



Dear Grant Applicant,

Thank you for applying to the Williamsburg Area Arts Commission (WAAC) for an arts grant.

Review this grant application package and familiarize yourself with the Criteria for Funding and Guidelines (available on [our web site](#)) to determine whether your organization meets the requirements to submit a grant. Please note that cash awards and re-granting programs are not permitted uses of grant funds. The grant application package must be completed and printed in landscape mode (i.e., wide instead of the usual portrait mode).

Note that our web documents are updated annually. Be sure to download the documents appropriate for the upcoming grant year (e.g., 2017–2018 for the next grant cycle).

Below are two checklists of items that must be included with your application. APPLICATIONS THAT DON'T CONFORM TO THE CHECKLISTS, OR THAT DON'T FULLY ANSWER QUESTIONS, MAY INCUR PENALTIES OR DISQUALIFICATION.

Please download the Adobe .pdf of this form, if you haven't already. Complete the application on your computer. Send your completed .pdf application form, by the application date, to the email address below. Mail or deliver ten (10) hard copies of your completed and signed application form, by the application deadline, to:

Mr. Richard Saunders
Office of Economic Development
The City of Williamsburg
401 Lafayette Street
Williamsburg, VA 23185
rsaunder@williamsburgva.gov

Sincerely,

The Williamsburg Area Arts Commission

WILLIAMSBURG AREA



COMMISSION

401 LAFAYETTE STREET
WILLIAMSBURG VA 23185

Grant Application

Fiscal Year 2017-2018

Amount requested

Submission Deadline: DECEMBER 1, 2016, 4:00 PM

Most recent WAAC grant Fiscal Year

Amount

Organization
E-mail address
Street address

Phone

Contact/Grant Writer
E-mail address
Street address

Phone

President/CEO/Executive Director
E-mail address
Street address

Phone

APPLICATION SUBMISSION CHECKLIST

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The person responsible for receipt and administration of grant funds as well as the grantwriter have viewed the Grant Submission Introduction video linked to from the [WAAC web page](#).

Application form and individual questions are not altered in any way.

Application is not a copy of a previous year's submission.

Application's budgets and financial statements are balanced and in the correct columns.

Application conforms to word count where specified.

Application is submitted by 4 pm December 1. If December 1 is a weekend day, submit by previous Friday.

Application's contact information is accurate.

Hard copies of application are separated by either colored pieces of paper or binder clips (i.e., no staples).

Application has been signed by the person responsible for receipt and administration of grant funds.

Each application photocopy bears either an original or a facsimile signature.

ATTACHMENTS CHECKLIST (Insert after page where noted in application)

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List of Artistic Director's accomplishments or résumé (if you're not using the form field provided).

List of all board members and trustees, including addresses and board positions (if you're not using the form field provided).

Federal tax exemption letter for 501(c)(3).

Balance sheet (if using your organization's template).

List of other grant applications pending or received (if you're not using the form field provided).

A. YOUR ORGANIZATION'S MISSION STATEMENT (620-character maximum)¹

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Does your organization have a strategic long-range plan? Describe where your organization will be in five years. (620-character maximum)

¹ 620 characters equals about 100 words, including spaces.

B. GRANT PLAN SUMMARY (620-character maximum)²

Briefly describe your plan for using the grant money, including an explanation of how your plan relates to your mission statement.

C. FUNDING CATEGORY

Indicate the category(ies) for which you're seeking funding.

Event, performance, or other activity General operating expense

D. WHAT ITEMS WILL YOUR ORGANIZATION USE THE REQUESTED FUNDS FOR? (620-character maximum)³

2 620 characters equals about 100 words, including spaces.

3 620 characters equals about 100 words, including spaces.

E. WHY SHOULD THE WILLIAMSBURG AREA ARTS COMMISSION ALLOCATE PUBLIC FUNDS TO YOUR ORGANIZATION? (620-character maximum)⁴

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F. FUNDING GOALS

List the goals your organization expects to meet with Williamsburg Area Arts Commission funding. (100 characters per goal)⁵

- 1.
- 2.
- 3.

G. PARTIAL FUNDING PLAN

If you do not receive full funding from WAAC, will you complete the work as outlined above? If so, how? (285-character maximum)⁶

4 *620 characters equals about 100 words, including spaces.*

5 *100 characters equals about 18 words, including spaces.*

6 *285 characters equals about 50 words, including spaces.*

H. OTHER GIFTS OR GRANTS PENDING OR RECEIVED (List below or attach a list)

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- 1.
- 2.
- 3.
- 4.
- 5.

I. ARTISTIC DIRECTION

Who will be in charge of the artistic direction of this project? List title and principal qualifications (620-character maximum)⁷ or attach a list or résumé.

⁷ 620 characters equals about 100 words, including spaces.

J. MARKETING AND PROMOTION

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Describe your marketing and promotion strategy. WAAC is particularly interested in how you'll try to reach your target audiences (note that "general" is not a target audience). (620-character maximum)⁸

Your marketing and promotion plan (before, during, and/or after each event) includes which of the following?

Your organization's web site Social media Newspapers Magazines TV/Radio Leave behinds
Video and/or audio recording Photography Press invited to event(s) Video and/or audio recording
Printed program Direct mail Other:

⁸ 620 characters equals about 100 words, including spaces.

Describe any special effort(s) to reach youth, seniors, ethnic minorities, people with disabilities, other special audiences, or those unable to participate due to financial circumstances. (620-character maximum)⁹

K. ADMISSION FEES

Do you charge for your events? Yes Yes, some No

If yes, list your price structure (620-character maximum)¹⁰

⁹ 620 characters equals about 100 words, including spaces.

¹⁰ 620 characters equals about 100 words, including spaces.

L. SCHEDULE & EVENT DETAILS¹¹



List the proposed schedule of events, venues, and known details that relate to the grant for which you're applying.

ITEM	EVENT	DATE(S)	VENUE		PRO- JECTED AUDI- ENCE NO.	AUDIENCE AGES	PAID PER- FORMERS (FT/PT)	STAFF (FT/PT)	CON- TRAC- TORS (NO./ HRS)	VOLUN- TEER PER- FORMERS (NO./HRS)	VOLUN- TEERS (NO./ HRS)
EX.	Play #1	May-June 2017	Kimball Theatre	Yes	320	Children Teens College students Adults 21-62 Seniors (62+)	3/25	2/2	2/25	15/36	35/80
1.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
2.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
3.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
4.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					

¹¹ FT/PT = Full time/part time

ITEM	EVENT	DATE(S)	VENUE		PRO- JECTED AUDI- ENCE NO.	AUDIENCE AGES	PAID PER- FORMERS (FT/PT)	STAFF (FT/PT)	CON- TRAC- TORS (NO./ HRS)	VOLUN- TEER PER- FORMERS (NO./HRS)	VOLUN- TEERS (NO./ HRS)
5.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
6.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
7.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
8.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
9.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					
10.				Yes		Children Teens College students Adults 21-62 Seniors (62+)					

How do you tally audience numbers?

Head count Guesstimate Ticket sales Other:

M. BOARD OF TRUSTEES (List, including board position and address, or attach a list of same)

N. FEDERAL TAX EXEMPTION LETTER (Attach photocopy)

O. ORGANIZATION & PROJECT BUDGETS

	Actual Last FY: 2015-2016	Estimated Current FY: 2016-2017	Proposed Next FY: 2017-2018	Proposed Project Budget: 2017-2018
I. REVENUE				
A. Contributions				
Williamsburg Area Arts Commission				
Membership Dues				
Other Grants				
Municipal				
State				
Federal				
Foundation				
Individual Contributions				
Corporate Contributions				
Other (specify):				
a.				
b.				
c.				
B. Program-generated Revenue				
Admissions/Ticket Sales				
Concessions/Product Sales				
Interest				
Other (specify):				
a.				
b.				
c.				
C. Net Revenue from Fundraising				
D. Other (specify):				
II. IN-KIND CONTRIBUTIONS				
A. Services				
B. Goods				
C. Space				
D. Other (specify):				
TOTAL REVENUE				

	Actual Last FY: 2015-2016	Estimated Current FY: 2016-2017	Proposed Next FY: 2017-2018	Proposed Project Budget: 2017-2018
I. REVENUE (Supplemental items)				
A. Contributions				
Item:				
B. Program-generated Revenue				
Item:				
II. IN-KIND CONTRIBUTIONS				
Item:				
Item:				
Item:				
[Supplemental items add to totals on previous page]				

	Actual Last FY: 2015–2016	Estimated Current FY: 2016–2017	Proposed Next FY: 2017–2018	Proposed Project Budget: 2017–2018
III. EXPENSES				
A. Salaries				
Administration — Directors				
Administration — Support				
Artist/Performer Fees				
Consultant Fees				
Other (specify):				
a.				
b.				
B. Non-personnel				
Office Rent				
Utilities				
Insurance/Bonding				
Travel (specify):				
a.				
b.				
c.				
Materials				
Printing/Duplication				
Postage				
Advertising				
Equipment Purchases				
Equipment Rentals				
Repairs/Maintenance				
Facility Rentals				
Real Estate Taxes				
Interest Expenses				
Bank Charges				
Admission Taxes				
Fundraising Expenses				
Other (specify):				
a. Virginia Incorporation				
b. 501(c)3 Application				
TOTAL EXPENSES				

	Actual Last FY: 2015-2016	Estimated Current FY: 2016-2017	Proposed Next FY: 2017-2018	Proposed Project Budget: 2017-2018
III. EXPENSES (Supplemental items)				
A. Salaries				
Item:				
B. Non-personnel				
Item:				
C. Other				
Item:				
Item:				
Item:				
[Supplemental items add to totals on previous page]				

P. STATEMENT OF FINANCIAL POSITION (Balance Sheet)

You may attach your organization’s own Statement of Financial Position or Balance Sheet or use this template. If using your own form, you must include all information requested in the form below.

Date of Balance Sheet:

	Total to date	Note	Prior Year
ASSETS			
Current Assets			
Fixed Assets			
Long-term Assets			
TOTAL ASSETS			
LIABILITIES			
Current Liabilities			
Long-term Liabilities			
TOTAL LIABILITIES			
TOTAL LIABILITIES AND NET ASSETS			

Additional notes (285-character maximum)

12 285 characters equals about 50 words, including spaces.

Q. AGREEMENT

The undersigned certifies to the best of his or her knowledge that the information in this application is true and correct. Signature must be in ink (not electronic).

SIGNATURE OF AUTHORIZING OFFICIAL

NAME OF AUTHORIZING OFFICIAL

TITLE OF AUTHORIZING OFFICIAL

DATE

Note: The first of the ten (10) copies submitted must bear an original signature. The remaining nine (9) copies may be duplicates of the original.