



Grant Program Guidelines: 2016

Deadline: April 4, 2016 by 12:00 p.m. PST



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Background

Startups and micro-enterprises are the backbone of economic development and community vitality. They are sources for job creation, innovations, and new products and services. They also contribute to fostering and anchoring neighborhoods and instilling community identity. Despite comprising the majority of all types of businesses, very small enterprises have fewer opportunities to receive startup, sustainability, and expansion monies compared to larger, more established businesses.

The lack of capital is especially true for creative enterprises, wherein commercial strategies are applied for arts and culture activities with social benefit aims. Supporting creative ventures with an independent business perspective is important to a vital, exciting, and connected society. Creatives of all types—professional and non-professional artists; cultural producers conveying traditional and contemporary expressions rooted in ethnic, community-based, or immigrant backgrounds; and those working in commercial industries such as in independent design, media, or entertainment arts—are at the heart of any creative economy wherein arts and culture have an economic, and thereby social impact. Enterprises operating with a creative triple-bottom line—pursuit of artistic or cultural expression, financial profit, and positive social impact—warrant tailored investment support.

Program

The *Creative Economic Development Fund* (CEDF) is a newly launched program that provides funding for projects that will help launch startup or expand micro-sized creative enterprises (5 or fewer employees). This year \$100,000 in grants are available to entities—-independent businesses, self-employed artists or cultural producers, artist collectives, or nonprofits with earned income activities—that use commercial strategies in pursuit of an arts or culture mission. The objective is to support creative enterprises that will have a positive economic development impact in the City of Los Angeles, with priority consideration for enterprises and their projects that will benefit economically disadvantaged communities or the thoroughfares of the City's *Great Streets* Initiative. The outcomes of this program, in priority order, are to:

- recognize and support revenue-generating creative enterprises;
- contribute positively to the economic development of the City of Los Angeles; and
- make a positive social impact on a community that may be defined by a socio-cultural group or a place-based neighborhood of Los Angeles, with priority for economically-disadvantaged communities or the thoroughfares of the City's *Great Streets* Initiative.

For more information about City of Los Angeles *Great Streets* Initiative and the list of the first 15 Great Streets, visit <http://www.lamayor.org/greatstreets>

For a map of the City of Los Angeles geographic boundaries, visit <http://www.laalmanac.com/LA/lamap2.htm>

Applicant Eligibility

To be eligible for consideration, enterprises must:

- be based in arts, culture, or independent design by either existing in the pursuit of artistic practice or cultural expression, or by making arts or design the primary goods or services;
- apply commercial strategies that make, or will make, a positive economic contribution to the City of Los Angeles;
- have owners (at least one) who are based in Los Angeles (i.e. currently living and/or working in the County of Los Angeles);
- have 5 or fewer employees;
- be 10 years old or less; and



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- be in good standing with the City of Los Angeles (i.e. meeting obligations if currently contracted by the City and compliant with all local and federal laws governing welfare, employment, business licensing, taxation, and other applicable regulated domains).

NOTE: We accept proposals wherein the project itself may be a business venture that is intended to exist temporarily.

To be eligible for consideration, proposed enterprise projects must:

- demonstrate a tangible economic impact for the City of Los Angeles;
- be able to be realized within one year of receiving CEDF support; and
- be conducive to tracking and demonstrating economic impact (e.g., number of employees hired, number of products sold, number of customers served, number of square footage rented).

NOTE: Proposed projects can benefit either bricks-and-mortar or virtually-based enterprises.

Only one application per enterprise is allowed. CEDF grantees may apply and must provide an update on the funded project and progress toward desired impacts.

Some examples of types of projects that may be competitive for CEDF support include activities that:

- improve a façade of an independent design company to attract customers.
- transition an online art gallery into a bricks-and-mortar establishment.
- purchase equipment or technology that will expand the business of traditional Oaxacan cooking classes.
- help a traditional quilt-making community generate revenue.
- improve a café run by a nonprofit to better serve its neighborhood.
- hire or train employees.
- launch a local or social media marketing campaign to attract paying customers.
- pay for short-term lease of a pop-up entity.

Projects that focus on the pursuit of studio practice without contributing to local economic development in the ways described above are **INELIGIBLE** for support through CEDF.

Capital Available

Applicants who meet the eligibility requirements may request up to \$12,500.

This funding cycle of CEDF aims to finance 8 or more startup or micro creative enterprises that can show economic development impacts within 12 months of receiving support.

Evaluation Criteria

Priority will be given to project proposals that:

- demonstrate a contribution to the artistic and cultural vibrancy of the City of Los Angeles;
- demonstrate economic impact for the City of Los Angeles with specific and attainable measurable outcomes;
- demonstrate social or community benefit (with priority given to projects serving economically-disadvantaged communities or the thoroughfares of the City's *Great Streets Initiative*);
- further the enterprise's creative, social mission;
- launch a new or expand an existing enterprise;
- are part of the enterprise's business plan that is clear, sound and financially viable commensurate to its type of enterprise (temporary, permanent, virtual, or bricks-and-mortar establishments); and
- demonstrate readiness for launch or implementation so that the project can be completed within one year of receiving CEDF investment.



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Peer reviewers will make award selections based on the above evaluation criteria as well as consider diversity of types of enterprises and projects, applicant demographics, and geographic diversity to achieve a balanced and equitable award pool.

Timeline & Deadline

The application (instructions below) must be received by CCI by **Monday, April 4, 2016 by 12:00 p.m. PST.**

Review Process (May 2016): A selection panel of individuals with experience in the arts and enterprise development will adjudicate applications. This process will be administered and facilitated by CCI and monitored by DCA to ensure that panelists provide thoughtful assessment and fair judging criteria to all proposals.

Notification (June 2016): Applicants will be notified of the status of their proposals in June 2015. Contracts will be developed between selected applicants and CCI, with CEDF funds released upon receipt of signed grant agreements and accompanying paperwork. This schedule will repeat in 2017.

Final reporting by Awarded Enterprises (June 2017): Awarded projects must be completed within one year of receipt of funds, and CCI must receive final grant reporting.

CCI staff will offer in-person information sessions to provide more details about the CEDF opportunity and to answer questions by interested applicants. Questions may also be answered by calling CCI at 213.687.8577 between 10am-5pm Monday through Friday or emailing questions to cedf@cciarts.org.

Grant Deliverables & Expectations

Upon completion of the grant, recipients of the CEDF grant are expected to submit a final report according to reporting requirements that will be provided. Reporting components will include:

1. A narrative report detailing how the funding was used, what opportunities there may still be for your enterprise’s further advancement, and any unexpected outcomes or challenges.
2. Quantitative and qualitative/anecdotal data of economic, creative, and social outcomes (with priority placed on economic data) realized as a result of your project.
3. High-resolution photographs in .JPEG form and a link to any online videos documenting the impact of your project as a result of CEDF support.

How to Apply

Enterprises who meet the program eligibility may submit an online Application form by **Monday, April 4, 2016 at 12:00 p.m. PST.**

The *Creative Economic Development Fund* online application can be accessed at: <http://cci.culturegrants.org>

Applications will be accepted online **ONLY** through CCI’s GO™ system.

All applicants MUST register on the new online grants system before they will be able to access grant application forms.



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Narrative Questions

Please answer the following questions concisely (Maximum 500 Words per question).

Readability Tips: You cannot use **bold**, underline, *italics*, or bullets. Try CAPITALS for headings and * for bullets. The PDF will suppress single paragraph returns, so to make an empty line appear between paragraphs or section in the PDF, you MUST insert two (2) paragraph returns

1. **Enterprise Profile:** Describe the enterprise mission, function or purpose, product and/or service, and target market. Name the stage of your enterprise (startup, established and growing, temporary, etc.), when it began, and its size as measured by annual revenue and number of paid or unpaid workers. What is the financial viability and/or profitability of your enterprise, and how does this enterprise operate in the commercial marketplace (i.e., what is the business model and plan?). In addition, describe the artistic, creative, or cultural objectives of the enterprise, as well as its social/community impact if different than the creative mission.

2. **Project Description:** Describe the project for which you are seeking CEDF support, state of development (preparing for launch, already in implementation, etc.), scope of work, specific goals, and timeline. In addition, explain how this project will push your enterprise to “the next level.” If the project requires additional financing, explain progress toward securing required resources, investors, or collaborators, and what you can successfully achieve with CEDF’s portion of financing if not able to raise additional capital.

3. **Proposed Outcomes:** Explain how the proposed project will advance the mission of your creative enterprise, and contribute positively to the economic development of the City of Los Angeles. In addition, what community(ies) will it serve, and how will it be of social benefit? (If sited along one of the City of Los Angeles Great Streets, please be specific in describing which site and the way your project will meet objectives of the complementary Initiative, <http://www.lamayor.org/greatstreets>)

4. **Measurable Impacts:** Describe how you will track the economic, creative, and social/community impacts of your project. What kinds of data (qualitative and/or quantitative) will you collect to demonstrate these impacts? Because the program prioritizes economic outcomes that benefit the City of Los Angeles, please be specific about the types of measurable (quantitative) data you will collect to demonstrate the economic impact of your project (e.g., number of customers served; number of square feet expanded; sales generated; number of employees hired, promoted, or trained; number and types of demographics of people served).

Biographies (each bio must not exceed 250 words):

Provide a brief, narrative bio about you and the project team/staff/partners/collaborators that describe qualifications for this project, as well as related knowledge or experience in growing or sustaining your creative enterprise, if that is the intention.

Supporting Materials

Enterprise financials, letters of support and option support materials will accompany the review of your applications and must be uploaded to the GO™ system using the “Support Materials” section of the online portal.

Enterprise Financials and Project Budget:

Enterprise Financials: Provide the most recently audited financials of your business, if available, OR provide a current organizational budget if different than the project budget.

Letters of Support (up to 3 letters):

Letters of Support may include professional references written by investors, community members, a neighborhood council, or local businesses who can speak to the merit of your



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enterprise, your ability to carry out the proposed project, and enthusiasm or community support for your project.

If your project depends on the partnership or cooperation of people or entities (e.g., consultants, landlords, artists, another organization), you *must* provide their letters of support that demonstrate their commitment to the project. (Only include more than 3 Letters of Support if the number of parties necessary for the project exceed that number; otherwise, do not send more.)

Optional Support Materials (no more than the equivalent of 4 pages total):

Materials that affirm that your enterprise is in good standing (e.g., copy of your business license) and is making a positive cultural, community, economic, or social contribution (e.g. news articles, certificates from local chamber or neighborhood associations, press releases) may help strengthen your proposal. Also, CEDF grantees progress reports.

Application Resources

- Applicants can also access the 'frequently asked questions' page on our website at http://www.cciarts.org/Los_Angeles_CEDF.html
- If you have additional questions about the application process, contact Lauren Bailey, Managing Director, cedf@cciarts.org, (213) 687-8577.