



2014 CVI Local Partnerships Application Guidelines

ArtsWA invites local teams interested in expanding and exploring the value of using the Creative Vitality Index, or CVI, to apply for a grant as a 2014 CVI Local Partnership. ArtsWA will provide incentives for two previous CVI partnerships (who completed pilot projects in 2012 and/or 2013) to share their expertise with two startup partnership teams. The experienced partnerships will be paired as mentors with the startups to offer peer-to-peer sharing and support in undertaking local projects that use the CVI.

What is the Creative Vitality Index?

In 2005, ArtsWA teamed up with WESTAF (Western States Arts Federation) and the Seattle Office of Arts and Cultural Affairs to establish the Creative Vitality Index. The CVI helps us to understand the context of artistic and creative enterprises, educate the community at large about the creative economy, and inform public policy decision-making. It tracks employment in the creative sector and arts participation through specific, credible indicators. To better understand how the CVI works, read the information in the links below.

[Creative Vitality Index Booklet, 2010](#) (PDF)

[Creative Vitality Index Users Guide](#) (PDF)

In addition, the CVI Data on Demand tool enables users to create customized data reports that compare specific aspects of the arts economy between geographic regions, across multiple years (2002 through 2012), and across multiple variables.

What are CVI Local Partnerships?

In 2013-14, we are supporting two Startup CVI Local Partnerships and two CVI Local Partnership Mentors in using the CVI to inform collaborative local projects that take place from December 2013 through June 2014. Examples of projects ArtsWA would support include:

- Building a creative coalition to participate in community planning.
- Identifying and analyzing employment trends in the creative economy sector.
- Explaining the potential economic impact of arts-related development.
- Convening an interagency discussion about economic development and the creative sector.

What are the benefits of participating in the CVI Local Partnership program?

CVI Local Partnership Mentors

Benefits of participating as a CVI Local Partnership Mentor include the following:

- Free access to CVI Data on Demand for 2012, with customizable queries and reports.
- Two instructional webinars to improve understanding of the use of CVI data.
- Two in-person convenings (tentatively scheduled for December 2013 and June 2014, in Bellevue), including travel subsidy if needed.

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- A \$1,000 grant from ArtsWA to support related publications, training and/or other costs.

Startup CVI Local Partnerships

Benefits of participating as a Startup CVI Local Partnership team include the following:

- Free access to CVI Data on Demand for 2012, with customizable queries and reports.
- Two instructional webinars to improve understanding of the use of CVI data.
- Two in-person convenings (tentatively scheduled for December 11, 2013, and June 2014, in Bellevue), including travel subsidy if needed, to network with other CVI participants, meet face-to-face with WESTAF data experts, and learn about advances in CVI concepts.
- A \$750 grant from ArtsWA to support related publications, training, and/or other costs.
- Customized support from CVI Local Partnership Mentors.

What is expected of the partnerships?

CVI Local Partnership Mentors will interact with an assigned Startup CVI Local Partnership to help them learn about the CVI data and how it might be put to use. Mentors agree to undertake the following actions:

- Attend and participate meaningfully in two in-person convenings and two online webinars.
- Provide the Startup with an overview of your CVI projects to date.
- Check in with Startup monthly by phone or email for informal progress reports, and offer guidance.
- For the December convening: present a summary of your previous CVI project(s), and provide an overview of issues encountered and how they were resolved.
- Develop and implement a project that uses CVI data at the local level to help address an issue specific to your community.
- Be available by phone and email to the Startup, as requested. (Need not be a CVI “expert”!)
- Serve as point of contact and liaison with ArtsWA and WESTAF on behalf of the Startup.
- Produce a final report, and present the current project at the final convening, in June 2014.

Startup CVI Local Partnerships will learn about the CVI by selecting a local issue that can be addressed or investigated through use of the CVI data. The Startup will develop a project based on that issue and will agree to take the following actions:

- Attend and participate meaningfully in two in-person convenings and two online webinars.
- Check in with Mentor monthly by phone or email.
- Develop and implement a project that uses CVI data at the local level to help address an issue specific to your community.
- Produce a final report, and present the project at a final convening, in June 2014.

Interested in piloting or mentoring CVI data on demand?

Organizations interested in applying as a Startup CVI Local Partnership must attend a pre-proposal webinar to hear an explanation of the CVI and an overview of what the CVI data can do for you. Prospective Mentors are welcome—but not required—to attend. Applications for either Startups or Mentors must be completed and submitted in electronic format no later than **November 18, 11:59 pm**.

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All aspects of the CVI project program, including information in these guidelines, the application and panel processes, as well as other processes for the program grants, are managed according to the Commission's [General Rules](#) as established in the Washington Administrative Code (WAC).

Program Timeline

Nov. 5, 2013 (tentative)	Pre-proposal webinar to explain the CVI and capacity of the data
Nov 18, 2013	Application deadline 11:59 pm.
Nov 25, 2013	Panel Review of Applications/Recommendation to ArtsWA Exec Director
Nov 27, 2013	Applicants notified about panel decision
Dec 1, 2013 to June 30, 2014	Implementation of projects
Dec 11, 2013 (tentative)	Orientation convening, Bellevue
January 2014	Webinar follow-up to December convening
April 2014	Webinar introduction to 2012 data; prep for project completion
June 17, 2014 (tentative)	Final convening, Bellevue

Submission and Eligibility Requirements

Applications will be reviewed by ArtsWA for eligibility. Only complete applications received before the deadline will be forwarded to the review panel.

To be eligible to be a **CVI Local Partnership Mentor, applicants must:**

- Have been a team or an organization that participated in a CVI project completed in either 2012 or 2013.
- Be based in Washington state.
- Conduct a Local Partnership project, to be completed by June 15, 2014. You can choose whether to continue your previous project or develop a new one.
- Be willing to assign a single point of contact as mentor for a Startup CVI Local Partnership.
- Be willing to sign a contract agreeing to mentor a Startup CVI Local Partnership and attend and participate in two in-person convenings and two webinars.

To be eligible to be a **Startup CVI Local Partnership, applicants must:**

- Include an arts organization working with at least one other partner—such as a local economic development agency, Chamber of Commerce, city or county planning office, and/or academic institution.
- Be based in Washington state.
- Be willing to sign a contract agreeing to be mentored by a CVI Local Partnership Mentor and attend and participate in two in-person convenings and two webinars.

Application Delivery Instructions

Email all application materials as attachments (PDF, DOC, XLS, or RTF) to cathy.cochrane@arts.wa.gov with a subject line reading: *CVI Application for [Your Name]*. Send no later than **November 18, 2013, 11:59 pm**. You will receive a delivery confirmation email within 24 hours.

Need help with your application?

If you have questions about these guidelines or the application process, please contact Cathy Cochrane, CVI Project Manager, at 360-586-8093, or cathy.cochrane@arts.wa.gov. Please schedule an appointment if you have extensive questions or would like to have a draft of your application reviewed.

Review Process and Review Criteria

Eligible applications will be reviewed individually and collectively by a panel selected by ArtsWA. Applications are evaluated with the following review criteria:

1. Project plan and budget are clearly defined and feasible. They demonstrate how the applicant will use the CVI to define, support, and advance the creative economy in a Washington state community (city, county, or commonly defined region).
2. Proposed Startup CVI Local Partnership includes an arts organization and at least one other partner, as defined in the eligibility criteria. Proposed CVI Local Partnership Mentor may opt to apply as a single organization.
3. Members of a Startup CVI Local Partnerships have a commitment to working together and must show evidence that they can succeed with the proposed project. Startups are encouraged to include someone in the partnership who is experienced with online data or economic research.
4. Application includes an articulated commitment to participate fully in webinars and convenings, provide feedback, and complete a final report and presentation at the end of the project period.

In addition to the above review criteria, CVI Local Partnership Mentor applications will also be evaluated on the following:

1. Application clearly demonstrates that the applicant has the resources to serve as a CVI Local Partnership Mentor.
2. The assigned Mentor lead has knowledge of the CVI database, as evidenced by past attendance of webinars and convenings during project year and by submission of final report. Please include a copy of the previous project final report with your application.
3. Application clearly demonstrates a commitment to working as a mentor , as evidenced by previous mentoring experience or other expressed knowledge of mentoring.

Policies for Funded Grants

Every grant recipient must submit a Final Report at the end of the contract period; this is a contractual obligation. The report requirements will be detailed in the grant contract.

Payment for grant-funded expenditures will not be made until the final report is received by ArtsWA staff.

Application Materials

Application materials must include the following documents to be considered complete: Cover Page, Narrative Proposal, and Budget. Mentor applications must also include a brief section addressing CVI and mentoring experience, as detailed below, and a copy of the final report from their previous CVI project.

[CVI Cover Page \(DOC\)](#)

This form must be filled out electronically, and the formatting may not be altered. An electronic signature is required.

Narrative Proposal

Save the narrative proposal as a separate document (PDF, DOC, or RTF), no longer than two pages, printed in an easy-to-read, 11-point font, with margins of 1 inch on all sides, and printable on 8½ x 11 paper. Please include the Project Title at the top of each page.

Mentors and Startups. Include the following elements in the narrative:

1. Project Summary (50-word limit): A brief statement to summarize your project's **key components and goals**.
2. Partners: Describe the **partners** involved in this project including information about individual participants and their anticipated roles. (Mentors applying as a single organization must list the names and titles of those in your organization who will be participating and give the qualifications of the lead mentor.)
3. Project Plan: Describe a clearly defined, feasible project that uses CVI data to define, support, or advance the concept of the creative economy. Address the questions: What policy and/or initiative will be supported with the CVI data? How will our project be developed and implemented? What does success look like?
4. Project Outline: As a summary of your project plan, provide a chart or bullet-point list of your **key activities, goals, and project implementation dates**.

A successful CVI Local Partnership project narrative will:

- Provide a clear reflection of current local needs, resources, and commitment to the creative economy, the CVI, and local realities.
- Demonstrate clear alignment with the application guidelines and funding parameters.
- Establish a strong collaboration or partnership at the city, county, or regional level.
- Employ a realistic scope given the time, resources, and myriad of possibilities. A successful plan is focused and has achievable goals aligned with the partners' current capacity.
- Clearly define how the project will be evaluated.
- Display partners' commitment to participating in webinars and trainings, providing feedback quarterly, and completing a project evaluation at the end of the pilot.
- Include explanations of any project expenses that are listed in the budget. For example, if consultant fees are listed in the budget, the narrative should address what the consultant is being paid for.

Mentors only: In a section titled MENTORSHIP, please list the dates of CVI webinars and convenings you attended in the past. Also note experience you have had in mentoring others, either individuals or organizations. List the name of the mentee, dates mentored, and topic of mentoring.

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Do not exceed one page for this section. Mentor applications must also include a copy of the final report for the previously completed CVI project.

[CVI Budget Form \(XLS\)](#)

The budget should indicate all expenses and all income related to your project. If this project is part of a larger endeavor, please include the overall budget, not just the portion of the project for which ArtsWA funding is requested. A successful application will include a budget that demonstrates realistic and appropriate planning for both income and expense. Please be sure to include in-kind support of goods (materials, refreshments) and services (printing, wages of participants for time spent on the project). There is no matching requirement.

For each line item of income, indicate whether the source is confirmed (C) or anticipated (A). For each expense line, indicate specifically which income source will fund that component of your program. Budgets must be clear about sources of funding, especially items for which you are requesting ArtsWA funding. The budget should be mathematically correct, and total cash expenses must equal total cash income.

Project expenses supported by the grant may include:

- Fees for consultant or provider of professional development.
- Fees for project coordinator.
- Meeting costs such as room and equipment rental (see note below).
- Administrative expenses, including printing costs and other administrative costs related to project planning and delivery.

ArtsWA funds may not be used for food or beverages, capital expenses (purchase of equipment), or the regular salaries of employees.

Application Forms and Resources

The following documents are on the [ArtsWA website](#):

- CVI Local Partnerships Application Guidelines (PDF)
- CVI Application Cover Page (DOC)
- CVI Application Budget Form (XLS)

If you have questions or cannot access the materials online, please contact Cathy Cochrane, CVI Local Partnerships Project Manager, at 360-586-8093 or email cathy.cochrane@arts.wa.gov.