



Mayor's Council on the Arts 2021-2022 Annual Grant Program

About Mayor's Council on the Arts

The primary mission of the Lakeland Mayor's Council on the Arts grant is the enhancement, promotion, and support of Lakeland's arts community and its associated creative economy. Artistic enterprises headquartered within the Lakeland city limits are eligible to apply for funding through this process. Depending on the number of award recipients and total funds available, individual grant awards will consist of up to 5% of each organization's prior year operating expenses.

Purpose of the Annual Grant Program

To support general program activities of an organization that is realizing its stated mission and furthering Lakeland's cultural brand conducting, creating, producing, presenting, staging, or sponsoring cultural exhibits, performances, educational programs, or events.

Requirements to Apply

Arts organizations must meet eligibility requirements including:

- Must be a Lakeland-based art-centric 501(c)3 non-profit organization.
- Must have three years of valid operating experience.
- To request more than \$5,000 have at least one completed grant from LMCA.
- To request more than \$25,000
 - Completed at least 3 years of programming
 - Employ at least one paid, full-time staff member in a management position

Grant Awards:

Eligible organizations may request up to 5% of their prior year's operating expenses.

Grant applications are scored and ranked by a panel of judges. The total application score multiplied by the total request amount is the organization's eligible grant award. Please refer to the LMCA 2021 Grant Scoring Matrix. Only applications with a score of 70 or above will be eligible for funding.

For example, if XYZ Organization scored 89% and requested \$10,000, their eligible grant award is \$8,900. If the total score-adjusted request amount for all eligible applications



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exceeds the amount allocated by the City Commission, the award amounts will be reduced in equal percentages.

Questions regarding the grant program should be directed to Kerry Falwell, Chair of Lakeland Mayor's Council on the Arts at info@lkldarts.org.

How to Apply:

Eligible organizations will provide narrative responses to the following questions and upload the required attachments to the online web form at www.lkldarts.org/grants

Narrative Responses:

- Briefly summarize your core programming.
- Briefly summarize any and all special programming for which this grant application is also intended.
- Briefly explain the last three years of your history in the Lakeland area and any financial support existing for your organization.
- Please describe and provide examples of the metrics used to evaluate the success of your event, series, or initiative.

Required Attachments:

- 501(c)3 Letter of Determination
- Most recently completed fiscal year financials and
- Current operating budget



	0-5 Points	0-5 Points	0-5 Points	0-5 Points
Briefly summarize your core programming	Is the enterprise part of the creative industries or the arts community?	Does the enterprise benefit the community through their mission?	Does the enterprise further the LMCA goal of growing and enriching the arts community in Lakeland?	Does the enterprise help establish Lakeland's reputation as a destination for the creative industries and the arts?
Briefly summarize any and all special programming for which this grant application is also intended.	Is the purpose of the event, series, or initiative a contribution to the creative industries and/or the arts community in Lakeland?	Does the event, or initiative benefit the community through its purpose?	Does the event, series, or initiative further the LMCA goal of growing and enriching the arts community of Lakeland?	Does the event, series, or initiative help establish Lakeland's reputation as a destination for the creative industries and the arts?
Briefly explain the last three years of your history in the Lakeland area and any financial support existing for your organization.	How has this organization contributed to the Lakeland creative industries and arts community within the last three years?	How has this organization fostered collaboration with other members of the Lakeland creative industries and arts community?	How has the financial status of the organization changed over the last three years?	How has your organization continued to engage your audience during the pandemic?
Please describe and provide examples of the metrics used to evaluate the success of your event, series, or initiative.	0-1 Points: Examples do not address or inadequately address success metrics.	1-2 Points: Examples minimally address success metrics.	2-3 Points: Examples adequately address success metrics.	3-5 Points: Examples are thorough and fully describe metrics as they relate to the LMCA application.