CITY OF SAINT PAUL
2021 Cultural STAR Program
Virtual Info Session
Cultural STAR Program

- Funded by a half-cent sales tax in place since 1993

- 10% of STAR revenue goes toward Cultural STAR program
  - Targets nonprofit arts and cultural organizations
  - 80% goes to “Cultural District of downtown Saint Paul”
  - Programming, operating, and capital expenses

- Only one application round in 2021
  - Typically two application cycles in one year
Program Goals

- Build and diversify audiences
- Promote a broad range of cultural offerings
- Produce a long-term impact
- Leverage additional financial support

Strengthen the arts and cultural sector to promote economic vitality in Saint Paul, and support Downtown as a vital cultural center.
City of Saint Paul

Three Project Types

**SPECIAL PROJECTS**
Quality arts activities, in any discipline

**ORGANIZATIONAL DEVELOPMENT**
Activities to strengthen, grow and develop an organization

**CAPITAL PROJECTS**
Physical improvements, permanently installed equipment, public art
Cultural District

- **80% of funds:**
  - Nonprofits and unincorporated groups with projects in the **Cultural District of downtown**

- **Remaining 20%:**
  - Businesses in the Cultural District enhancing visitor enjoyment
  - Nonprofits with projects outside of the Cultural District
Guideline Summary

- **Eligible Project Dates:** August 1, 2021 – Dec. 31, 2022
- **Minimum request:** $5,000
- **Matching grant program** – one-to-one match required
  - Example: $10,000 project - $5,000 from Cultural STAR, $5,000 from other sources
Guideline Summary

- **Special Projects / Organizational Development funds:**
  - 80% advanced once contract signed
  - 20% after project and reporting complete

- **Capital Project funds:**
  - Disbursed as project expenses incurred
  - Match is accounted as you go
Guideline Summary

- **St. Paul-based nonprofits based OUTSIDE the Cultural District** – eligible to receive two awards per year
  - One project in the Cultural District; One project outside of the Cultural District
  - Two applications allowed in the one 2021 round

- Only allowed **3 consecutive years of Special Projects/Organizational Development** in a row, then take a “year off”
  - Eligible for Capital Project in that “year off”
  - All organizations are “reset” in 2021 due to Gen Ops grants in 2020

- **Unincorporated art groups and individual artists**
  - Use a St Paul-based fiscal sponsor organization
  - 100% of project must take place in Cultural District
How to Apply -- www.stpaul.gov/cultural-star

Guidelines

There will be only one Cultural STAR application period in 2021. Most applicants can apply for one funding type per year. For additional help, contact Cultural STAR staff:

- Nora Riemenschneider, Program Coordinator
  651-266-6638
  nora.riemenschneider@ci.stpaul.mn.us
- Nancy Vang, Project Management Technician
  651-266-6474
  nancy.vang@ci.stpaul.mn.us

Contact your assigned project manager or Nora Riemenschneider (nora.riemenschneider@ci.stpaul.mn.us) to request any of the above changes, or with any other questions. Other flexible arrangements may be possible.

Cultural STAR applications are open now through Friday, May 14 at 4 p.m.
Apply on www.ZoomGrants.com

City of Saint Paul
Planning and Economic Development

2021 Cultural STAR Program

Deadline 5/14/2021

The purpose of the Cultural STAR Program is to promote cultural vitality and economic growth, particularly in the downtown Cultural District, by strengthening the arts and cultural community. Cultural STAR dollars are intended to:

- Build and diversify audiences
- Promote a broad range of cultural offerings
- Produce a long-term impact, and
- Leverage additional financial support.
Application Tips

- Refer to Guidelines for guiding questions on Narrative Question #15
- Craft your narrative responses in Word or another program, not directly into the application
- Remove formatting from your copy and pasted responses (Select all text, then click Edit > Clear > Formatting)
- Review your application before you submit to see if any words are cut off
- Tab to another question to auto-save your responses
Next Steps

- **DEADLINE:** Friday, May 14 by 4 p.m.
- Corrections to application, if asked
  - Due by May 28
- Interview – week of June 14
  - 7 minutes each
  - Provide updates
  - Respond to clarifying questions
- Informed of Board Recommendations the week after interview
- Mayor and City Council Decision – by end of July
Compliance Requirements

- **Vendor Outreach Program (VOP)**
  - Total project budgets of over $50,000
  - Maximizing contracting opportunities for Minority-Owned, Women-Owned and Small Business Enterprises

- **Labor Standards**
  - Capital projects with total project budgets over $25,000
  - Contractors required to pay union-level wages
Contact Us

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