

April 25, 2022

**Creative Economy Grants Program**  
**Cultural Center Grants**  
Program Guidelines

**Background and Eligibility**

The Creative Economy Grants Program, designed to provide direct financial hardship to arts, cultural, and historical organizations in Long Beach to recover, was made possible by the Long Beach Recovery Act, approved by the City Council on March 16, 2021. Under this program, the City will provide \$25,000 **Cultural Center Development Grants** to support the development of the African American Cultural Center of Long Beach, Latino Cultural Center, and Cambodian American Cultural Center (Cultural Centers).

**Program Design**

This program will be implemented through one-time grants which will be used for organizational development activities and community outreach for the Cultural Centers.

*Eligible Organizations*

Organizations eligible for this grant must be a registered 501(c)(3) organization, or have a fiscal sponsor that is actively producing arts, culture, or historical programming in the City of Long Beach, and be registered with the Arts Council for Long Beach.

*Award Amounts*

Grants under this program will be awarded in the amount of \$25,000 to each Cultural Center. To apply, each organization must submit a work plan on the attached form that broadly describes the programming and activities that will be supported by the grant allocation.

**Grant Award Work Plan**

Eligible awardees are required to submit to the City a grant application that describes the work plan through December 31, 2023 that will be supported through the expenditure of the grant funding.

- I. *Organizational Background:* Organizations eligible for this grant must be a registered 501(c)(3) organization or have a fiscal sponsor. Please submit a brief description of your organization's mission, background, and experience.
- II. *Grant Program Work Plan:* Please provide a detailed summary describing the work plan that will be supported by the grant allocation. All activities must fall within one of the

spending categories outlined in the Examples of Eligible Expenditures table in the following section.

- III. *Key Performance Indicators:* A summary of key outputs, indicators, and outcomes that the organization intends to accomplish through the grant funding (e.g. number of events organized, number of residents engaged)
- IV. *Equity Lens:* A description of the organization’s ability to provide services in inclusive, culturally diverse communities and neighborhoods. Grant funds should advance the equity objectives and enhance the cultural vitality of the City of Long Beach.
- V. *Budget:* Please use the Expenditure Worksheet below to provide a budget that outlines current and anticipated expenditures from July 1, 2022 through December 31, 2023. Please attach additional narrative or documentation as needed to describe the budget plan for the funding.

Submitted Work Plans should include the attached Expenditures Worksheet outlining the existing expenses and anticipated eligible expenses under the Long Beach Recovery Act. After submission of the initial Work Plan, awardees will submit an updated Expenditures Worksheet on a monthly basis and retain documentation to be available upon request.

Applications will close June 10<sup>th</sup>, 2022 and will be reviewed and approved by the City Manager. Once approved, a grant agreement and purchase order will be developed around the approved Work Plan.

### Accounting and Documentation

Grant awards to eligible arts organizations will be provided after the Work Plans are approved. The table below summarizes eligible spending categories for the Organizational Recovery Grant Program. Eligible expenses under this program include (but are not limited to):

Category	Description	Examples of Expenditures
<b>Administration &amp; Operating Costs</b> (Cannot exceed 10% of grant award)	General administrative expenses required to execute programs and projects covered by grant funding.	<ul style="list-style-type: none"> <li>• Administrative personnel costs</li> <li>• Office rent</li> <li>• Telephones</li> <li>• Office equipment and supplies</li> </ul>
<b>Organizational Development Activities</b>	Activities which further the objectives of establishing the Cultural Center’s mission, programming, and ongoing viability.	<ul style="list-style-type: none"> <li>• Professional services fees for community engagement</li> <li>• Community events and meetings</li> </ul>
<b>Equitable Outreach</b>	Marketing and promotions to support artists and communities most impacted by COVID-19	<ul style="list-style-type: none"> <li>• Social media and digital marketing</li> <li>• Promotional events and activities</li> <li>• Rentals, materials, and supplies for community meetings</li> <li>• Procuring marketing collateral</li> </ul>

Awardees are responsible for documenting eligible expenditures to ensure compliance with the Long Beach Recovery Act (e.g., receipts, checks, bill payments, payroll costs). Required documentation should be retained by the awardees and available upon request per Treasury guidelines for five to seven years. If awardees are unable to expend the funds by December 31, 2023, they must notify the City in writing no later than October 31, 2023.

In addition to financial documentation, awardees are responsible for tracking and reporting key metrics related to the grants. This should include, but not be limited to, the following:

- Summary of key accomplishments that showcase progress made to provide arts to the community during COVID-19
- Relevant key performance indicators (e.g., number of services delivered, artists supported, staff retained)

### **Contact**

If you have any questions, please contact Andrew Chang, Assistant to the City Manager, at (562) 570-6724 or at [andrew.chang@longbeach.gov](mailto:andrew.chang@longbeach.gov).