



## ABOUT

Bravo Greater Des Moines envisions a community where arts, culture, and heritage organizations across central Iowa are recognized and supported as vital contributors to the region's vibrant quality of life. Our mission is to provide reliable funding and support to these organizations.

Capital Campaign & Project Grants (CCPG) are funded by a portion of the hotel/motel tax revenue Bravo receives from partner local governments that have current 28E agreements with Bravo: Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines, Grimes, Indianola, Johnston, Norwalk, Pleasant Hill, Polk City, Polk County, Urbandale, Waukee, West Des Moines, and Windsor Heights.

In Grant Cycle 2017 (July 1, 2017 – June 30, 2018), the funding target for this program is 30% of a campaign or project budget, less any endowment-building. *Applicants are strongly encouraged to request no more than 30% of total campaign or project expenses – requests higher than this may be viewed unfavorably.*

## FUNDING ELIGIBILITY

CCPG is a competitive grant process and eligibility does not guarantee CCPG funding. An organization is eligible to apply for CCPG funding if it meets the below requirements.

- Is either exempt from federal income tax either under Section 501(c) of the Internal Revenue Code – or an agency, commission, council, or board of government that incurs direct expenses to operate an arts, culture, and/or heritage-focused facility that is open to the public – that provides for, as a primary purpose, the enlightenment, edification, and/or entertainment of the public through production, presentation, exhibition, advancement, or preservation of art, music, theatre, dance, zoology, botany, science, natural history, or cultural history
- OR-
- Is an agency, commission, council, or board of government – that does not incur direct expenses for operating an arts, culture, or heritage-focused facility open to the public – seeking funding for a public art project.
- Conducts the majority of its programming within central Iowa, has a principal physical office and/or facilities within central Iowa, and principally benefits the residents of, and visitors to, central Iowa.
- Has a volunteer Board of Directors or Trustees comprised of independent persons (except for agencies of government).
- Did not receive a Bravo Capital Campaign and Project Grant in FY16 (January 1 – December 31, 2016).
- Has a total campaign or project budget – less any endowment-building – of at least \$10,000.
- Has met with Bravo staff about its campaign or project no later than March 22, 2017.

*In special circumstances, a specific eligibility requirement may be waived at Bravo's discretion. With eligibility questions, please contact Bravo staff at [grants@bravogreaterdesmoines.org](mailto:grants@bravogreaterdesmoines.org) or 515-243-0388.*

Ineligible applicants include, but are not limited to, those deemed so by the Grantmaking Committee and:

- For-profit businesses; political, religious, or educational institutions; individuals; organizations with restricted membership and/or limited reach.
- Those formed with the express purpose of fundraising on behalf of, supporting, and/or promoting applicants that are not otherwise eligible for funding.
- Those seeking funding for ongoing operations or programs, fundraising events, event sponsorship, endowments, or existing obligations, debts, liabilities, or costs that the organization has already incurred.

## FUNDING CATEGORIES

The Capital Campaign and Project Grant provides capital support to eligible campaigns and projects that are specifically, and primarily, intended to increase access to, and elevate the quality of, arts and cultural experiences in central Iowa.

CCPG applications must be for either Capital Campaign funding or funding for at least one Capital Project:

- Capital Campaign – an intensive fundraising effort designed to raise a specified sum of money within a defined time period to meet the varied asset-building needs of an organization. These needs can include, but are not limited to, the construction of new buildings, renovation or enlargement of existing buildings, purchase or improvement of land, acquisition of furnishings or equipment, or public art.
- Capital Project
  - i. New construction, expansion, renovation, or replacement project for an existing facility or facilities. Project must have a useful life of at least three (3) years. Project costs can include the cost of land, engineering, architectural planning, and contract services needed to complete the job.
  - ii. New public art installations with a useful life of at least three (3) years. Project costs can include the cost of land, engineering, architectural planning, and contract services needed to complete the job.
  - iii. A purchase of major equipment (assets) with a useful life of at least three (3) years.
  - iv. A major maintenance or rehabilitation project for existing facilities with an economic life of at least three (3) years (select one below).
  - v. A major maintenance or rehabilitation project for existing public art installations with an economic life of at least three (3) years.

## FUNDING CONSIDERATIONS

Some, but not all, of the funding considerations made during the review process include how effectively the organization demonstrates that:

- It has long-term sustainability and can furnish evidence that the campaign/project aligns with the organization's mission and is part of a strategic plan for the organization.

- The campaign/project will strengthen the region’s cultural community and enhance the organization’s ability to meet the needs of those it serves, especially regarding the potential to add new services, additional clients, or increased effectiveness.
- The campaign/project has diversified likely funding sources, including board contributions and broad-based local support to ensure at least 70% of total campaign/project cost is coming from sources other than Bravo.
- The community has demonstrated strong need and broad-ranging support for the campaign/project.
- It has carefully identified campaign/project milestones and developed meaningful measurements for successfully reaching them.

## GRANT CYCLE SCHEDULE

An organization may submit only one CCPG application per cycle. Late applications, materials, grant agreements, and reports will not be accepted, and may result in rendering an organization not in good standing for future Bravo grant opportunities.

### **Wednesday, February 15, 2017**

Link to online application posted to Bravo’s website by 10:00 a.m.

### **Wednesday, March 22, 2017**

Deadline for applicants to meet with Bravo staff

### **Friday, March 24, 2017**

Final day staff is available to answer application questions

### **Wednesday, March 29, 2017**

Application and supplemental materials due by 3:00 p.m.

### **Wednesday, May 17, 2017**

Applicants will be notified of their award status by 3:00 p.m.

### **Wednesday, May 31, 2017**

Signed agreements due by 3:00 p.m.

### **Wednesday, June 7, 2017**

Award checks mailed

### **Saturday, June 30, 2018**

Deadline to expend GC17 funds

### **Wednesday, July 20, 2018**

GC17 CCPG reports due

## APPLICATION PROCESS

### 1. Review Application Guidelines

Ensure that your organization is eligible for GC17 CCPG funding and will be able to meet all requirements. With eligibility questions, please contact Bravo staff at [grants@bravogreaterdesmoines.org](mailto:grants@bravogreaterdesmoines.org) or 515-243-0388.

### 2. Meet with Bravo Staff

All applicants are required to meet with Bravo staff prior to submitting an application. **The deadline to meet with staff is Wednesday, March 22, 2017.** We strongly encourage organizations considering an application to schedule a conversation well in advance of the meeting deadline to avoid conflicts.

### 3. Complete the Applicant Profile

GC17 will be administered through [Bravo's grants management portal](#). New applicants must establish an account in the portal. Prior to logging into the portal for the first time, new applicants should carefully review the [New Applicant FAQ](#). Both new and returning applicants must complete the current [Applicant Profile](#). Applicants will be prompted to do this after successfully logging into the portal.

### 4. Complete the Online Application & Submit Supplemental Materials

Report only information for which you have a high degree of confidence and an ability to support through documentation. To support applicants' preparation, [GC17 CCPG Application questions](#) are available in advance. All required supplemental material must be attached to your application before it is submitted. A failure to submit required supplemental material with your application may result in a disqualification. Required supplemental materials include (PDF only):

- 501(c) designation letter, 28E agreement, or letter from City Manager confirming tax-exempt status
- Campaign/Project Timeline Overview – should include list of key partners essential to the campaign/project's success (e.g. consultants, lead contractors, etc.) and major campaign/project milestones
- Campaign/Project Budget Overview – should include revenue and expenses; both in-kind and actual revenue should be reflected. If endowment-building is part of campaign/project, please list separately and do not include in overall budget.
- Campaign/Project Contributors – confirmed contributors should be listed by category: individual (denote which are Board members), corporate, foundation, government. Include total amount of contributions/pledges secured to date.
- Project blueprints, sketches, photos, etc., if available
- Up to two additional supplemental materials relevant to the application (optional)

501(c) applicants not currently receiving Bravo funding must also provide (PDF only):

- Board of Directors list
- Annual Report, if available
- Strategic Plan, if available
- Operating Budget for most recent FY
- 990 Tax Form
- Audited Financial Statement or Review

### **REVIEW & AWARD PROCESS**

Bravo's Grantmaking Committee will evaluate all eligible applications for awards with final funding allocations made by the Bravo Board of Directors. CCPG review meetings are not open to the public. Applicants will be notified electronically of their award status no later than 3:00 p.m. on Wednesday, May 17. Applicants awarded with a GC17 grant must adhere to the requirements and terms outlined in the grant guidelines and GC17 CCPG Agreement.