

Spring 2020

Create Grant Guidelines

Supporting Art & Culture Projects



**ARTS
COUNCIL
SANTA
CRUZ
COUNTY**

APPLY ONLINE: bit.ly/artscouncilsc-grants

Deadline to apply: Monday, April 6 by 5pm

Awards announced: early July, 2020

Funding period: July 10, 2020 – July 31, 2021

New applicant? Attend a grant orientation.

Details: www.artscouncilsc.org/grants/

Questions? Email Hannah Garcia

Grants Program Manager

hannah@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.

Commitment to Equity

Through our grantmaking, we seek to deliberately and continuously address systemic barriers to opportunity and are committed to promoting equity and inclusion for all Santa Cruz County residents. We believe an organization's impact is enhanced when people from different backgrounds with unique perspectives are engaged in its activities and decision-making processes. Equally important is when an organization's work furthers equitable opportunities and outcomes and when their board and staff reflect the communities they serve.

We acknowledge that historically and currently, institutions and systems of power grant privilege and access unequally, especially on the basis of race/ethnicity, sexual orientation, gender identity, citizenship status, socioeconomic status and disability status. The more that these barriers converge, greater limitations to opportunity exist. We recognize that large disparities in access to the arts are pervasive and action is required to advance equity.

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
- Engage new audiences in the arts
- Expand equitable access* to the arts
- Increase social impact* through art

**Equitable access: how your project improves disparities in representation and access in the arts.*

**Social impact: how your project advances social and racial justice issues in your community.*

We know your proposed project may encompass multiple objectives. In the grant application we will ask you to choose one of the last three objectives 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 for individual artists and organizations to support 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 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
- Support, Elevate, or Sponsor grantees
- Current Tannery Grants Program grantees

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: how a project is advancing racial and social justice issues in the local community.
- 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. *Please note: our funding pool is limited and we are not always able to offer full funding to all recommended applicants. Partial funding may be offered to some applicants depending on Panel scores, Grants Committee review, and available budget for the grants cycle.

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 any 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. Log-in/Register online at bit.ly/artscouncilsc-grants
3. Complete the online application

If you encounter problems or have questions, please contact Hannah Garcia, Grants Program Manager hannah@artscouncilsc.org

Application Support Materials

Only 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, 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 grants panelists' time, we limit the amount of support material accepted. Please submit no more than nine items. 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.