ARTS NEW ORLEANS
Community Arts Grants Guidelines for Year 2024 Awards

Activity Period: January 1 – December 31, 2024

DEADLINE: APRIL 20, 2023

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COMMUNITY ARTS GRANTS

Community Arts Grants are made possible with funding from the City of New Orleans.

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Arts New Orleans is supported by contributions from individuals, corporations, and foundations, and by grants from the Louisiana State Arts Council; Louisiana Division of the Arts; the Office of Culture, Recreation and Tourism; and from the National Endowment for the Arts. Specific programs are funded through contracts with the City of New Orleans, the State of Louisiana, and other public and private agencies.
WHO WE ARE

The Arts Council of New Orleans, dba Arts New Orleans, envisions New Orleans as a city that integrates Art in Everything, where arts and culture play a pivotal role in all policy, planning, and placemaking.

We believe in the power of arts and culture to actively improve the quality of life in New Orleans and that the full spectrum of benefits should be equally accessible to all residents. Arts New Orleans advocates for expanded investment in the arts and culture ecosystem. We provide artists and culture bearers with vital training and economic opportunities while recognizing our commitment to equity in our sector and city.

For more information, visit our website at www.artsneworleans.org.

GRANTS CALENDAR

Grant activity period: January 1 – December 31, 2024

March 13, 2023

March 22, 2023
Grant workshop held online, more info on page 5.

April 20, 2023
Grant Deadline: Online applications must be submitted through Arts New Orleans’ Online Granting System by 11:59 p.m: https://artsneworleans.submittable.com/submit.

May 2023
Grant panels review applications and make funding recommendations.

By June 13, 2023
Preliminary recommendation letters sent via Submittable.

May 30 - June 2, 2023
Applicants may email daniel@artsneworleans.org to arrange a time to hear preliminary funding recommendations and panel comments.

November 2023
Grant recommendations are presented to the Mayor, CAO, and City Council for approval as part of the city budget for 2024.

January 2024
Grant award letters sent via Submittable.

February 2024
Compliance Session held for new grantees and those with new staff responsible for grant management.

January 1 – December 31, 2024
Grant activity period

March 14, 2024
Deadline for grantees to upload grant contracts.

January 31, 2025
Final report deadline
COMMUNITY ARTS GRANTS
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Program Goals
The Community Arts Grants (CAG) Program supports a broad range of arts activities that take place in and impact the residents of Orleans Parish. Applicants must be domiciled in Orleans Parish. The CAG program has two grant categories:

1) **New Orleans as Cultural Capital** provides two-year operating support grants to nonprofit arts organizations with 501(c)(3) status that carry out quality arts programming that impacts our citizens and visitors.

2) **More Joy** provides one-year project grants for Grassroots Parading Traditions and similar activities. The More Joy category helps to support projects usually done by New Orleans indigenous cultural groups, for example, Black Masking Indians, Mardi Gras Indians, and Social Aid and Pleasure Clubs.

Arts New Orleans believes that all citizens should be able to participate in the arts and that the arts drive a vibrant and equitable community. We are proud of the broad range of arts and cultural activities supported by the Community Arts Grants Program made possible by the City of New Orleans.

**CATEGORIES**

**New Orleans as Cultural Capital**
The New Orleans as Cultural Capital category provides operating support grants to nonprofit 501(c)(3) arts organizations offering artistically excellent programming that impacts and advances New Orleans culture. Grant awards will be for the calendar year 2024 and renewed in 2025. Artistic disciplines outlined on page 13 are eligible. Proposals will be grouped and reviewed according to expenditures during the applicant’s 2022 fiscal year.

- **Level 3** = Expenditures during the applicant’s 2022 fiscal year must be at least $700,000. Grant awards will be $14,000.
- **Level 2** = Expenditures during the applicant’s 2022 fiscal year must be between $200,000 and $699,999. Grant awards will be $7,000.
- **Level 1** = Expenditures during the applicant’s 2022 fiscal year must be $199,999 or less. Grant awards will be $3,500.

**More Joy**
More Joy grants are available to support groups engaging the New Orleans community through parading, public performance, and other free, street-based activities that have roots in or pay homage to the street parading culture of New Orleans. These are activities typically done by Black Masking Indians/Mardi Gras Indians and Social Aid and Pleasure Clubs. More Joy grants are $3,500.

Applicants in the More Joy category must be a nonprofit organization incorporated with the Louisiana Secretary of State and domiciled in Orleans Parish but DO NOT need to have 501(c)(3) status from the Internal Revenue Service.
ELIGIBILITY RULE & APPLICATION LIMIT

- Applicants must be domiciled in Orleans Parish.
- Applicants can apply for and receive funding in only one category.

ELIGIBILITY CHART

<table>
<thead>
<tr>
<th>TYPE OF APPLICANT</th>
<th>CULTURAL CAPITAL</th>
<th>MORE JOY</th>
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<tbody>
<tr>
<td>Nonprofit arts organizations with 501c3 status from the IRS</td>
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<tr>
<td>Nonprofit organizations with 501c3 status from the IRS (not arts focused)</td>
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<tr>
<td>State Incorporated nonprofit organizations without 501c3 status from the IRS and with a fiscal agent</td>
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<td>State Incorporated nonprofit organizations without 501c3 status from the IRS and without a fiscal agent</td>
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APPLICATION DEADLINE: THURSDAY, APRIL 20TH, 2023

Applications must be submitted through Arts New Orleans’ online system at https://artsneworleans.submittable.com/submit by April 20, 2023. This site will shut down at 11:59 p.m. After completion, we recommend saving a copy of your application in its PDF version, although you will always have access to it via your Submittable account.

GRANT WORKSHOP

Arts New Orleans will host a free online workshop covering grant eligibility requirements, the application process, and tips on submitting a competitive application. Workshop attendance is recommended for first-time applicants and anyone without a grant through this program.

WORKSHOP

Wednesday, March 22, 2023
2:00 p.m. – 3:00 p.m.

Please register at https://bit.ly/2024CAGsession. The workshop will be recorded and made available on our website for those who can’t attend.
PREPARING THE GRANT APPLICATION

PLANNING THE PROPOSAL
1. Review the intent of the Community Arts Grants Program. Is this the appropriate funding source for your organization or activity?
2. If new to this program, attend the Arts New Orleans grant workshop. You can register for the workshop at https://bit.ly/2024CAGsession.
3. Talk to Arts New Orleans’ Grantmaking staff about your proposal if you need assistance.

FOLLOWING INSTRUCTIONS
1. Read the guidelines before calling staff with questions.
2. Please review the application before working on it. Start working on the application as soon as possible to become familiar with the online system. Test filling out pages of your online application well before the deadline to avoid last-minute technical problems. DO NOT WAIT UNTIL THE LAST MINUTE OR THE FINAL DAY TO COMPLETE AND SUBMIT YOUR APPLICATION. Plan to submit your application a few days before the deadline.
3. Review the evaluation criteria in the guidelines for the grant category you are applying. Keep the published criteria in front of you when you write the narrative and answer questions on the application form.
4. Answer all questions on the application form. Answers are required for questions with asterisks.
5. Attachments are required. You are also strongly encouraged to provide media samples.

WRITING
1. Assume that the grant review panelist knows nothing about your organization’s operations or your project outside what is stated in the application. You should answer all questions thoroughly, be specific, and include facts.
2. Avoid using jargon. Write in simple, straightforward language.
3. Be consistent. In the More Joy category, the budget, narrative, and provider of service forms should all relate.
4. It takes time to develop a strong proposal. Please give yourself ample time to write your narrative. Please do not wait until the last minute to write your grant application. Proofread, rewrite, proofread!
5. Have people who know nothing about your operations or project and are familiar with grant writing read your draft. Does it make sense to them? Then have people who were involved in the planning read it. Does the description reflect the intent of your project or your operations? Does it address the evaluation criteria?
COMMUNITY ARTS GRANTS
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NEW ORLEANS AS CULTURAL CAPITAL CATEGORY
New Orleans as Cultural Capital grants provide operating support to nonprofit arts organizations working in the following arts disciplines: dance, design arts, folklife, literature, media, multidisciplinary, music, theater, and visual art and crafts (see definitions on page 13). Applicants should demonstrate artistic excellence and equitable practices. Funds can be used for administrative or overhead expenses, including but not limited to salaries, programming costs, marketing, supplies and materials, space rental, utilities, and insurance. An eligible arts organization may apply for $14,000, $7,000, or $3,500 grants in accordance with funds it spent during its 2022 fiscal year.

AMOUNT OF GRANT REQUEST:
Applicants’ expenditures for their 2022 fiscal year will be used to determine their request amount,

Level 3 = To be considered for a level 3 grant of $14,000, the expenditures during the applicant’s 2022 fiscal year must be at least $700,000.

Level 2 = To be considered for a level 2 grant of $7,000, the expenditures during the applicant’s 2022 fiscal year must be between $200,000 and $699,999.

Level 1 = To be considered for a level 1 grant of $3,500, the expenditures during the applicant’s 2022 fiscal year must be $199,999 or less

Evidence of other financial support is required to demonstrate organizational stability.

ELIGIBILITY REQUIREMENTS FOR NEW ORLEANS AS CULTURAL CAPITAL
An organization applying for New Orleans as Cultural Capital must meet all of the eligibility requirements below:

- The primary purpose of the organization must be to provide arts programs and services
- Must be domiciled in Orleans Parish
- Must have nonprofit tax-exempt status under Section 501(c)(3) of the IRS
- Must be governed by an independent board of directors
- Must have paid or volunteer administrative staff
- Must have a prior record of providing programs and services and submit documentation that demonstrates such
- Must have programs or services that are open to the public
- Must submit a year-end financial statement or audit for the last completed fiscal year or the most current IRS Form 990
- Must have previous fiscal year revenue and expenditures
- Must be in good standing with the Internal Revenue Service and the Louisiana Secretary of State
- Must have been incorporated for at least two years at the time of application

Activity Period
New Orleans as Cultural Capital grants are awarded for two years: Grantees selected will receive awards for calendar years 2024 and 2025. This grant will renew for the second year after receipt and approval of the organization’s final report for the first year.
NEW ORLEANS AS CULTURAL CAPITAL

Evaluation Criteria for New Orleans as Cultural Capital
The grant review panel will use the following criteria to evaluate New Orleans as Cultural Capital applications

We guide our decisions based on the following principles:
- 30% - Artistic quality – The artistic excellence and value of the programs/services that the organization offers to its community, contribution to the understanding or appreciation of the art form(s)
- 30% - Equity and accessibility – In what ways is the organization advancing equity, and how is it making its programs and services accessible to its community, involvement of diverse populations reflective of the community
- 25% - Need and Impact – Are the organization’s programs and services fulfilling a need for its community, and how impactful are they
- 15% - Financial sustainability – Quality of organizational planning, a sound fiscal history reflected in its financial statement, and diversity of funding sources and community support

What we fund in New Orleans as Cultural Capital Category
- General operating expenses
- Administration salaries
- Contract pay
- Artist fees
- Marketing/promotion

What we do not fund in New Orleans as Cultural Capital Category
- Nonprofit arts organizations that award over $250,000 each year in a granting program
- Organizations whose primary mission is not focused on providing arts programs and services
- Organizations applying with a fiscal agent
- Nonprofit organizations without 501(c)(3) status
- Governmental entities
- Colleges and universities
- Support organizations for schools whose primary mission isn’t teaching artistic disciplines
- Capital campaigns
- Capital improvements, including restoration of buildings
- City agencies and other governmental agencies
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WHAT TO SUBMIT WITH YOUR “NEW ORLEANS AS CULTURAL CAPITAL” APPLICATION
The following documents must be ATTACHED to your grant application:

- All applicants are required to provide supplemental materials with their applications. These may include brochures, programs, reviews, work samples, letters of support, etc. Choose documents that would strengthen your application. Up to five documents may be uploaded. Please include recent materials.
- All applicants are required to provide photos; up to five may be provided. Video links are optional but encouraged.
- Proof of federal nonprofit tax-exempt status under code 501(c)(3) from the IRS (attach a PDF of an IRS letter determining nonprofit tax exemption under Section 501(c)(3)) AND a State of Louisiana Secretary of State letter of good standing listing the applicant as a nonprofit corporation and is registered in New Orleans (This document is free. Visit https://www.sos.la.gov/ and click Search for Louisiana Business Filings under “Business Services” to search for your organization’s name. Once located, click the details button to the right, then click ‘print detailed report’ to save as a PDF and upload. The document must show your organization is domiciled in Orleans Parish, is a nonprofit corporation, and that it is currently in good standing. Must also be the most recent address as indicated on the Annual Report filed with the Secretary of State.)
- Financial information. Applicants must upload your year-end financial statement or your most current audit for 2022 for your organization AND your current budget for 2023. If 990 is attached, it must contain year-end revenue and expenditure budget breakdown.
- Board of Directors List: This list should indicate board officers’ full names and affiliations.

MEDIA SAMPLES
Applicants are encouraged to provide media samples. Applicants can provide two media links, such as YouTube and Vimeo, OR upload two media files in mp3 or mp4 format. PLEASE MAKE CERTAIN YOUR SAMPLES ARE ACCESSIBLE AND ARE NOT PASSWORD PROTECTED.

THE MORE JOY CATEGORY
The More Joy category supports incorporated nonprofit organizations producing or celebrating the New Orleans’ Street Parading traditions usually created by New Orleans indigenous cultural groups, for example, Black Masking Indians or Mardi Gras Indians and Social Aid and Pleasure Clubs. These funds seek to promote the continued success of street parades, examine the cultural traditions behind this local tradition, educate children under age 18 in specific traditions, and generally bring More Joy to the neighborhoods of New Orleans via the street parade. Exhibitions, workshops, and other presentations dedicated to the street parading traditions of New Orleans are also eligible for funding. Grants of $3,500 will fund activities from January 1 - December 31, 2024. PLEASE NOTE: While the grant activity period is the 2024 calendar year, grant funds are usually available by June. If funds are essential for activities, events should be scheduled between July and December.
COMMUNITY ARTS GRANTS
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WHAT TYPE OF ACTIVITIES ARE ELIGIBLE?
• Black Masking Indians or Mardi Gras Indians who parade in the public right of way, in Orleans Parish, on Mardi Gras Day, St Joseph’s Night, Super Sunday, or other specific dates
• Social Aid and Pleasure Club parades that take place in Orleans Parish
• Non-motorized parades in the public right of way based around a specific holiday, tradition, or event that take place in Orleans Parish
• Exhibits, workshops, and presentations dedicated to the street parading traditions of New Orleans

WHAT TYPES OF ACTIVITIES ARE INELIGIBLE?
• Mardi Gras-style parades featuring motorized floats/tractors
• Parades created to promote a specific product or brand
• Parades not licensed or permitted by the City of New Orleans

HOW CAN MORE JOY FUNDS BE USED
• Artist/Musician Fees
• Materials
• Permitting Fees
• Marketing and Publicity
• Teachers, instructors, or educators versed in the parading traditions or building Black Masking Indian or Mardi Gras Indian suits

ELIGIBILITY
Applicants MUST BE either:
• Nonprofit organizations with 501(c)(3) status from the Internal Revenue Service domiciled in Orleans Parish
• An organization incorporated by the State of Louisiana as a nonprofit organization and domiciled in Orleans Parish
• A nonprofit organization using a fiscal agent (not required) domiciled in Orleans Parish
• An applicant must have an organizational bank account to receive grant payments or have a fiscal agent.

GRANT AMOUNTS
More Joy grant awards will be $3,500. Please make sure your grant request is $3,500.

Evaluation Criteria for More Joy
The grant review panel will use the following criteria to evaluate More Joy applications:
- **Artistic quality (30%)** – The artistic excellence and value of the programs/services that the organization offers to its community, contribution to the understanding or appreciation of the traditions
- **Cultural relevance (40%)** – Recognition, education, and celebration of indigenous cultures and local traditions reflected through a track record of successful programming/services
- **Need and Impact (30%)** – Is the organization’s program/service fulfilling a need for its community, and how impactful are they?
COMMUNITY ARTS GRANTS
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FISCAL AGENT POLICY FOR THE MORE JOY CATEGORY
For More Joy, organizations lacking 501(c)(3) federal tax-exempt status may choose to use a nonprofit organization with 501(c)(3) status from the IRS to serve as a fiscal agent for the grant. Organizations serving as fiscal agents must also be domiciled in Orleans Parish. Fiscal agents may not serve as a service provider for the applicant's proposed activities. Though not required to provide financial support for the proposed project, a fiscal agent assumes legal and financial responsibility for the applicant's grant. For this reason, groups applying with a fiscal agent should draft an agreement outlining the terms of the grantee/fiscal agent relationship.

An organization serving as a fiscal agent for a grant must comply with generally accepted accounting procedures. The accounting system should separate these grant funds from other revenues, and records should identify them as funds to be used by the sponsored grantee's activities.

Fees requested or paid to a fiscal agent may not exceed $200 of Community Arts Grant funds. A nonprofit organization with 501(c)(3) federal tax-exempt status may serve as a fiscal agent for as many nonprofit organizations as it can manage if funded.

WHAT TO SUBMIT WITH YOUR "MORE JOY" APPLICATION
The following documents must be ATTACHED to your grant application:

- All applicants are required to provide supplemental materials with their applications. These may include brochures, programs, reviews, work samples, letters of support, etc. Choose documents that would strengthen your application. Up to five documents may be uploaded. Please include recent materials.
- All applications are required to provide photos; up to five may be provided. Video links are optional but encouraged.
- State of Louisiana Secretary of State letter of good standing listing the applicant as a nonprofit corporation and is registered in New Orleans (This document is free. Visit https://www.sos.la.gov/ and click Search for Louisiana Business Filings under "Business Services" to search for your organization's name. Once located, click the details button to the right, then click 'print detailed report' to save as a PDF and upload. The document must show your organization (or fiscal agent) is domiciled in Orleans Parish, is a nonprofit corporation, and that it is currently in good standing. Must also be the most recent address as indicated on the Annual Report filed with the Secretary of State.)
- If applicable (not required) or for Fiscal agents, proof of federal nonprofit tax-exempt status under code 501(c)(3) from the IRS (attach a PDF of an IRS letter determining nonprofit tax exemption under Section 501(c)(3)).

MEDIA SAMPLES
Applicants are encouraged to provide media samples. Applicants can provide two media links, such as YouTube and Vimeo, OR upload two media files in mp3 or mp4 format. PLEASE MAKE CERTAIN YOUR SAMPLES ARE ACCESSIBLE AND ARE NOT PASSWORD PROTECTED.
Artistic Disciplines Definitions

Dance – Dance grants assist nonprofit organizations in making quality dance programs accessible to the public and encouraging innovation in dance as an art form.

Design Arts - Design Arts promote excellence in architecture; landscape architecture; urban design; historic preservation and planning; interior design; industrial design; graphic design; and fashion design. This program provides an opportunity for visual arts and design professionals to collaborate on projects involving design practice, media, theory, research, and education about design.

Folklife - Folklife refers to traditions practiced within a community that has been passed down informally over time and not learned through workshops, classes, or magazines. Folklife includes performing traditions (music, dance, storytelling) and traditional arts and crafts (occupational, festive, and foodways traditions).

Literature - Literature grants are designed to support activities that present the literary arts to the public and promote works of poetry, fiction, and creative non-fiction.

Media - Grants in this discipline provide financial assistance to developing film, video, radio, or other new media activities.

Multidisciplinary - Multidisciplinary grants provide support for arts activities involving more than one discipline.

Music - Music grants assist organizations sponsoring music programming or the presentation and development of musicians, composers, or music ensembles and orchestras in all genres, including band, chamber, choral, ethnic, jazz, new, opera, orchestral, popular, and solo/recital.

Theater - Theater grants help support high-quality dramatic and musical theater available to the public or support the development of nonprofit professional and community theater, puppetry, mime, and storytelling.

Visual Art and Crafts - Visual Arts and Crafts grants support creation or programming activities. Project activities may focus on areas such as drawing, painting, printmaking, sculpture, photography, glass, ceramics, fiber, metal, mixed media, and art in public places.
## COMMUNITY ARTS GRANTS

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### How Funding Decisions Are Made

Grant review panels make the funding recommendations. Comprised of community volunteers who represent the City’s ethnic, demographic, and geographic diversity, panels also embody the artistic, community, and administrative expertise needed for application review. Policies are in place to avoid a conflict of interest in the panel review process.

- An employee of an applicant organization is not allowed to serve on a review panel for a grant category the organization has applied.
- A panelist with a close affiliation with an applicant that may be viewed as a conflict of interest cannot participate in reviewing that application.
- A panelist who is a board member of an applicant organization (or whose spouse is a board member) cannot participate in the review of that application.

Nonvoting representatives may also participate on Community Arts Grants review panels as appointed by members of the New Orleans City Council, the Mayor’s Office, and the Chief Administrative Office.

We have moved panel discussions to online until further notice.

Beginning on June 12, 2023, applicants may email Daniel O’Connell at daniel@artsneworleans.org to set up a time to find out whether they have been recommended to receive a grant and to hear panel comments. (Ashley-Crystal Langston will be on maternity leave.)

The review panel’s recommendation for 2024 Community Arts Grants will be presented to the Mayor, Chief Administrative Office, and the City Council for final approval as part of the City’s 2024 budget process.

Community Arts Grants are contingent upon Arts New Orleans' receipt of anticipated funds from the City of New Orleans.
COMMUNITY ARTS GRANTS
Community Arts Grants are made possible with funding from the City of New Orleans.

Compliance and Reporting

Use of Grant Credit Line & Logo
Grant recipients are required to acknowledge the grant at public presentations; in printed, electronic, and broadcast promotion and advertising; and in published programs that accompany events by including the following credit line and logos:

The City of New Orleans supports this program through a Community Arts Grant administered by Arts New Orleans.

Grant Notification, Contract, and Payment Schedule
Applicants will be notified of panel funding recommendations in August. Applicants recommended for funding will receive preliminary recommendation letters. Awards are not official until Community Arts Grant recommendations are approved as part of the 2024 City of New Orleans budget and the Mayor signs the official budget. Grant award letters will be emailed to grant recipients after funding confirmation from the City of New Orleans in January of the grant year.

Grant contract materials will be posted on Arts New Orleans’ website. Arts New Orleans must receive a signed and completed contract before any funds are disbursed. The grant contract comprises the Letter of Agreement, Scope of Services and Revised Budget Form. Grant contracts must be uploaded to Arts New Orleans’ Online Grant System by the deadline given in the award letter.

First-time grantees, project directors, and grant managers are encouraged to attend the compliance workshop. Grantees must also be In Good Standing with the Louisiana Secretary of State for payments to be disbursed.

New Orleans as Cultural Capital funds can be used for general operating expenses. More Joy funds must be used exclusively for costs within the grant period specified in the contract.

All grant revenue must be made within the allowable grant activity period, January 1-December 31, 2024. No extensions will be granted. Funds not expended by the end of the activity period must be returned to Arts New Orleans.

Grant payments will be made by direct deposit into the grantee’s (or fiscal agent’s) account. If you have never received a grant award from Arts New Orleans or your bank info has changed, please email your bank account information (name of bank, routing number and account number) and the organization’s official name to ashley@artsneworleans.org.
Grants will be made in two payments. The first payment is 75% of the grant award. The first payment will be made after Arts New Orleans receives funds from the City of New Orleans and after receipt and approval of the grantee’s contract. City funding may not be received until May of the grant year, and initial payments may not be made until June. Please plan accordingly. Grantees must plan for proper cash flow as they must spend the entire grant award amount by the end of the activity period, including the 25% of the grant not yet received. The final 25% grant payment is made as a reimbursement. The final report must indicate that 100% of the grant was spent.

Compliance and Reporting

Standards for Financial Management
Grantees and organizations serving as fiscal agents for a grant must comply with generally accepted accounting procedures. The accounting system should separate grant funds from other revenues, and records should identify the use of funds for grant-supported activities. Grantees must retain grant records for three years from the date of the final report or until all audit findings involving the records have been resolved, whichever is longer.

Final Report
Grant recipients are required to complete a final report on forms provided online by Arts New Orleans. As part of final reports, grantees must describe the activities that took place, how they spent the funds, and upload a few high-quality photographs of grant-sponsored activities into the online system.

Grant Monitoring
Arts New Orleans staff make efforts to attend grant-supported programs. Grant recipients must provide two complimentary tickets for sponsored programs for which admission is charged. Complimentary tickets should be mailed to Arts New Orleans, P.O. Box 58379, New Orleans, LA 70158.

Grant-sponsored event notifications are requested at least a few weeks before the activity. Please send an email informing and inviting ashley@artsneworleans.org to support events. Please also notify the Mayor, City Councilmembers, and Chief Administrative Officer about grant-sponsored events and progress in programs.