



VBIGS event at Virginia MOCA featuring Festa Brasil featuring Dende & Band

PERFORMING ARTS PARTNERSHIP GRANTS

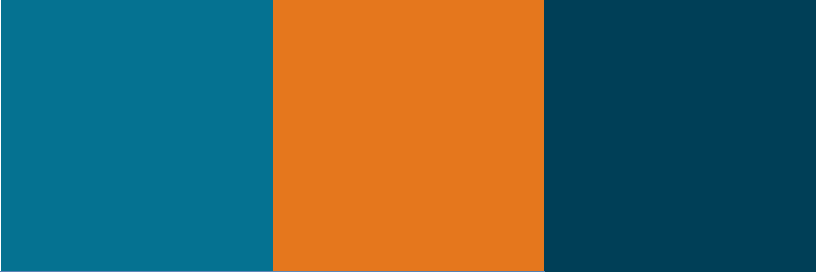
FY25 PROGRAM GUIDELINES

APPLICATION DEADLINE | **ROLLING DEADLINE:**
APPLICATIONS ACCEPTED YEAR-AROUND UNTIL FUNDS
ARE EXHAUSTED

WWW.VIRGINIABEACH.GOV/CULTURE



CITY OF VIRGINIA BEACH
Cultural
Affairs



Pennant, Lin Emery

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A NEW ERA FOR THE ARTS IN VIRGINIA BEACH

The arts have long been a vital part of Virginia Beach's cultural identity. Virginia Beach has played a pivotal role in the history of music and the arts, making significant contributions to hip hop and music production, fostering a vibrant visual arts community, hosting impactful cultural events and festivals, providing comprehensive art education, and maintaining a strong commitment to cultural diversity and inclusion.

In 2015, Virginia Beach took a bold step forward by launching Arts Plan 2030, a visionary roadmap designed to shape the future of the arts in the city. The plan laid out an ambitious agenda to expand access, support artists and arts organizations, and elevate the visibility of the arts as an integral part of Virginia Beach's community fabric.

A key milestone in realizing the vision of Arts Plan 2030 came in July 2024, when the Virginia Beach City Council took a monumental step of approving a dedicated revenue source to support arts and culture. By allocating 20% of admission taxes to arts funding, the Council ensured a sustainable financial foundation for the City's artistic growth. This pivotal decision brings the aspirations of Arts Plan 2030 into reality, marking a transformative moment in the history of the arts in Virginia Beach. The newly secured funding not only underscores the city's commitment to fostering creativity but also ensures that future generations will continue to benefit from a thriving, dynamic arts ecosystem.

This funding builds on these foundational steps, further supporting local artists and community-based projects, and bringing the vision of a more vibrant, inclusive, and creative Virginia Beach to life.

VIRGINIA BEACH CULTURAL AFFAIRS DEPARTMENT

As Virginia Beach continues to grow in population and visitation, having a vibrant, thriving cultural scene is a necessity and provides well-rounded and diverse options for tourists and residents.

The Virginia Beach Cultural Affairs Department is making a more vibrant Virginia Beach - using art and culture as tools for revitalization, to cultivate community pride and create new landmarks through creativity.

Arts-based, community-led transformation is happening throughout Virginia Beach thanks to the strong partnerships developed between Cultural Affairs and area non-profit organizations, as well as the department-led initiatives that engage residents and visitors in meaningful arts, heritage, and cultural experiences.

One by one Cultural Affairs' exciting projects are changing the face of our city and establishing Virginia Beach as the leader in the arts and culture in Virginia.



Photo by David A. Beloff © ~ PhotoBloggingBeloff.com



Teens with a Purpose community event

PERFORMING ARTS PARTNERSHIP GRANT OVERVIEW

The Performing Arts Partnership Grant supports performing arts nonprofits in delivering high-quality projects that engage the Virginia Beach community through a partnership with the Cultural Affairs Department. This grant fosters artistic excellence, collaboration, and community outreach, with an emphasis on creating meaningful cultural experiences in Virginia Beach.

This grant aims to strengthen and expand Virginia Beach’s performing arts sector by supporting projects that foster collaboration between performing arts nonprofits and the Cultural Affairs Department.

The grant seeks to provide accessible performances that engage diverse audiences and reflect the community’s unique character. By leveraging the city’s resources—such as marketing, venues, and promotional support—this grant maximizes the impact of projects, ensuring they reach a wider audience and contribute to the cultural vitality and sustainability of the local arts ecosystem.

Applications are accepted year-round until funds are exhausted.

ELIGIBILITY CRITERIA

To be eligible, applicants can be the following:

1. **Nonprofit Status:** Applicants must be 501(c)3 nonprofit organizations with a primary focus on performing arts (theatre, dance, music, etc.).
2. Applicants do not need to be based in Virginia Beach, but the project must take place in Virginia Beach.
3. **Collaborative Project Requirement:** Each project must be developed in collaboration with the Cultural Affairs Department.
4. **Community Engagement Component:** Projects must actively involve the community through free or reduced-cost performances, workshops, or audience engagement activities.
5. **Accessibility:** Applicants are encouraged to ensure their programming is accessible to individuals with disabilities and to offer language accommodations where appropriate.
6. **Performance Focus:** Grants support live performing arts only. Public art installations are not eligible.
7. Event budget should be reasonable and sufficient to execute the project within the project period.
8. Event must be free and open to the public.
9. Projects must be implemented within the Virginia Beach.

Eligible projects must focus on performing arts and can include live performances, festivals, or multidisciplinary performing arts events.

- Projects should engage local audiences and provide meaningful community outreach or participation opportunities.
- Projects can range in size, from small local performances to larger-scale events, provided they demonstrate clear community impact.

MAXIMUM GRANT AWARD

Up to \$60,000, depending on the project's scope and community impact. Funds may cover artist fees, production costs, venue rentals, and marketing.

Any funds not expended for the purposes of the grant as applied for must be returned to the City of Virginia Beach.

Scope of work and final event details will be determined after awards are official and during the contracting phase.

Timeline: Projects must be completed within 12 months following grant award.

ELIGIBLE EXPENSES

- Project management
- Personnel and administrative support
- Artists fees
- Marketing
- Professional consultants (designer, engineer, artist, etc.)
- Insurance
- Equipment (audio/visual, lights, tents, tables, etc.)
- Venue rental, venue staffing, stagehands
- Sound technicians

EVALUATION CRITERIA

Applications will be evaluated based on the following criteria, with a total of 100 points available. Projects must score at least 70 points to be considered for funding.

1. Artistic Merit (30 points)

- Project management, administrative support, hired contractors, volunteer coordinator, community organizer, etc.
- Creativity and originality of the project: Does the project demonstrate innovative approaches to performing arts?
- Quality of proposed work: Is the artistic work of high caliber, reflecting professional standards in the performing arts?

2. Collaboration (30 points)

- Partnership with Cultural Affairs: How well does the project integrate collaboration with the Cultural Affairs Department, and what resources will be leveraged to ensure success?
- Other partnerships: Does the project involve other meaningful collaborations between artists, arts organizations, or community partners?

3. Community Impact (30 points)

- Community engagement: How well does the project engage the Virginia Beach community through outreach, education, or public participation?
- Diversity and inclusion: Does the project promote cultural diversity and inclusion? Does it reach underrepresented groups within the community? Potential for lasting impact: Will the project create lasting benefits for the community or establish sustainable partnerships?

4. Feasibility (10 points)

- Project planning: Does the application present a clear, realistic plan for completing the project within the given timeline and budget? 5 points
- Financial viability: Is the proposed budget well thought-out and reasonable for the project?

GRANT APPLICATIONS

Applications must be submitted using the fillable form provided by Cultural Affairs.

Directions on using fillable form:

- Download the form at VirginiaBeach.gov/ArtsGrants.
- Open the form in a PDF editor (like Adobe Acrobat Reader) or a browser if it supports filling in PDFs.

Fill out the application form:

- Click on each field to type in responses to questions.
- Double-check all entries for accuracy and completeness.

Save the completed form:

- Once completed, save the form. Go to "File" > "Save As" and choose a location on your computer where you can easily find it. Rename the file if needed (e.g., "YourName_CompletedForm").

Attach the completed application form, signed Grant Conditions and supporting materials and email the documents to artsinfo@vbgov.com.

TIMELINE

Completed applications will be accepted throughout the year, on an on-going basis until funds are expended.

Project Start Date: Once grant agreement has been signed.

Project End Date: Within 12 months after grant award.

SELECTION PROCESS

Initial Screening: Applications will be reviewed for completeness and eligibility.

Applications will be reviewed by an internal City committee. Decisions will be made on a rolling basis until funds are exhausted.

Final Decision: The highest-scoring applications will be recommended for funding, subject to final approval by the Cultural Affairs Director.

Please note that there may not be enough resources to meet applicant demand. Additional variables may come into factor, i.e. the available funding, the number of applications submitted, the applicant's score and the number of applicants awarded funding.

AWARD NOTIFICATION, GRANT AGREEMENT & PAYMENTS

Applicants will be notified of award by email and/or mail. Grant recipients will receive a grant agreement to be completed and signed before the grant award can be processed.

Once reviewed and executed, grant agreement will be sent to the Finance Department for processing and payment. In order to receive a grant payment from the City of Virginia Beach, recipients must sign a grant agreement and become a City of Virginia Beach vendor, meaning you are able to do business with the City of Virginia Beach and can receive payment.

To become a vendor of the City, an individual will submit a completed W-9. Please note that payments can take up to 8 weeks.

Major changes in the proposed activities or budget must be submitted to Cultural Affairs Department (CAD) in writing and approved at least 30 days in advance of the effective date of the change. After submitting the signed contract, the grant recipient should be aware that it takes approximately 8 weeks to receive initial payment.

If a grant recipient fails to adequately satisfy contract requirements, the City has the right to terminate the contract without further obligation. Failure to submit the final report will result in forfeiture of final payment and exclusion from eligibility for five (5) years.

REPORTING & ACCOUNTABILITY

Final Report: Submit a comprehensive final report within one month of project completion, including a narrative of the project's impact, financial accounting, and visual documentation (photos, videos).

Public Presentation: Recipients may be asked to present their completed projects to the community in a public forum, exhibition, or performance.

SITE MONITORING

The CAD monitors funded projects during the course of the contract cycle.

Grantees must give CAD three-week advance notification of the dates, times, and venues of CAD-supported activities. Failure to provide notification will result in the withdrawal of funds. Annual site visits can be conducted for all applicants, including individual artists.

GENERAL POLICIES

PUBLIC ACKNOWLEDGEMENT

For all projects funded by the Cultural Affairs Department, a credit line and the City of Virginia Beach Cultural Affairs logo must be included in all advertising, promotions, and other publicity, or presented verbally at events at which no printed program is used.

Materials and/or photos citing CAD must be submitted with the final report and the City logo must be clearly reproduced and legible.

ACCESSIBILITY AND ADA COMPLIANCE

Awardees are required to hold their activities in physically accessible spaces, and all funded organizations must provide written statements describing their adherence to the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1974. The National Endowment for the Arts (NEA) Office of Accessibility assists individuals and organizations in making arts activities accessible to older adults, people with disabilities, and those in institutions. You may contact the NEA at 202-682-5532 or <https://www.arts.gov/impact/accessibility/publications-checklists-and-resources>.

Design for Accessibility: A Cultural Administrator's Handbook, is designed to help organizations comply with Section 504 and the Americans with Disabilities Act. Copies of the book can be downloaded here: <https://www.arts.gov/about/publications/design-accessibility-cultural-administrators-handbook>

FREEDOM OF INFORMATION ACT REQUIREMENT

Please be aware that City documents are public documents subject to the Freedom of Information Act. As such, your application and all of its contents may be subject to disclosure and public review. Should you be awarded a grant, the grant agreement will also be subject to the same regulations.