

# Spring 2020

## Develop Grant Guidelines

### Professional Development for Individuals and Arts Organizations



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**

APPLY ONLINE: [bit.ly/artscouncilsc-grants](http://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/](http://www.artscouncilsc.org/grants/)

Questions? Email Hannah Garcia

Grants Program Manager

[hannah@artscouncilsc.org](mailto: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: improving disparities in representation and access in the arts.*

*\*Social impact: advancing social and racial justice issues in our community.*

## **Develop Grant Program Overview**

Develop Grants support artists and arts organizations interested in improving their artistic skills or expanding their business and professional capacities. The program is open to all Santa Cruz County artists and arts organizations, including current grantees.

Example proposals:

- A dancer taking a class or going to a conference to improve their skills
- A visual artist creating a website to promote his work
- An arts organization hiring a consultant to help develop a new marketing plan for its programs
- An installation artist creating a Kickstarter video to fund their next project

## **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.

## **Develop Grants Do Not Fund**

- Arts programming or staff
- Projects executed before grants are awarded
- Public arts projects, events, or support for a body of work (see Create Grant Program)
- Capital improvements, construction, or renovation projects
- Government departments, boards, or programs
- Research, foundations, debt retirement, fundraising or benefit events, refreshment, social services, political or religious advocacy, or for-profit organizations

## **Review Criteria**

- Demonstrated commitment to the art form in the proposal
- Impact of proposed activity on applicant's artistic skills and/or professional development
- Realistic budget
- Capacity to execute the project successfully
- Completeness and clarity of application

## **Review Process**

Proposals are reviewed and scored by the Grants Committee which makes funding recommendations to the Arts Council Board of Directors for approval.

## **Award**

The maximum grant award is \$1,000. Grant payments are released after the grant agreement has been signed. \*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 Develop Grant application may be submitted in a twelve-month period. If an application is denied, the Program Manager may give permission to resubmit the application under certain circumstances. If an applicant is awarded a Develop Grant for two successive years, she/he must skip a year before applying again.

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
- Submit a final report at the end 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](http://bit.ly/artscouncilsc-grants)
3. Complete the online application

If you encounter problems or have questions, please contact Hannah Garcia, Grants Program Manager at [hannah@artscouncilsc.org](mailto:hannah@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 (and limits to our server space), 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.