

## **STRATEGIC INVESTMENT PROGRAM Organizational Development**

**INTENT:** To strengthen the sustainability of arts organizations in Kansas

### **DESCRIPTION**

This program provides funding for professional development opportunities for Kansas based arts organizations that help strengthen business practices, increase organizational viability and promote long term sustainability.

### **PROJECT CRITERIA**

Projects in this category may include the following:

- Activities that help build administrative and business skills and/or enhance workforce development (board training, strategic planning, professional development, etc.)
- Development of marketing materials that promote programs and services and fulfill strategies to expand audiences and provide outreach to underserved populations. (This does not include PR campaigns or materials used solely to raise awareness or improve the image of the organization.)

Eligible Projects must:

- be part of a broader strategy to improve the fiscal health of the organization.
- if applying for marketing assistance, engage underserved audiences who lack access to the arts due to geography, economic conditions, ethnic background, disability, or age.

**MAXIMUM REQUEST:** \$7,500

**MATCH REQUIREMENT:** dollar for dollar (1:1)

The total project cost must be at least twice the amount of the grant request.

The match requirement must consist of at least 50% cash expenses provided by the applicant.

In-kind non-monetary donations may be counted up to 50% of the required match.

### **MATCH EXCEPTION**

Organizations in communities with populations of 15,000 or fewer:

In-kind non-monetary donations may be counted as 100% of the required match.