



ARTS MATCH PROGRAM “AMP”

Basic Information

What is AMP?

- Waco’s Arts Match Program, “AMP,” is a fund for supporting great ideas for high impact and/or innovative* artistic projects. AMP provides matching grants that will help grow our community as a vibrant artistic hub.

Who can apply?

- Non-profit arts organizations based in the City of Waco or McLennan County are eligible to apply to the AMP Fund.

How do you know if you are a non-profit arts organization?

- You are a non-profit corporation with an IRS 501c(3) determination, and
- You have a mission to advance the creative or performing arts.

What if I’ve got a great idea but I’m not a non-profit arts organization?

- We encourage you to partner with a local non-profit arts organization. Contact Creative Waco if you need help creating a partnership.

What kinds of projects are eligible?

- High impact and/or innovative* projects that will advance any of the goals in Waco’s Cultural Plan (see next page).
- Creative arts projects that can get at least half the resources they need from other sources and need AMP support to become reality.
- Creative arts projects that need the support of the Local Arts Agency to secure funding from other sources.

How much can you apply for?

- Typically, grants range from \$2,500 to \$10,000. If your project requires more or less funds than the typical range, please contact Creative Waco before applying.

Questions? E-mail Creative Waco: info@creativewaco.org

**See definitions of “high impact” and “innovative” on page 3.*



WACO CULTURAL PLAN: 2016-2020

Goal 1: Grow and support successful, sustainable arts organizations in Waco by:

- a. Investing in infrastructure and facilities,
- b. Building new audiences and consumers for the arts from Waco and beyond,
- c. Encouraging public/private partnerships to develop creative initiatives, cultural programming and infrastructure,
- d. Preserving and promoting Waco's places of historical and cultural significance,
- e. Providing opportunities for networking, professional support, and organizational development,
- f. Fostering new or emerging arts initiatives.

Goal 2: Develop a hub of cultural activity in downtown Waco to attract residents, businesses and tourists by:

- a. Promoting, evaluating and maintaining Waco's status as a Texas Commission on the Arts recognized Cultural District,
- b. Growing activities in the cultural District through coordinated programming and marketing,
- c. Encouraging development of restaurants, shops, other businesses and initiatives that enhance Waco's destination status,
- d. Increasing visitor numbers by marketing Waco as a cultural destination,
- e. Developing unifying themes and other visual design concepts for streetscape treatment and wayfinding,
- f. Enhancing the greater downtown area through programming (such as "First Fridays", walking museums, street vending, creative reuse of vacant structures and enhancement of open spaces for public assemblies and functions),
- g. Supporting and encouraging existing and new arts organizations to cluster facilities, activities, and initiatives,
- h. Supporting and preserving public art,
- i. Collecting data on the cultural sector.

Goal 3: Engage the creative sector in revitalization, entrepreneurship, education, and economic development by:

- a. Attracting and retaining artists, creative entrepreneurs and cultural enterprises in Waco,
- b. Integrating cultural planning into community wide strategic initiatives,
- c. Supporting the role of the arts in all stages of education.



ARTS MATCH PROGRAM “AMP” FREQUENTLY ASKED QUESTIONS

1. What do you mean by a project that is “high impact and/or innovative”?

“High impact” means something that makes a significant positive, measurable difference to our community by advancing one or more of the goals and objectives listed in the Waco Cultural Plan (previous page).

“Innovative” means that a project that takes a creative, fresh or different approach to something and does not already happen in our community (e.g. a new kind of festival, performance, program, collaboration, or piece of public art).

2. What are the priorities for AMP?

AMP is designed to be flexible in order to enable great artistic ideas to get off the ground. If you are in any doubt about whether your project or idea is a good fit, please contact Creative Waco. These are the kinds of projects AMP is designed to support:

- Projects that encourage artistic talent, skill and expertise to come, stay, grow and flourish in our community,
- Projects that promote and increase artistic excellence,
- Projects that encourage new creative partnerships between arts organizations, or between the arts and other sectors,
- Projects that will encourage participation or develop new audiences – especially from people that are traditionally under-represented,
- Projects that help arts organizations to reach “the next level”,
- Projects that enhance quality of life in Waco and McLennan County,
- Projects that have a positive legacy or lasting impact.

What will definitely NOT be funded?

- Projects that have little or no hope of securing the required match support.
- Existing annual, regular, or core programs.
- Ongoing operational costs.
- Rescue packages for organizations in financial difficulty.
- Projects without a non-profit arts applicant or partner.
- Projects that promote a religious or political ideology.

3. I want to use some “in kind” support for my match. How do I calculate its value?

If your match support is materials or services, the easiest way is to calculate what you would normally have to pay for those materials or services at “fair market” value.

You may include donated professional or artistic services (e.g. design of publicity material), but not simply volunteer helpers. Donated services should be calculated based on an hourly rate at local market value, but no higher than the rate advised by [Independent Sector](#).

4. What happens next?

- Once you’ve submitted Phase 1 of your application, a panel of readers will assess and score it.
- You will be contacted within two weeks of the Phase 1 submission deadline, at which time you will be informed if the AMP Board invites you to continue to Phase 2.
- You will be contacted within two weeks of the Phase 2 submission deadline to inform you if the AMP Board would like to schedule an interview. At the interview, you will give a short presentation and answer questions about your project.
- You’ll hear if your project was recommended for funding within 24 hours of the panel presentation. Funding will be released on a timeline appropriate to the individual project.
- The whole process from Phase 1 application deadline to final decision about your AMP funding should take no more than four weeks.



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**ARTS MATCH PROGRAM “AMP”
APPLICATION**

Use this document to prepare your application, then submit your answers online at <https://www.creativewaco.org/amp-application>. We only accept online applications.

Phase 1: Project Introduction

Name of Applicant Organization: _____

Mailing Address: _____

Website: _____

EIN: _____

Name of Main Contact for Project: _____

Position: _____

Email: _____

Phone Number: _____

Total expected annual budget for the main applicant organization:

Everything the organization will spend during this fiscal year, including this project, if fully funded.

Names of any additional organizations involved in making this application:

Total Cost of Project: _____

Total amount requested from AMP:

Should be no more than one-half of the cost of the project. The remainder is the match funding you will need to raise.

Total match funding already raised or committed:

This may include in-kind donations of materials or labor, up to 50% of the match funding. See FAQ for how to value in-kind donations.

Total match funding still to be raised: _____

What happens next?

You will be contacted within two weeks of the Phase 1 submission deadline, at which time you will be informed if the AMP Board invites you to continue to Phase 2.



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ARTS MATCH PROGRAM “AMP” APPLICATION

If your project is approved to continue to Phase 2 of the application process, you will receive a link where you can answer the questions below and upload relevant documents.

Phase 2: Project Details

Describe the project.

Up to 400 words. Be sure that you answer questions such as:

- What will happen? Who will do it? How will it be presented? Where and when will it take place?
- Who does the project reach, how will you reach them, and how will they benefit?
- How is this project “high impact and/or innovative”? (See FAQs for how we define those terms.)
- How does this project fit with AMP fund priorities? (See FAQs)
- If this project will be ongoing, how will it be funded after the AMP grant?

Describe the project’s potential for impact, and how you will measure its success.

Up to 400 words. In particular, consider how the project advances one or more of the Goals/Objectives in Waco’s Cultural Plan.

Give a simple timeline for the project with key dates in the project’s development, implementation, and evaluation.

Up to 10 bullet points and 200 words.

Provide background information about the organization(s) and key leaders applying, showing your ability to undertake the proposed project.

Up to 400 words.

Budget

Official templates can be found in the Google Drive folder, which will be provided for each applicant.

For projects requesting \$5,000 or less from AMP, complete Budget A. For projects requesting more than \$5,000 from AMP, complete Budget B. Rename the completed budget with the name of your project.

Budget A

For projects requesting \$5,000 or less from AMP.

Income

- You can apply for up to 50% of your total project budget from AMP.
- You may include “in-kind” support of up to 90% of your total match resources, but at least 10% of your match must be in dollars.
- If you show “in-kind” support, please show how you calculated the value of that support (see FAQs).

Please indicate below the support received, promised or not yet secured for your project by including the dollar amounts in the boxes shown.

Project Income	Description of Source <small>Leave line blank if not relevant to your project.</small>	Amount Received	Amount Promised	Amount Not Yet Secured
Trusts & Foundations				
Donations & Philanthropy				
Companies & Sponsorships				
Local, County or Federal				
“In-Kind” Materials or Services				
“In-Kind” Professional Time				
“In-Kind” Volunteer Time				
Earned Income				
Any Other Income				
AMP Grant Request				
	TOTALS	\$	\$	\$

Expenses

Please indicate below how you will spend money on your project by including the dollar amounts in the boxes shown.

Project Expenses	Short Description of Expense Leave line blank if not relevant to your project.	Amount \$
Materials		
People		
Space, Facilities or Venue		
Marketing		
Other		
	TOTAL	\$

Total expected annual budget for the main applicant organization.	\$
Total expected budget for the <i>project</i> to be funded.	\$

Budget B

For projects requesting more than \$5,000 from AMP.

Income

- You can apply for up to 50% of your total project budget from AMP.
- You may include “in-kind” support of up to 50% of your total match resources, but at least 50% of your match must be in dollars.
- If you show “in-kind” support, please show how you calculated the value of that support (see FAQs).

Please indicate below the support received, promised or not yet secured for your project by including the dollar amounts in the boxes shown.

Project Income	Description of Source Leave line blank if not relevant to your project.	Amount Received	Amount Promised	Amount Not Yet Secured
Trusts & Foundations				
Donations & Philanthropy				
Companies & Sponsorships				
Local, County or Federal				
“In-Kind” Materials or Services				
“In-Kind” Professional Time				
“In-Kind” Artistic Time				
Earned Income				
Any Other Income				
AMP Grant Request				
	TOTALS	\$	\$	\$

Expenses

Please indicate below how you will spend money on your project by including the dollar amounts in the boxes shown.

Project Expenses	Short Description of Expense Leave line blank if not relevant to your project.	Amount \$
Materials		
People		
Space, Facilities or Venue		
Marketing		
Other		
	TOTAL	\$

Total expected annual budget for the main applicant organization.	\$
Total expected budget for the <i>project</i> to be funded.	\$

Project Addenda

To be typed or scanned and uploaded with Phase 2 of the application.

1. Cover letter signed by the Executive Director and Board Chair of the non-profit organization applying for or sponsoring the AMP grant.
2. Letter(s) of support signed by the Executive Director and Board Chair of any collaborating organization(s).
If applicable.
3. List of each organization's board members and officers, with contact information.
4. Letter(s) of commitment or other evidence concerning the match support (if already secured but not yet received).
If applicable.
5. Most recent financial statements of applying, sponsoring, and collaborating organization(s).
Audited by an independent Certified Public Accountant, if possible.
6. Most recent form 990.
For organizations over 1 year old.

Optional:

7. Resume(s) of 1-3 key project leaders.
8. Supporting pictures or videos.