



Cultural Funding Program
KickstArt
FY 2017 - 2020

KickstArt APPLICATION PROCESS

1. Carefully read the KickstArt Guidelines and check your eligibility to apply. KickstArt funding guidelines can be downloaded at www.elpasoartsandculture.org by clicking on the Arts Funding tab.
2. First-time applicants to KickstArt Downtown must attend the New Applicant Orientation on Wednesday March 29, 2017, at 11:30 a.m. at the MCAD office. If the applicant is unable to make it to the orientation, it is required for the applicant to schedule a meeting with the MCAD staff at least ten (10) days after missed orientation date to go over the application process. MCAD will not accept applications from applicants who did not go through the orientation process.
3. All applications and attachments must be submitted online at <http://elpasoarts.cgweb.org>
4. The **deadline** to apply is **May 11, 2017**. Applications must be submitted online by **11:59 PM MST**. Late applications will not be accepted.
5. New applicants must create a profile by creating a user name and password.
6. Returning applicants will sign-in using previous login information.
 - o If your application is accepted for funding in FY 2018, please make sure to securely save your login and password information because Final Reports will be submitted through the same application system.
7. PLEASE NOTE: If applicants do not have internet access via a computer, a user-friendly resource is the El Paso Public Library System:
 - a. Branch libraries have computer labs with free internet access available for public use.
 - b. The user's library card number and pin will allow access to the computers
 - c. Applicants may obtain a one-day pass at the branch to access lab computers if he/she does not want a library card.
8. Complete every required form. The online application system will not allow you to submit an incomplete application.
9. Please review and ensure that your financial reporting is accurate. Submission of inaccurate financial reporting will be conveyed to the review panel.
10. Please review the list of required attachments to ensure you submit the appropriate attachments. Attachments will not be accepted after the deadline.
11. Failure to submit the required attachments will result in an incomplete application and will not be considered for funding.

If you have any questions related to the application or encounter technical difficulties while applying contact:

Rebecca A Muñoz
Cultural Development Coordinator
915-212-1770
Email: munozra@elpasotexas.gov



LIST OF REQUIRED KICKSTART APPLICATION ATTACHMENTS

- Non-profit organizations must submit the following attachments:
 - IRS 501(c)(3) Letter of Determination
 - IRS Form 990 for the most recently completed fiscal year
 - An up to date board roster with contact information and brief bios for all board members
 - A schedule of board meetings
- Businesses – must submit a copy of formation documents and a copy of year-end balance sheets for the last three years
- Individuals – must submit a copy of a personal financial statement (dated within 90 days of submission to MCAD)

- All applicants must submit the following items:
 - Copy of a 5-year plan for project, with emphasis placed on how event will grow and how decreasing City funding will be replaced (2-page limit)
 - For existing projects only, a brief history of project including locations, attendance, highlights and revenue (1 page limit)
 - List of names and titles of key staff, contact information and brief bios demonstrating staff's ability to execute proposed project (2-page limit)
 - Organizational chart
 - Two letters of Support from downtown business owners
 - Work sample demonstrating past event experience and artistic capacity. Renewing organizations may submit a press/sponsor package.

- Renewing applicants must provide 1 letter from a hotel in the downtown area that demonstrates impact of event on hotel occupancy

Application Submission Guidelines:

- MCAD will not accept late attachments. Applications without attachments will be considered incomplete and will not advance to panel review. No exceptions will be made.
- Attachments will not be accepted by email.
- Do not assume that the Review Panel will already be familiar with your project or work.
- All applicants should review and ensure that financial reporting is accurate. Submission of inaccurate or incomplete financial reporting will automatically disqualify the applicant from advancing to panel review.

FILE UPLOAD REQUIREMENTS

The size requirements for jpeg or PDF attachments are as follows:

- Image – 20 MB max
- Audio – 10 MB max
- Video – 250 MB max
- Documents – 250 MB max