



Fall 2020 Cultivate Grant Guidelines

Project Support & Professional Development Support for Artists and Organizations

APPLY ONLINE: bit.ly/artscouncilsc-grants

Application Deadline: October 2

Awards Announced: Early December

Funding Period: January 2021 - December 2021

Grant Orientation Registration & More Details:

artscouncilsc.org/for-grantseekers

Questions? Email Nallely Martinez, Grants Program Manager at

nallely@artscouncilsc.org

Our Mission

Our mission is to generate creativity, vibrancy, and connection.

Our Vision

Our vision is a stronger Santa Cruz County, where creative expression thrives and the arts are integral to all aspects of our diverse community.

Commitment to Equity

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 our impact is enhanced when people from different backgrounds with unique perspectives are engaged in our activities and decision-making processes. We strive to increase equitable opportunities and outcomes by building a board and staff that reflects the communities we 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 our role in supporting large and pervasive disparities in access to the arts and are committed to taking the actions required to eliminate these disparities and advance equity in our organization and in our community.

Cultivate Grant Program Overview

The program is open to all Santa Cruz County artists and arts organizations.

Project Support

Cultivate Grants fund individual artists and non-arts organizations working in collaboration with an artist on the creation of an arts and/or cultural project in Santa Cruz County.

Professional Development Support

Cultivate Grants support artist and arts organizations interested in improving their artistic skills or expanding their business and professional capacity.

Examples

- A dancer taking a class or going to a conference to improve their skills
- A musician creating a website to promote their work
- An arts organization hiring a consultant to help with board development
- A filmmaker creating an education video for an organization to raise awareness on a social issue
- A visual artist producing a body of work to promote community healing

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 you are improving disparities in representation and access in the arts.*

**Social impact: how you are advancing social and racial justice issues in your community.*

Eligibility Criteria

Applicant Eligibility is based on the following criteria:

- 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);
- Planned creative projects are to be completed in Santa Cruz County; and
- Reporting requirements for previous Arts Council grants have been met.

Cultivate Grants Do Not Fund

- Projects/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, political or religious advocacy, or for-profit organizations
- Arts/cultural projects not advertised or open to the public

Review Process

Proposals are reviewed and scored by staff, board members and volunteers with subject area expertise. The Grants Committee considers these scores and makes funding recommendations to the Arts Council Board of Directors for approval.

Criteria

Project Support

- Artistic excellence presented in support materials
- Impact of proposed project
- Alignment with selected grant program objectives
- Community support as evident in application support materials
- Realistic budget

- Capacity to execute the project successfully
- Completeness and clarity of application

Professional Development Support

- Artistic excellence and 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

Further consideration is given to:

- Projects led by and/or serving communities that include but are not limited to people of color, LGBTQ+, those with disabilities, and seniors
- Tannery Arts Center artists
- Projects that support community healing

Award

Cultivate Grants of up to \$3,000 will be awarded. Partial funding may be offered to some applicants depending on the results of the review process and ability of funds. Grant recipients have the option to accept or decline their award. Payments are made upon receipt of a signed grant agreement.

First-Time Applicants

Those who have never applied for a grant with the Arts Council are encouraged, but not required, to apply as a First-Time Applicant. Grants are competitive, with about 30% of applications funded. First-Time Applicants compete in a pool with their First-Time Applicant peers which provides a higher chance of a successful application. **First-Time Applicants may request up to \$1,000.**

Restrictions

- Grants are provided for direct use by the awarded applicant. These funds are not transferable to other organizations or individuals.
- Awarded funds are intended for use of work described in the grant application. If there are significant program and/or scheduling changes, please inform the Grants Program Manager.
- Unused funds or funds not used in accordance with the grant agreement must be returned to Arts Council Santa Cruz County.

Additional Restrictions on Project Support:

- Eligible organizations cannot be current Support, Elevate, Sponsor, Create or Tannery Program grantees.
- Requested funds may not exceed 50% of the total project budget.

Additional Restrictions on Professional Development Support:

- Arts Council funds may not pay for arts programming or staff compensation.
- Applicants are eligible to receive up to two consecutive Professional Development Support Grants and then are asked to skip a year before re-applying.

Grantee Responsibilities

- Recognize the Arts Council in promotional materials
- Submit a final report 30 days after the close 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, but not required).
2. Log in to online grants portal to complete your application:
bit.ly/artsCouncilsc-grants
 - New applicants, click on the 'create new account' button on the login page to begin.
 - Returning applicants, forgot your password? Click on the 'forgot password' link on the login page to reset your password.
3. Submit your application by 5pm on October 2, 2020

A second round of Cultivate Grants will be reviewed and awarded in Spring 2021.

TIMELINE

August 28	English Grant Orientation (register here: artsCouncilsc.org/for-grantseekers)
August 31	Spanish Grant Orientation (register here: artsCouncilsc.org/for-grantseekers)
September 2	Application Opens
October 2	Application Deadline
Early-December	Awards Announced

Application Support Materials

Project Budget:

- Your project budget should outline your project's expected income and expenses, including committed, pending, and in-kind support.
- An optional project budget template is provided in the application

Work samples, reviews, letters of support, brochures, programs or flyers

- Submit 4 - 8 items that best represent your work
- Work samples serve as the key indication of artistic excellence
- Reviews, letters of support, brochures, programs and flyers illustrate the quality and effectiveness of your community outreach

Resume/Bio

- Your resume and/or bio speaks to your experience and professionalism
- Applications for Project Support require the artist's resume and/or bio

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.