

Fall 2017

Create Grant Guidelines

Supporting Art & Culture Projects



**ARTS
COUNCIL
SANTA
CRUZ
COUNTY**

APPLY ONLINE: bit.ly/artscouncilsc-grants

Deadline to apply: September 27 (5pm)

Awards announced: January 2018

Funding period: January 2018-December 2018

New applicant? Attend a grant orientation.
Details: Artscouncilsc.org/grants/grant-seekers

Questions? Email Crystal Birns
Grants & Technical Assistance Manager
crystal@artscouncilsc.org

Our Mission

To promote, connect, and invest in the arts in order to stimulate creativity and vibrancy in Santa Cruz County.

Our Vision

We envision a more vibrant Santa Cruz County, where individual and collective artistic expression thrive and where the arts are a valued part of all aspects of our diverse culture, economy, educational systems and everyday life.

Grant Program Objectives

We provide funding for artists and arts organizations in Santa Cruz County to:

- Support the creation and presentation of artistically excellent work
- Increase the success of artists and the sustainability of arts organizations
- Expand equitable access to the arts
- Increase social impact* through art
- Engage new audiences in the arts

**Social impact defined as the net effect of an activity on a community and the well-being of individuals and families.*

We know your proposed project may encompass multiple objectives. In the grant application we will ask you to choose the objective that most closely aligns with your proposed project, and will give you the greatest success when reporting.

Create Grant Program Overview

The Create Grant Program is designed to provide support for the creation and public exhibition of arts and culture projects in Santa Cruz County. Projects must be fully executed within one year of the grant award and must be accessible by the public.

First-Time Applicants

Those who have never applied for a grant with the Arts Council are encouraged to apply as First-Time Applicants. Create Grants can be very competitive, with only about 30% of applications funded. First-Time Applicants compete with each other but not with other Create Grant applicants, giving a higher chance of a successful application. First-Time Applicants may request up to \$1,000.

Eligibility Criteria

Grant Program staff determines the eligibility of the applicant based on the following criteria:

1. Applicant must be a Santa Cruz County resident (if applying as an individual), or be located in Santa Cruz County (if applying as an organization);
2. Planned project must be completed in Santa Cruz County within one year of grant award; and
3. Reporting requirements for previous Arts Council grants have been met.

Create Grants Do Not Fund

- Classes and training sessions as the end product of the project
- Projects not advertised or open to the public
- Programs executed before grants are awarded
- Capital improvements, construction or renovation projects
- Government departments, boards or programs
- Research, foundations, debt retirement, fundraising or benefit events, social services, scholarship or tuition assistance or political or religious advocacy

Review Process

Proposals are reviewed and scored by volunteer panelists with subject area expertise (i.e. music, visual arts, etc.). The Grants Committee considers these scores and makes funding recommendations, which are brought to the Arts Council Board of Directors for approval.

Review Criteria

Consideration is given to the following during the proposal review process:

- Artistic excellence
- Capacity to administer and implement the project
- A realistic budget
- Community support/social impact
- Successful and/or innovative strategies for attracting and maintaining audiences
- Accessibility of programs to the full diversity of Santa Cruz County residents
- Completeness and clarity of application

Award

The maximum grant award is \$3,000 (\$1,000 for First-Time Applicants) but may not exceed 50% of the total project budget. Create Grant awards are made twice a year, and grant payments are released upon receipt of the grant agreement.

Only one Create Grant application may be submitted during a twelve-month period. If an application is denied, the Program Manager may give permission to resubmit the application under certain circumstances.

Though the Arts Council has never been unable to fulfill these commitments, **grant awards are made contingent on the availability of funding** due to the possibility of unexpected changes with our funders.

Restrictions

Grants are provided for direct use by the awarded applicant. These funds are not transferable to other organizations or individuals. As much as possible, funded projects must be executed as described in the grant application. Please inform the Program Manager of any significant program or schedule changes. **Unused funds or funds not used in accordance with the grant agreement must be returned to Arts Council Santa Cruz County.**

Grantee Responsibilities

- Recognize the Arts Council in promotional materials
- Provide six complimentary tickets (available at will-call) to events supported by the grant
- Submit a final report at the completion of the grant period
- Retain financial records for the funded project in the event that they are required for an audit

How to Apply

1. Attend a grant orientation session (recommended for First-Time Applicants, but not required).
2. Register online at bit.ly/artscouncilsc-grants
3. Complete the online application

If you encounter problems or have questions, please contact Crystal Birns, Grants & Technical Assistance Manager at Crystal@artscouncilsc.org.

Application Support Materials

Work samples serve as the key indication of the artistic excellence of the proposed project or program.

Resumes, bios and letters of support speak to the experience and professionalism behind the proposed project.

Flyers, brochures, letters of support, and reviews give a view into the impact and effectiveness of your community outreach.

Limits: Out of respect for our volunteer panelists' time, we limit the amount of support material accepted. Please submit no more than nine items total. We recommend the following:

- Work samples (6)
- Resume or bio (1)
- Reviews, letters of support, brochure, program, or flyer (2)

Public Records

Arts Council Santa Cruz County keeps information submitted as part of a grant application confidential unless disclosure is required by law.

Statement of Non-Discrimination

Arts Council Santa Cruz County is committed to providing services and making resources available to every resident of Santa Cruz County without regard to ethnicity, color, creed, religion, age, gender, gender identity and expression, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, or source of income.