



Strengthening Indianapolis Through Arts and Cultural Innovation

Strengthening Indianapolis Through Arts and Cultural Innovation is a Lilly Endowment-funded grant initiative designed to: 1) enhance the quality of life in Indianapolis; 2) bolster Indianapolis' image as a desirable place to live, work, play and visit; and 3) foster a creative, energized and forward-thinking community.

As part of Strengthening Indianapolis Through Arts and Cultural Innovation, in 2018 the Endowment will award up to \$25 million to support compelling projects that strengthen Indianapolis' cultural vitality. We encourage organizations to generate creative new ideas that enhance the community's quality of life and benefit those who live, work and play in Indianapolis. We welcome ideas of all sizes (from \$7,500 to \$10 million) that meet the parameters outlined in this invitation.

This is a competitive grant initiative, and the first stage of the application process is a request for concept papers. The application process will vary based on the size of the requested grant. Announcement of grant awards greater than \$50,000 is anticipated to take place on or before December 31, 2018. Announcements for grants with budgets of \$50,000 or less may be made earlier in the year.

Rationale

A primary aim of the Endowment's community development division is to support efforts that enhance the quality of life in Indianapolis and Indiana. To advance this aim, the Endowment makes grants to a wide range of organizations to help ensure that Indianapolis is a safe, livable and humane community for all of its residents, including those who need assistance with human and social services. The Endowment also supports efforts to expand Indianapolis' economic, cultural and recreational opportunities. Since its founding in 1937, the Endowment has made grants to many local arts and cultural organizations, including at times major funding for arts and cultural projects with the potential to advance significantly Indianapolis' cultural vitality.

Arts and culture — which we define broadly to include visual, performing, literary and media arts as well as amenities such as parks and festivals — play a unique and important role in building and strengthening communities. Arts and culture add joy and meaning to our individual and collective lives. Arts and culture educate, enlighten and broaden our perspectives. Arts and culture foster better understanding and bridge divisions in society.

Arts and culture also can play a key role in distinguishing Indianapolis and enhancing the region's national and international reputation. Arts and cultural amenities can help drive cultural tourism, grow the local economy and strengthen efforts to attract talent to Indianapolis.

In addition to contributing to the region's cultural vitality, arts and culture have a significant economic impact on central Indiana. According to a 2017 study by Americans for the Arts, Indianapolis' nonprofit arts and cultural sector is a \$440.5 million industry that supports 14,729 full-time equivalent jobs and generates \$47.7 million in local and state government revenue.

The Endowment believes that great ideas come from many places. By encouraging organizations of all varieties to dream about Indianapolis' future, we hope to energize our community and unleash its full creative potential.

Guidelines and Considerations

We seek creative ideas that could enhance the quality of life in Indianapolis and bolster the city's reputation as a desirable place to live, work, play and visit. Proposed ideas should address one or more of the guiding questions listed below. It is permissible but not necessary to address more than one question.

- How can arts and culture bring people together and broaden their perspectives? How can arts and culture foster dialogue and community spirit?
- How can arts and culture be infused into more people's lives? How can arts and culture become a larger part of residents' daily lives?
- How can arts and culture play a larger role in driving cultural tourism? How can arts and culture become a larger part of what tourists experience when they visit Indianapolis?
- How can arts and culture help Indianapolis enhance its reputation and project its appeal to local, national and international audiences?
- How can Indianapolis increase access to and lower barriers to participation in arts and culture?
- How can Indianapolis increase families' access to and participation in arts and cultural offerings, noting that many families are inter-generational, multigenerational and nontraditional, and often include pets?

We are open to a variety of ideas. Here are a few that may spark further creativity:

- To infuse art into the lives of more residents and tourists, an organization proposes to periodically wrap downtown buildings with artwork
- To increase access to arts and culture, a neighborhood community center and arts organization propose to create new programming in a local park
- To enhance Indianapolis' reputation for hospitality, an organization proposes a plan for business and convention travelers to receive memorabilia designed by local artists
- To foster community spirit and increase families' access to the arts, a group of organizations propose a city-wide celebration to commemorate Indianapolis' bicentennial

Concept papers should be specific and articulate a clear rationale for the proposed activities. If appropriate, we encourage applicants to cite relevant research or data to support their proposed ideas. For example, an idea focused on lowering barriers to arts participation should cite information that validates the existence of a particular barrier. An idea focused on increasing cultural tourism should demonstrate an understanding of the types of people who typically visit Indianapolis and the things that appeal to these individuals. A sampling of relevant research can be found at www.lillyendowmentarts.org.

Ideas will be judged on their own merit and against the pool of other ideas. The following criteria, among others, will guide the Endowment's grantmaking decisions: creativity, feasibility, impact and rationale. Consideration also will be given to the scope of community benefit you expect to achieve in relation to the size of your proposed budget.

We encourage applicants to make their proposed ideas as timely as possible. Concept papers for ideas that would begin implementation in 2019 will be viewed favorably.

Organizations may submit ideas individually or as part of a collaborative with other nonprofits. While not required, collaboration will be viewed favorably.

Application Process

We consider the first stage of the application process to be a "request for ideas." Applicants should develop a clear framework for their ideas during this stage, but it is not necessary to have 100% certainty on every detail. Initial applications must be submitted via the Endowment's website by Friday, March 30, 2018, at noon eastern standard time. A complete application includes the following components:

Executive Summary: This is a brief, one paragraph summary of the idea. The executive summary should be persuasive and deliver a standalone description of what the applicant hopes to accomplish.

Concept Paper: This is a narrative document that helps us better understand the idea and why the applicant believes it is compelling. The concept paper should include key information such as:

- Which guiding question(s) the idea addresses
- Specifics about the idea including its target audience and where it will be implemented
- Rationale for the idea, including any research and evidence supporting why the applicant believes it would be effective
- A realistic implementation timeline
- Details on who will implement the idea and any partnerships or collaborations
- Key challenges and/or risks associated with the idea
- Information on how an applicant will evaluate the idea and measure its impact
- If appropriate, information on how the idea will be sustained after the grant period

Concept papers should be written in 10-point font with 1-inch margins. The length of the concept paper should be limited based on the amount of money being requested:

Budget	Concept Paper Length
\$50,000 or less	No more than 2 pages
\$50,001 to \$1 million	No more than 4 pages
\$1 million to \$10 million	No more than 6 pages

Budget and Budget Narrative: The budget is a one-page document that details the costs associated with an applicant’s idea. The budget narrative is an accompanying one-page document that describes each budget line item and explains how it was calculated.

Tax Information: Applications should include an IRS tax status determination letter and a completed copy of the Endowment’s exempt status information form, which can be found at: www.lillyendowmentarts.org.

Video Pitch <optional>: If desired, applicants may submit a short video (90 seconds or less). The video should introduce the applicant’s organization and/or team of organizations, share the idea and explain how the idea meets the objectives of this initiative. We encourage applicants to use the video as an opportunity to show and explain things that may be hard to convey on paper, e.g., why an applicant is passionate about an idea, where it will be implemented, who will be involved, etc. Please note that it is not necessary to produce a professional video; using a phone, laptop and/or digital camera is adequate.

Letters of Support <optional>: If desired, applicants may submit up to five (5) brief letters from key supporters that corroborate the merits of the idea and the applicant’s ability to execute it.

Further guidance on how to submit an application for this initiative can be found at: www.lillyendowmentarts.org.

Eligibility

Any Indiana-based Internal Revenue Code section 501(c)(3) organization treated as a public charity described in Code section 509(a)(1) or 509(a)(2), or treated as a Type I or Type II supporting organization under Code section 509(a)(3), is eligible to apply for a grant under this initiative. The types of organizations qualifying under these Code sections typically would include arts institutions, museums, zoos, schools, churches, community centers, community foundations, governmental departments or agencies, and other nonprofit charitable entities.

The majority of an applicant’s idea must be implemented within Marion County. Additionally:

- If the applicant is not based in Marion County, the idea being proposed must include a collaboration with a Marion County-based organization
- If arts and culture is not a core component of the applicant’s mission, the idea must include a collaboration with an arts and cultural organization

An organization may participate in more than one application. However, please be sure that an organization has the capacity to execute on any and all ideas with which it proposes to be involved.

Selection Process and Timeline

Initial applications must be submitted via the Endowment's website by Friday, March 30, 2018, at noon eastern standard time. Submissions will be reviewed by Endowment staff and others, and a subset of the applicants who submitted the most compelling ideas will be invited to move forward in the process.

For ideas with budgets greater than \$50,000: After the Endowment's initial review, select organizations will be invited to move forward in the application process. These organizations will meet with Endowment staff in the late spring to discuss their ideas, then submit more detailed proposals to the Endowment by Wednesday, August 15th, 2018, at noon eastern standard time. Grant announcements are anticipated to take place on or before December 31, 2018.

For ideas with budgets of \$50,000 or less: The Endowment may make a funding decision based on an organization's initial application or may request additional information and/or a meeting. Grant announcements may be made more quickly for these projects.

Further Information

The Endowment will host three informational sessions about this grant program at its offices: 2801 North Meridian Street, Indianapolis, IN, 46208. Attendance is optional, and each session will cover the same content. Please RSVP to arts@lei.org at least 48 hours before any session you plan to attend.

- Thursday, January 25th from 3 – 4 p.m.
- Tuesday, January 30th from 9 – 10 a.m.
- Wednesday, February 7th from 1 – 2 p.m.

Questions about this grant program can be emailed to arts@lei.org.