# OFFICE OF ARTS AND CULTURE GENERAL SUPPORT PROGRAM

Applications are first reviewed for eligibility by staff. Eligible applications are then reviewed by panels comprised of conflict-free arts and cultural workers. Panelists will review and score all completed applications based on the evaluation criteria. Applications are scored on a 100-point scale.

An application is considered complete if it has responded to all the narrative questions and has included the required attachments (work samples and budget). **All applications must be submitted via the** [**MARGO portal**](https://phoenixarts.smartsimple.com/s_Login.jsp) **(**[**https://phoenixarts.smartsimple.com**](https://phoenixarts.smartsimple.com)**).**  
In this document, you will find the FY25 General Support Program grant application questions. Feel free to answer your questions here, and copy/paste your answers into your application in the [MARGO platform](https://phoenixarts.smartsimple.com/s_Login.jsp). View the Review Rubric that panelists will use to evaluate applications [here](https://www.phoenix.gov/artssite/Documents/GSP%20Panel%20Review%20Rubric%20FINAL.pdf).

##### GENERAL APPLICANT INFORMATION

* Background/About the Organization (200 words)
* What is your organization's Mission Statement? (250 words)
* What is your organization's Vision Statement? (250 words)
* Upload bios of 1) Artistic/Program Director or equivalent, 2) Executive Director/CEO or equivalent, and 3) Board Chair​​.​​
* **What is the estimated percentage of your organization’s programs and services that take place within Phoenix city limits?**
* Primary Programs/Events Upload (past two years + current year of key programs, events, and services) (5 points automatic)

COMMUNITY SIGNIFICANCE  
The applicant clearly and specifically identifies the community the organization engages; reveals an understanding about how they currently effectively engage their community; demonstrates an awareness of how they and others fit into the arts and culture ecosystem to increase the benefit to the Phoenix community. (30 points)

* What community does your organization engage? Include demographic information, if available, or describe the community as specifically as possible. (400 words)
* What strategies does your organization rely on to engage your intended community? (400 words)
* Describe how your existing partnerships and collaborations with other arts and cultural entities, nonprofits, businesses, and/or schools strengthen your ability to carry out your mission? (400 words)

​​ARTISTIC/CULTURAL VALUE  
​The applicant is thoughtful in delivering programs and services that advance the organization’s artistic/cultural mission; demonstrates intentionality behind upcoming programming; and shows commitment to the success and development of Phoenix artists. (40 points)

* Highlight upcoming programming that is exciting to the organization. Explain why that programming is particularly unique, innovative, and/or exceptional for the city of Phoenix. (300 words)
* Describe the development process of your programming (event, workshops, performances, etc.). Who is involved in the programming development process? (400 words).
* How does your organization support local artists and culture workers through opportunities, fair wages, promotion, and/or professional development? (400 words)
* Support Materials (Video, Images, Brochures, etc.—links and/or uploads)

##### FINANCIAL AND LEADERSHIP CAPACITY

The applicant shows fiscal accountability including fiscal health, staff, and board development, and a focus on the future; reveals leadership's intentionality and thoughtfulness regarding building equity into the organization. (25 points)

* Adjusted annual revenue from most recently completed fiscal year (this is the figure labeled "Total Revenue Unrestricted Less In-kind Unrestricted" found on your DataArts profile or Statement of Activity).
* [Cultural Data Profile](https://culturaldata.org/get-started/) Report (Form upload option for organizations with prior year annual income between $5,000 and $249,999)
* Reference and explain specific Cultural Data Profile/budget expense and/or revenue line-item trends/variances or debt/loan circumstances impacting the financial position. (400 words; Optional)
* Describe successes, challenges, or special circumstances related to your financial position in the past, current, and next fiscal year. Reference the CDP report/summary form when applicable. (400 words)
* Identify three separate reflections about your organization is working to build more equitable practices and procedures. Reflections can be processes, steps, wins, challenges, etc. (400 words)

## Evaluation Criteria

COMMUNITY SIGNIFICANCE  
The applicant clearly and specifically identifies the community the organization engages; reveals an understanding about how they currently effectively engage their community; demonstrates an awareness of how they and others fit into the arts and culture ecosystem to increase the benefit to the Phoenix community. (30 points)

ARTISTIC/CULTURAL VALUE  
​The applicant is thoughtful in delivering programs and services that advance the organization’s artistic/cultural mission; demonstrates intentionality behind upcoming programming; and shows commitment to the success and development of Phoenix artists. (40 points)

Primary Programs/Events Upload (5 automatic points)

##### FINANCIAL

##### The applicant shows fiscal accountability, including fiscal health, staff, and board development, and a focus on the future.

##### Cultural Data Profile (CDP) or Financial Form upload (10 automatic points)

##### LEADERSHIP CAPACITY

Reveals leadership's intentionality and thoughtfulness regarding building equity into the organization. (15 points)

View the Review Rubric that panelists will use to evaluate applications [here](https://www.phoenix.gov/artssite/Documents/GSP%20Panel%20Review%20Rubric%20FINAL.pdf).