

# Arts Council Santa Cruz County

## Spring 2017

### Create Grant Guidelines

For Artists and Organizations



Cycle opens: February 8, 2017

Deadline to apply: March 15, 2017 (5pm)

Awards announced: July 2017

Funding period: July 2017-June 2018

New applicant? Sign up for a grant orientation session [here](#).

Questions? Email: Crystal Birns

Grants & Technical Assistance Manager

[crystal@artscouncilsc.org](mailto:crystal@artscouncilsc.org)

## **Our Mission**

To promote, connect, and invest in the arts 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 to the full diversity of residents and visitors
- Engage new audiences in the arts

## **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 fully 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 typically 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;
2. Planned project must be completed within one year of grant award; and
3. Reporting requirements for previous Arts Council grants have been met.

## **Create Grants Do Not Fund**

- Classes, workshops, 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 Criteria**

- Artistic excellence
- Capacity to administer and implement the project
- A realistic budget
- Community support and/or audience engagement
- 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

### **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.

### **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 printed and promotional material
- 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. Register for and attend a grant orientation session, or view online (recommended for first-time applicants, but not required).
2. [Sign up](#) for the Grants Online system
3. Login to the Grants online system
4. Select **Open Applications**, and click **Apply** next to **Create Grants**

If you encounter problems or have questions, please contact Crystal Birns, Grants & Technical Assistance Manager [Crystal@artscouncilsc.org](mailto:Crystal@artscouncilsc.org)

### **Application Support Materials**

The following types of support materials will be considered:

**Work samples** serve as the key indication of the artistic excellence of the proposed project or program. High quality video is encouraged where possible. Audio, images, and writing samples are also accepted.

**Resumes and bios** show the experience and professionalism of the staff and artists who support and create the work described in your application.

**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 grants panelists' time, we limit the amount of support material accepted.

- Work samples:
  - Two video/audio clips (3 minutes per clip maximum)
  - Ten images
  - Five pages of writing samples
- Two resumes
- Two pages of bios
- Two reviews or letters of support
- One brochure, program, or flyers

**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.