



**LIBERTY ARTS COMMISSION
MEETING AGENDA**

Wednesday October 12, 2022 NOTE MEETING DATE CHANGE!

6:00 pm

3rd Floor Conference Room of City Hall

Attendance: Garrette Brown, Greg Duncan, Molly Hon, Shane Immelt, Anna Knackstedt, Katie McDonald, Bill Stilfield, Nathan Wyman

- | | |
|--|--------------------------|
| I. Approval of Meeting Summary | September 8, 2022 |
| II. Current Business | |
| Transient Guest Tax Report | Anna Knackstedt |
| Mini Grant Application- Dreamline Theatre Co. | Katie McDonald |
| Review Grant Guidelines | Katie McDonald |
| III. Other Business | |
| Art Partner Reports: | |
| Liberty Arts Foundation | Greg/Shane |
| Library | Katie |
| William Jewell | Nathan |
| Corbin Theatre | Bill |
| Liberty Public Schools | Garrett |

Adjournment

Next Meeting Date November 10, 2022 at 6 pm in the 3rd Floor Conference Room



**LIBERTY ARTS COMMISSION
MEETING SUMMARY
September 8, 2022
6:00 p.m.
3rd Floor Conference Room**

Present: Garrette Brown, Greg Duncan, Molly Hon, Shane Immelt, Anna Knackstedt, Katie McDonald, Bill Stilfield, Nathan Wyman

Public Attendee: Karley Schieder is interested in volunteering, she lives on Pine Street.

Staff Present: Jeanine Thill, Community Development Manager

The meeting was called to order at 6:02 p.m. by Chairwoman McDonald.

Commissioner Immelt made a motion to approve the August 11, 2022 Meeting Summary as corrected. The motion was seconded by Commissioner Stilfield. The motion passed 7-0-1. Councilman Duncan abstained.

Current Business

Sculptures Updates:

- Staff reported that most of the rotating sculptures have been removed and the installations will be done by Fall Fest.
- Staff shared the schedules and a flyer that will be available for handouts at Fall Festival by HDLI.
- The group agreed that we would not have a booth at Fall Festival this year.

Transient Guest Tax (TGT) Committee Report:

- Vice Chairwoman Knackstedt reported that they recently met and brainstormed ideas on how to spend down the fund balance, which is much higher than anticipated, approximately \$300,000.
- Starting in 2023 they are going to bump the anticipated revenue by \$100,000.
- We might want to brainstorm more for the one-time expenditures.
 - A LED lighting system for downtown was proposed as a one-time expense to the Tourism Committee, they agreed that might be a good project.
 - They also considered adding sign holders for banners along the Hwy 152 corridor, potentially going up toward Jewell.
- No one seemed to have an issue with the Arts Commission request for funds for rebranding. Nothing was voted on.

- Other one-time expenses that were discussed included murals along Kansas Street on the retaining walls.
 - Art to welcome people to Liberty is a good idea, finding the perfect thing that would be appropriate would be important.
 - Councilman Duncan said if there is some traction for it, then the Arts Commission should be involved.
- A 'Welcome to Liberty' gateway sign was something that was brought up for Hwy 152 as you come into Liberty.
- The TGT committee asked if there would be any interest in sculptures at the entry ways into town.
- Councilman Duncan said we could talk about commissioning a piece tailored to a site.
 - It might be cool to commission a permanent piece to have in the City Hall atrium after the new roof is put on.
- Commissioner Brown said back to the mural idea, the retaining walls have a rough brick.
 - Commissioner Immelt said some places put a paneling up on a retaining wall to address the texture challenge.
- An intentional 'Welcome to Liberty' sign or a mural may be a way to engage students to submit ideas. We could pick a message and find something that everyone could get behind.
 - Chairwoman McDonald said we do a call for artist that is specific to that. Something abstract that could have multiple meanings might be something to consider.
 - Commissioner Wyman said he was thinking something metal with light that is back-lit. Albuquerque has metal art on bridge ways that is very striking, that is something else to think about.
- Other annual things the TGT Committee discussed included potentially enhancing what the Chamber of Commerce does with the local gift card promotions. Other tourist destinations that need additional funding are the Jesse James Bank Museum, Garrison School, Clay County Museum and the Liberty Performing Arts Theatre (LPAT).
 - Some of the feedback they got from Geofencing was from the LPAT. The hotel manager on the committee said that the LPAT draws people to stay in hotels.
 - Councilman Duncan reminded the group that the funding is possible because the voters of Liberty passed the Transient Guest Tax.

Grant Guidelines:

- Chairwoman McDonald asked the group look at the Art Grant guidelines from the artist's standpoint and be prepared to discuss at our next meeting how they can be clarified or improved.
- At the October meeting we will discuss and in November we can make some decisions. The grant committee includes Commissioners Immelt, Wyman, and Hon and Vice Chairwoman Knackstedt.
- Commissioner Immelt said we might want to establish a YouTube channel; we could do a 'How to Apply for Grants' video on the YouTube channel.

Other Business

Art Partner Reports

Clay County is celebrating their bicentennial this year and “Clay” is the mascot. They are doing a photo contest to celebrate. Chairwoman McDonald shared a flyer with more details and encouraged anyone interested in learning more to contact Clay County.

- a. Liberty Arts Foundation – Commissioner Immelt reported that the Foundation met and they talked at length about the Caroline Project that Harold and Gwen Phillips are working on for the downtown area in honor of their daughter. After a lot of good conversation, the Foundation recommended that Harold set up their own 501c3. The Foundation agreed that they would hold money until there was a 501c3 established. Harold decided to repurpose the 501c3 for the Caroline Project. The other agenda item was discussing what other projects they might take on. They do need additional foundation members.
- b. Library - Chairwoman McDonald said they have a new assistant at the library.

Vice Chairwoman Knackstedt mentioned that we still have \$1,700 remaining in the budget line item for the gallery spaces. The group agreed that these funds could be used for an ad in KC Studio Magazine or for helping with ‘meet the artist’ open house expenses. Councilman Duncan commented that as long as we are using it to better the gallery experience, that would be an appropriate expenditure. Staff will ask Claire Rodgers in the City’s Public Relations Department if they will create a brochure to promote the public gallery spaces.

- c. William Jewell - Commissioner Wyman reported that Lish Hoerman will have a gallery show with graphic novels on October 15th. The opening reception will be on October 12th.
- d. Corbin Theatre - Commissioner Stilfield reported that on Aug 12th and 13th, Mame Paris did a workshop and they had a total limit of 24 students. It was one of the biggest successes in terms of revenue. Next year they will do something with Jewell students. He thanked the Commission for the grant. David Brandon is a saxophone player that will be performing October 7th. He has worked with Tony Bennett and Frank Sinatra. They will be holding a gala at Belvoir on October 13th and tickets are \$60 each.

Due to the scheduling conflict with the next LAC meeting, the group agreed to move our October meeting to the 12th. We will move the next LAC meeting to Wednesday, October 12th at 6:00 p.m. at City Hall in the third-floor conference room. The group agreed that all future meetings will be held in this location, for better collaboration.

- e. Liberty Public Schools - Commissioner Brown reported that he is now working for EDGE at the high school. He is teaching Global Creations, expressing solutions through art - things like murals in the community. This is about challenging the students to think about how they can change the world or speak to how we change the world; things that are injustices to them that they would like to address through art.

Councilman Duncan said that the developers of Montage have indicated that Public Art might be part of their proposed development. After a recent Council meeting where he brought up the importance of art in the community, the developers added the following sentence to their Guiding Principles on their website “Art in all its forms will be displayed, presented, produced, performed, shared, enjoyed, and encouraged.”

Other Business

Commissioner Wyman brought up the KC Studio Magazine listings of art galleries. If that is something that the group would be interested in, then we should look into that. There are different sizes of listing. Staff will reach out to KC Studio about the prices.

The meeting adjourned at approximately 7:20 p.m.

| | 2022 Budget | 2023 Projected | 2024 Projected | 2025 Projected | 2026 Projected |
|-------------------------------|-------------|----------------|----------------|----------------|----------------|
| BEGINNING FUND BALANCE | \$303,533 | \$473,027 | \$194,117 | \$234,807 | \$274,197 |
| NEW REVENUE | \$520,000 | \$565,000 | \$565,000 | \$565,000 | \$565,000 |

| Last Four Digits | Accounts | PROPOSED EXPENDITURES | | | | |
|--------------------------|-------------------|--|----------------|----------------|----------------|----------------|
| | | Admin | | | | |
| Administration | 67.20.061.42.5990 | Finance Administration of Account | 2,000 | 2,000 | 2,000 | 2,000 |
| Overtime | 67.20.061.02.4004 | Staff Overtime (includes Police, Fire, Parks, etc. for special events) | 25,000 | 35,000 | 35,000 | 35,000 |
| | | Total | 27,000 | 37,000 | 37,000 | 37,000 |
| | | HDLI | | | | |
| HDLI | 67.20.061.38.5823 | HDLI Tourism Coordination - Contract | 20,000 | 20,000 | 20,000 | 20,000 |
| HDLI | 67.20.061.38.5823 | HDLI Staff / Salary | 15,000 | 15,000 | 15,000 | 15,000 |
| HDLI | 67.20.061.38.5823 | HDLI Downtown Holiday Lights Expansion | 10,000 | | | |
| | | HDLI Fun Money | | 5,000 | 5,000 | 5,000 |
| | | Total | 45,000 | 40,000 | 40,000 | 40,000 |
| | | Special Events | | | | |
| | 67.20.061.38.5804 | Liberty Fest Insurance | 2,500 | 3,000 | 3,000 | 3,000 |
| | 67.20.061.38.5804 | Supplies | 5,000 | 5,000 | 5,000 | 5,000 |
| | 67.20.061.38.5804 | Fireworks | 25,000 | 35,000 | 35,000 | 35,000 |
| | 67.20.061.38.5804 | Activities | 10,000 | 12,000 | 12,000 | 12,000 |
| | 67.20.061.38.5804 | Liberty Fest Concert Supplies | 10,000 | 12,000 | 12,000 | 12,000 |
| | 67.20.061.38.5804 | Entertainment | | | | |
| | 67.20.061.38.5809 | Hometown Holidays Supplies | 3,000 | 3,500 | 3,500 | 3,500 |
| | 67.20.061.38.5809 | Activities | 4,000 | 4,500 | 4,500 | 4,500 |
| | | Total | 59,500 | 75,000 | 75,000 | 75,000 |
| | | Grants | | | | |
| Contributions to Project | 67.20.061.38.5807 | Festival/Events Promotional | 20,000 | 30,000 | 30,000 | 30,000 |
| Other Fees-Arts | 67.20.061.08.5389 | Arts | 11,000 | 11,000 | 11,000 | 11,000 |
| | | Total | 31,000 | 41,000 | 41,000 | 41,000 |
| | | Wayfinding | | | | |
| Wayfinding Signage | 67.20.061.38.5853 | Workshop Design Prior Year Encumbrance | | | | |
| Wayfinding Signage | 67.20.061.38.5853 | Downtown Kiosks | 2,000 | 2,000 | 2,000 | 2,000 |
| Wayfinding Signage | 67.20.061.38.5853 | Fountain Bluff Signage | 3,000 | 3,000 | 3,000 | 3,000 |
| Wayfinding Signage | 67.20.061.38.5853 | City Wide Wayfinding & Kiosks | 181,800 | 10,000 | 10,000 | 10,000 |
| | | Total | 186,800 | 15,000 | 15,000 | 15,000 |
| | | Arts | | | | |
| Other Fees-Arts | 67.20.061.08.5389 | Revolving Sculpture Program Honorariums | 18,000 | 24,000 | 24,000 | 24,000 |
| | 67.20.061.04.5054 | Supplies | 6,000 | 15,000 | 15,000 | 15,000 |
| | 67.20.061.16.5711 | Property/IM Insurance | 3,000 | 4,000 | 5,000 | 6,000 |
| | 67.20.061.14.5548 | Maintenance | 8,000 | 8,000 | 8,000 | 8,000 |
| | 67.20.061.18.5601 | Purchased Piece | 15,000 | 20,000 | 20,000 | 20,000 |
| | 67.20.061.04.5072 | Arts Events - Make Music Day | 3,810 | 3,810 | 3,810 | 3,810 |
| | 67.20.061.04.5072 | Arts Events - Public Art Exhibits | 1,700 | 1,700 | 1,700 | 1,700 |
| | | Total | 55,510 | 76,510 | 77,510 | 78,510 |
| | | Other | | | | |
| Consultant Services | 67.20.061.08.5342 | Agency Support (Guild Content Contract) Design Services | 25,000 | 59,100 | 59,100 | 59,100 |
| Contract Labor | 67.20.061.08.5397 | Photography | 5,000 | | | |
| Contract Labor | 67.20.061.08.5397 | Blog Writer | | | | |
| Legal Fees | 67.20.061.08.5311 | Legal Fees | | | | |
| Internet Service Fees | 67.20.061.08.5304 | Website Maintenance Fee | 5,900 | 6,300 | 6,700 | 7,000 |
| Advertising | 67.20.061.08.5371 | Visit Liberty Marketing Campaign | 40,000 | 50,000 | | |
| Advertising | 67.20.061.08.5371 | HDLI Print Advertising | 3,000 | 4,000 | | |
| Advertising | 67.20.061.08.5371 | HDLI Digital /Social Media Advertising | 4,000 | 6,000 | | |
| Advertising | 67.20.061.08.5371 | Billboards | 6,000 | 24,000 | | |
| Advertising | 67.20.061.08.5371 | HDLI Print Materials | 3,600 | 4,000 | | |
| Advertising | 67.20.061.08.5371 | Promotional Signage | | | | |
| Contrib. to Projects | 67.20.061.38.5807 | Chamber of Commerce - Fall Festival & Admin | 3,000 | 15,000 | | |
| Contrib. to Projects | 67.20.061.38.5807 | Summer Band | 3,000 | 3,000 | | |
| Contrib. to Projects | 67.20.061.38.5807 | Hospital Half Marathon Sponsorship | 7,000 | 8,000 | | |
| | 67.20.061.38.5811 | Memberships | 2,000 | 2,000 | 2,000 | 2,000 |
| | | Jesse James Bank Museum | | 7,000 | 7,000 | 7,000 |
| | | Clay County Museum | | 7,000 | 7,000 | 7,000 |
| | | Martha LaFite Thompson Nature Sanctuary | | 7,000 | 7,000 | 7,000 |
| | | Garrison School Cultural Center | | 7,000 | 7,000 | 7,000 |
| | | Total | 107,500 | 209,400 | 67,800 | 68,100 |
| | | One Time Projects for 2023 | | | | |
| | | Downtown Holiday Lights - EverLight Install | | 80,000 | | |
| | | LAC Rebranding & Updated Materials | | 10,000 | | |
| | | I-35 to WJC Connectivity - Banners | | 25,000 | | |
| | | Welcome to Liberty Monument Sign | | 150,000 | | |
| | | HDLI Website Redesign | | 10,000 | | |
| | | Mural (s) | | 50,000 | | |
| | | | | | | |
| | | | | 325,000 | | |
| | | Misc. Expensess | | | | |
| Other Misc Fees | 67.20.061.38.5807 | Unidentified Future Opportunities | 5,000 | 30,000 | 178,000 | 178,000 |
| | | TOTAL | 517,310 | 843,910 | 524,310 | 525,610 |
| | | New Revenue Favorable/Unfavorable to Expense | \$2,690 | (\$278,910) | \$40,690 | \$39,390 |
| | | Ending Fund Balance | \$473,027 | \$194,117 | \$234,807 | \$274,197 |
| | | | | | | \$313,587 |

2022 Mini-Grant Program

2022 Mini Art Grant - Application

Art Grant Mission: Through a competitive grant evaluation process, support will be awarded to arts events and projects designed to increase tourism, and encourage participation in the arts by residents and visitors to the City of Liberty.

Funding: The amount of the grants awarded could range from \$500 - \$1000, depending on the scope of the project, the number of grant proposals received and funding availability. The Liberty Arts Commission (LAC) is not obligated to award any grants. Grants may be awarded if funds are available and if there is a qualified applicant. The City of Liberty will provide reimbursement for approved activities. There is no cash match required.

Funding for the Cultural Arts Grant Program (the "Grant") comes from the Transient Guest Tax, collected from local hotels, motels, and bed and breakfast inns.

Submission and Review: Applications must be submitted a minimum of 60 days before the proposed project or event takes place. Accepted year-round, applications received before the first Thursday of each month will be reviewed during the following week's LAC meeting. Award decisions will be announced within two weeks of each review session.

Eligibility A full list of eligibility requirements is available online:

<https://www.libertymissouri.gov/2612/Mini-Art-Grant>

Applicant's Name Sequoia Crissman & Cory Busch

Organization's Name (If Applicable) Dreamline Theatre Company

Email Address dreamlinetheatreco@gmail.com

Phone Number 816-490-8583

Address 9620 W Clarksboro, Liberty, MO. 64068

Project Name The Glass Menagerie

Total Grant Funds Requested 1000

Total Project Budget 1000

Expected Project Start Date November 18th 2022

Expected Project Completion Date November 19th 2022

Describe the proposed project and how this project will drive tourism in Liberty. The proposed project is a performance of "The Glass Menagerie" by Tennessee Williams. The play is a memory play following a low income family in St. Louis during the 1930s, being told by Tom, the Narrator. As it stands the show

will have two nights of performance and will be open for general admission to the public for the price of ten dollars per ticket.

The project will drive tourism to Liberty through an aggressive advertising campaign and community collaboration. We hope that by advertising the production throughout the KC metropolitan area and specifically in the northland we can bring theater patrons to the city of Liberty for our show. In turn, with the extra traffic in liberty generated by our production, there is an increased likelihood that some of those that see the show will want to eat or drink within the city of Liberty before or after the show.

Similarly, we hope to gather community support by inviting local high school and college students to audition and design for the show, which will in turn generate excitement and spread news about the show by word of mouth. Our company wants to place emphasis and allocate opportunities for those who have not found a good start in the theater performance industry to be able to display their merit, thereby helping their careers in the process of helping us put on a new and unique show. Similar to these ambitions, we are currently seeking support from academic institutions, public institutions, and local businesses themselves to supply a rehearsal space during our process. The founders of our company, Cory Busch and Sequoia Crissman, are two Liberty North High School alumnus with Sequoia being a graduate of William Jewell College, who would love to see the city of Liberty grow from our efforts.

Describe your organization or project's financial need and specifically outline how the grant money will be spent. Rights: \$270

This part of the budget is extremely important as rights are needed to be able to perform the show without any legality issues.

Props: \$70

There are an astounding number of props within the show that help tell the story and make the performance more interesting to watch. We plan on going as green as we can and thrift for all props & set pieces, and ask friends and family if we can borrow, if need be.

Costumes: \$70

Costumes help make a show feel more believable and allow for audience members to engross themselves within the show. There are 5 actors, and we figured to budget between 20-30\$ on clothing for each actor. Along with props, we intend to thrift our costumes.

Advertisements: \$250

Besides social media, we would like to hang up posters around the KC Metro area to help publicity and also to help drive tourism to liberty. The cheapest printing business we could find was prinrunner.com.

Audience Comfort: \$75

We would like to make viewing our performance as audience-friendly as possible, by offering free water, since we plan to do our performance outdoors, and to help buy blankets in case an audience member did not bring their own sitting arrangements. This money would go towards ice, cups, water gallons, and cloth for blankets.

Total: \$735

If allowed for the total amount of \$1,000 for the grant we would like to spend the remaining for any unexpected expenses for each budgeted areas, and also to help improve audience comfortability by possibly offering more concessions. We would also use more of the extra money to spend on advertisements for the show to reach a larger audience spread put the KC Metro area.

Explain how you anticipate that the project will be funded in the future, if applicable. Our aim is that in the future we will be a self-sufficient theatre company, however with this being our second show, we will fully utilize the grant in order to get our company off the ground. Every dollar that is granted to the Dreamline Theatre Company is an investment into further theater productions in the future.

We also have connections to other Kansas City artists and theatres in the metro and we have ambitions to continue performing a multitude of performance projects in various different spaces in Kansas City. Such projects include characterized live readings of literature, improv shows, and other theatre performances in the future. Such venues we are considering are small businesses such as Prospero's books, collaboration with other theatre groups such as the Corbin Mill Theatre, and found spaces. We plan on partnering up with local businesses in the Kansas City Metropolitan area in order to help independent fundraising efforts once we have more of an established company and a performance to advertise. Continuously with our vision of an aggressive advertising campaign for the show, we also plan to keep the momentum going not only with more works but by ensuring we become a cornerstone of performance theatre in the northland, we seek to become noticed by the KC Arts Magazine and know that will bring our company extra validation and attention from the public given its reputation as the hub for all performance art in the metro.

Provide a description of the event location. The event space is at William Jewell College, in their Peter's Theatre space. The space is a proscenium stage, with seating in front and some wing seating on the side. There is a horseshoe loop and a tech box above the audience, with dressing rooms. The open large space allows for plenty of creativity and options to add a thrust stage if desired. Being set indoors there are bathrooms outside of the stage space, as well as a ticket box office and a concession space. The lobby area allows for plenty of space for people to gather and talk before and after the show.



City of Liberty Arts Commission
2022 Mini Grant Guidelines and Application
Application Deadline: Open year-round or until all
funds are awarded

Overview

The Liberty Arts Commission (LAC) is the arts advocacy agency for the City of Liberty. We serve as a catalyst - to support, sustain, and strengthen our community by increasing awareness, opportunities, and public involvement in local arts and cultural activities.

Art Grant Mission: Through a competitive grant evaluation process, support will be awarded to arts events and projects designed to increase tourism, and encourage participation in the arts by residents and visitors to the City of Liberty.

Funding

The amount of the grants awarded could range from \$500 - \$1000, depending on the scope of the project, the number of grant proposals received and funding availability. The LAC is not obligated to award any grants. Grants may be awarded if funds are available and if there is a qualified applicant.

The City of Liberty will provide reimbursement for approved activities. There is no cash match required.

Mini Grants: Awarded annually for amounts of up to \$1000 each.

Grant Funding Source: Funding for the Cultural Arts Grant Program (the "Grant") comes from the Transient Guest Tax, collected from local hotels, motels, and bed and breakfast inns. The LAC is not obligated to award the Grant and any award depends on the availability of funds and a qualified applicant.

Submission: Applications must be submitted a minimum of 60 days before the proposed project or event takes place. Accepted year-round, applications received before the first Thursday of each month will be reviewed during the following week's LAC meeting. Award decisions will be announced within two weeks of each review session.

- **Online application submissions preferred. Go to www.libertymissouri.gov/artgrants**
- Applications may be hand delivered, emailed or mailed to: Community Development Office, City of Liberty, Attn: Jeanine Thill, 101 E. Kansas St., Liberty, MO 64068. jthill@libertymo.gov

Eligibility

- Individuals with permanent residence in the greater Kansas City metropolitan area are eligible to apply.
- For-profit and Non-profit organizations with headquarters located within the greater Kansas City metropolitan area are eligible to apply. Non-profit organizations must be chartered in the State of Missouri or the State of Kansas, with federal and state tax-

exempt status. Copies of the letters of determination from the Internal Revenue Service and the State's Department of Revenue recognizing the applicant organization as a non-profit corporation must be supplied with the application.

- Grant funds must be used for cultural art projects that occur or are located within the city limits of Liberty, Missouri. All marketing materials, printed, digital or broadcast, must include language stating the project was made possible in part by the LAC and the LAC logo.
- The program should encourage tourism to the City of Liberty and contribute to the cultural opportunities made available to the public, promote the goals of LAC and enhance the quality of life in the City of Liberty.
- All programs to be funded by the LAC must be open to the general public. Applicants must demonstrate that facilities and projects will be accessible to people with disabilities.
- The Grant may be awarded only to applicants that certify they will comply with the City of Liberty's non-discrimination policy, a clause in the contract.

Ineligibility

INELIGIBLE ORGANIZATIONS & PROGRAMS

- Non-arts related programs.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
- Building (brick and mortar) or capital campaigns
- Staffing/administrative costs
- Using the Grant for inventory/cost of goods sold
- Individuals and organizations that have not fulfilled all previous grant administrative guidelines
- Fraternal organizations, churches, or church-related groups with proposals that promote religion or an individual doctrine.

Applicant's Name _____ Phone number _____

E-mail _____ Mailing Address _____

Budget:

Grant Amount Requested \$ _____ Total Project Budget \$ _____

Expected project start date _____ Expected completion date _____

Please attach a one (1) page summary addressing the following:

- Description of the proposed project and how this project will drive tourism to the City of Liberty
- Explain why you need the money and specifically how it will be spent
- Explain how you anticipate the project will be funded in the future, if applicable
- A description or map showing the location of the project

Authorized agent's signature _____ Date _____

**Return this application and supporting documentation to: Jeanine Thill
Community Development Division, 101 E. Kansas St., Liberty, MO 64068 or email it to jthill@libertymo.gov**



City of Liberty Arts Commission
2022 Annual Art Grant Guidelines and Application
Deadline: March 1, 2022 at Noon

The Liberty Arts Commission (LAC) is the arts advocacy agency for the City of Liberty. We serve as a catalyst - to support, sustain, and strengthen our community by increasing awareness, opportunities, and public involvement in local arts and cultural activities.

Art Grant Mission: Through a competitive grant evaluation process, support will be awarded to arts events and projects designed to increase tourism, and encourage participation in the arts by residents and visitors to the City of Liberty. Grant recipients will be chosen based on artistic excellence, accessibility to the public and likelihood of increasing tourism to the City of Liberty.

Arts Grant Program Contact:

JEANINE THILL

Community Development Manager

City of Liberty • 101 E. Kansas St., Liberty, MO 64068

Office: 816.439.4537 • www.libertymissouri.gov • jthill@libertymo.gov

\$5000 Matching Grant: One Awarded Annually, provided funds are available and there is a qualified recipient.

Program Calendar

| | |
|---|---|
| January 2022 – March 1, 2022 | Grant applications accepted |
| March 1, 2022 at Noon | Grant Deadline |
| March 15, 2022 | Two finalists notified |
| April 14, 2022 LAC Meeting time and location TBD | Two finalists present to LAC |
| April 18, 2022 | Successful recipient notified |
| December 31, 2022 | Project completed and Final Report Due to LAC |

Applications received after the deadline date will be ineligible. The City reserves the right to extend the deadline(s) if deemed necessary in the sole and absolute discretion of the Liberty Arts Commission.

- **Online application submission preferred. Go to www.libertymissouri.gov/artgrants**
- Applications may be hand delivered or mailed to the Community Development Office, City of Liberty, Attn: Jeanine Thill, 101 E. Kansas St., Liberty, MO 64068. The Annual Grant deadline is a receipt date, not a postmark.

Grant Funding Source: Funding for this Annual Art Grant Program (the “Grant”) comes from the Transient Guest Tax, collected from local hotels, motels, and bed and breakfasts inns. The LAC is

not obligated to award the Grant and any award depends on the availability of funds and a qualified applicant.

Eligibility

1. Individuals with permanent residence in the greater Kansas City metropolitan area are eligible to apply.
2. For-profit and non-profit organizations located within the greater Kansas City metropolitan area are eligible to apply. Non-profit organizations must be chartered in the State of Missouri or the State of Kansas, with federal and state tax-exempt status. Copies of the letters of determination from the Internal Revenue Service and the State's Department of Revenue recognizing the applicant organization as a non-profit corporation must be supplied with the application.
3. Grant funds must be used for a cultural art project that occurs or is located within the city limits of Liberty, Missouri. All marketing materials, printed, digital or broadcast, must include language stating the project was made possible in part by the LAC and the LAC logo.
4. Finalists for the Grant must present a three (3) to five (5) minute project presentation to the LAC via Zoom on a date and time to be determined. The presentation will be followed by a brief question and answer session.
5. The project must encourage tourism to the City of Liberty, support the goals of the LAC and contribute to the cultural opportunities made available to the public, enhancing the quality of life in the City of Liberty.
6. The Grant requires at least a one-to-one dollar match. "One-to-one dollar match" means that the applicant must cover at least half (50%) of the expenses for the project with applicant's own resources, monetary and/or in-kind contributions.
7. All programs to be funded by the LAC must be open to the general public at a free or reduced admission.
8. The Grant may be awarded only to applicants that certify they will comply with the City of Liberty's non-discrimination policy, a clause in the contract.
9. Applicants must demonstrate that facilities and projects will be accessible to people with disabilities.
10. The LAC encourages organizers to consider partnerships to help produce and promote the project. Consideration will be given to applications that show cooperative efforts between entities resulting in more effective use of funds.
11. Grant recipients are encouraged to patronize the City of Liberty businesses for food, supplies, materials, printing, etc.
12. Grant recipients will be required to sign a contract holding the City of Liberty harmless from any and all liabilities and for any damages or losses to the project and committing to produce the project with activities including intended dates and venue for a public presentation.

Ineligibility

INELIGIBLE ORGANIZATIONS & PROGRAMS

- Non-arts related programs.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
- Building (brick and mortar) or capital campaigns
- Staffing/administrative costs
- Using the Grant for inventory/cost of goods sold
- Individuals and organizations that have not fulfilled all previous grant administrative guidelines
- Fraternal organizations, churches, or church-related groups with proposals that promote religion or an individual doctrine.

Any questions about eligibility should be directed to the Art Grants Manager, Jeanine Thill, jthill@libertymo.gov before the application is made.

Online Grant Application can be found at libertymissouri.gov/artgrants

Organization/Individual Name _____

Address _____

Contact Name _____ Title _____

Email address _____ Phone _____

Project Name _____

Has this project been held before? If yes, please list the years and locations:

Please list any additional Co-Sponsors of the project: _____

Please list any other organizations, government entities and grants that have offered financial support to your project:

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the project? Yes _____ No _____

Is this a ticketed event? If yes, please list price of ticket, admission, entry fee: \$ _____

Total LAC grant funds requested: \$ _____ (not to exceed \$5,000)

Additional materials to include with the application:

- **Budget:** On a separate sheet of paper, please outline the budget for the project. Be as specific as possible; include all expenditures directly connected to the project. Also include dollar amounts or monetary values of in-kind contributions included in the dollar-for-dollar match.
- **For organizations:** Non-profit 501(c) 3 documents. Copies of the letters of determination from the Internal Revenue Service and the Missouri or Kansas Department of Revenue recognizing the applicant organization as a non-profit corporation.
- **Work samples** - Up to four photographs of recent work by the visual artists involved with the project. Links to digital recordings of recent work by performers involved in the project. Up to two-page examples of written work by authors involved in the project.
- **Your responses to the narrative questions below.** Up to five typed pages.

Committee Evaluation Criteria

The following are the weighted criteria used to evaluate Grant applications. Applicants should be aware that applications are reviewed on their merits and in competition with other applications.

Community Engagement/Tourism (1- 30 points)

- Well-conceived and articulated strategies for attracting tourists from outside the Liberty area
- Demonstrates community support for the project (partnerships/collaborations, financial and in-kind contributions, volunteers, etc.)
- Does the project support the mission of the LAC?

Artistic Merit (1 – 30 points)

- Quality artists selected to participate
- Professional artistic leadership in place
- Does the project promote excellence and engagement in the arts and the humanities?

Management (1 – 20 points)

- Effective administration (staff and/or volunteers) to oversee the project
- Careful planning for successful project implementation
- Advertising and promotion sufficient to support project goals
- Evaluation tools and review processes in place
- Grant application is comprehensive, clearly written, and presented when due (For previous grant recipients, prior year grant compliance was complete, comprehensive, and timely)

Financial Accountability/Grant Compliance (1-20 points)

- Realistic, itemized budget
- Amount requested reasonable in relation to the scope of the project

- Competent financial oversight/accurate accounting processes

Narrative Questions:

Clearly address all the evaluation criteria above through your answers to these questions below. Please label each answer by inserting the full question above it as a header. Entire narratives may not exceed 5 pages. Do not submit hand-written narratives.

1. **Program Description:** Please describe the proposed project, including activities, location and the number of people to be served.
2. **Tourism:** Briefly describe the value of the project as a way to attract outside visitors to the City of Liberty. Include descriptions of the intended audience and estimated numbers. Why will this project be particularly attractive to tourists?
3. **Planning:** Provide a brief timeline for the project (planning, implementation and evaluation).
4. **Personnel:** Describe the credentials and experience of the project leadership. Who are the artists and others to be involved in the project; including how and why they were chosen. (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)
5. **Goals:** How will you know if this project has been successful? State the goals you will have achieved by its conclusion.
6. **Evaluation:** As you work toward the project date, what benchmarks will you use to assure progress toward your goals? Afterward, what tools will you use to evaluate whether or not the goals were achieved?
7. **Program Marketing:** Briefly describe how the project will be publicized and promoted to reach potential tourists, as well as the general public. All marketing materials must include the LAC logo and language stating the project was made possible in part by the LAC.
8. **Community Support:** Describe the extent of community support for this project, including collaboration/partnerships, financial and in-kind contributions, volunteers, etc.

Post-Event Evaluation

The Grant recipient must submit a typed evaluation within two months of the conclusion of the project. The LAC reserves the right to require a final report presentation to the full Commission. The evaluation should include but not limited to: the final overall financial performance, a description of the artist's activities, audience attendance, and any feedback received. Also rate the success of the project(s) based on the goals stated above, and list any adaptations or improvements that could be made in the future. Copies of all marketing materials must be included with the evaluation.