (number of visitors/participants). Applicants are asked to describe how the organization measures their performance and what impact the activity or program for which funding is being requested has on their "customers".

Specific Outcome measures should be identified under the following categories. These are suggested areas, but the outcome measures are not limited to these categories only:

- A. **Economic Drivers:** *Funding the requested grant will result in job growth, attract tourism revenue, and stabilize property values.*
- B. **Educational Assets:** *Funding the requested grant will result in improved children's' success in school.*
- C. **Health and Civic Catalysts:** *Funding the requested grant will result in greater physical activity and create a welcoming sense of place that brings people together.*
- D. **Cultural Legacies:** *Funding the requested grant will preserve the heritage of the City's unique natural and cultural resources for future generations to enjoy.*

Applications will be reviewed using the following criteria:

- ✓ Record of financial sustainability
- ✓ Ability to leverage other funding
- ✓ Ability to use City funding as one-time assistance
- ✓ Clear objectives and outcome measures
- ✓ Impact on the community clearly described
- ✓ Ability to generate additional economic effects
- ✓ Other City funding received
- ✓ How proposed programs/projects fit within City priorities

Please complete all parts of this application including the budget worksheets. In addition, please provide the following attachments:

- ✓ Copy of IRS 501(c)(3) determination letter for requesting organization
- ✓ Copy of registration with Commonwealth of Virginia Department of Consumer Services, if applicable
- ✓ Current approved by-laws, mission statement, charter
- ✓ Most recent annual Audit report or certified financial statements
- ✓ Most recent list of Board of Directors

Applications are due February 14, 2020 at 5pm.

Please submit an electronic or hardcopy completed application to:

City of Newport News | Department of Budget and Evaluation
2400 Washington Avenue, 9th Floor, Newport News, VA 23607 | budget@nnva.gov
757-926-8733 (phone) | 757-926-6940 (fax)