

Cultivate Grants, Fall 2020

Arts Council Santa Cruz County

Introduction

Welcome to Arts Council Santa Cruz County's Cultivate Grant Application!

The program is open to all Santa Cruz County artists and arts organizations, for Project Support and Professional Development Support grants of up to \$3,000.

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.

Please read the [grant guidelines](#) before beginning your application. Guidelines include information about eligibility, review criteria and outline important dates.

Communications

- Communication about this grant will be sent from: administrator@grantinterface.com, please add this email to your safe sender list.
- Communications will be sent to the email address you use at login to this portal. Please use an email you check often.
- If multiple people on your team need to receive updates on the status of your application, please use a shared email address (such as [grants@orgname.org](#)).
- You can update your email address at anytime by clicking on your name in the upper right hand corner, then clicking "Edit My Profile".

Helpful Tips:

1. Click on section headers to collapse and expand sections.
2. Character count limits are listed under narrative responses and include each letter and space.
3. Your answers will be saved periodically as you type, if you need to leave this form and return later, scroll to the bottom of the webpage and click "Save Application" before logging out.
4. You can download a PDF of the Application questions by clicking on the "Question List" button at the top of the webpage.

5. Once you've completed your application, you can download a PDF of your Application by clicking on the "Application Packet" button at the top of the webpage.
6. Communication about this grant will be sent from: **administrator@grantinterface.com**. Please add this email to your safe sender list.

Questions?

Contact Nallely Martinez, Grants Program Manager, nallely@artscouncilsc.org or (831) 475-9600 x16

Flexible deadlines are available to artist and organizations impacted by the recent local fires. Please contact Nallely.

Otherwise, Applications are due no later than 5pm on Friday, October 2. Late applications will not be accepted. Please plan ahead.

Artist / Organization Name*

Character Limit: 100

I am applying for:*

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.

Choices

Project Support

Professional Development Support

Both

I am applying as a/an:*

A note about the First-Time Applicants pool:

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 35% 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**.

Choices

Artist --- first-time applying and would like to be reviewed in the First-Time Applicants pool

Artist --- first-time applying and would like to be reviewed with returning applicants

Artist --- returning applicant

Organization --- first-time applying and would like to be reviewed in the First-Time Applicants pool

Organization --- first-time applying and would like to be reviewed with returning applicants

Organization --- returning applicant

If you selected "other", please list:*Character Limit: 50***Professional Development Support Narrative**

Describe your proposal in one sentence:*

What do you call this project? This will be used as the title of your proposal and should be descriptive and brief.

Examples:

- To purchase photography equipment to expand my social media presence

*Character Limit: 250***Artist's or organization's primary artistic disciplines***

Please select 1 - 3 options. If the project is multi-disciplinary select only the most important disciplines that will be expressed.

Choices

Art Festival
 Cultural Festival
 Curatorial
 Dance
 Design
 Digital Media
 Film/Video
 Literary
 Music
 Musical Theater
 Opera
 Performance Art
 Photography
 Social Practice
 Theater
 Traditional
 Visual Art
 Other

If "other" primary artistic discipline, please list:*Character Limit: 30***Grant Request Amount (professional development)***

- Grant request of up to \$3,000
- If you are applying in the First-Time Applicants pool your grant request may not exceed \$1,000.

Character Limit: 20

Date of project completion (professional development)*

Date of completion. Must be before December 31, 2021.

Character Limit: 10

Proposal Summary (Professional Development Support):*

Please describe your proposed professional development activities.

Character Limit: 1500

Impact on Artist / Organization*

1. How will the activities you are seeking to fund with this grant, advance your growth as (or towards becoming) a professional artist or an arts organization?
 - o If you are applying as an individual, please describe the potential impact on your work as an artist. If you are applying as an organization, describe who will benefit from the impact of these activities.
2. How were the proposed activities selected?

Character Limit: 2000

Describe your development as an artist or organization:

Please summarize the professional development activities you have participated in, as an artist or an organization, in the past 24 months.

Character Limit: 1500

Project Support Narrative

If you are proposing a public arts project (murals, sculptures, installations, etc.) in Santa Cruz city only (does not include Live Oak, Capitola, Aptos, Watsonville, etc.), there are important laws, provisions, and requirements your project must meet. **Please contact the Santa Cruz City's Acting Arts Program Manager, Kathryn Mintz, at 831-420-5146 or by email at kmintz@cityofsantacruz.com, prior to submitting your application.**

Describe your project in one sentence:*

What do you call this project? This will be used as the title of your proposal and should be descriptive and brief.

Examples: For a Día de Los Muertos Family Festival at El Rosal Bakery in Live Oak

Character Limit: 250

Grant Request Amount (project support)*

- Grant request of up to \$3,000

- If you are applying in the First-Time Applicants pool your grant request may not exceed \$1,000.
- Request should not exceed 50% of the total project budget.

Character Limit: 20

Date of project completion (project support)*

Date of completion. Must be before December 31, 2021.

Character Limit: 10

Project's primary artistic disciplines*

Please select 1 - 3 options. If the project is multi-disciplinary select only the most important disciplines that will be expressed.

Choices

Art Festival
 Cultural Festival
 Curatorial
 Dance
 Design
 Digital Media
 Film/Video
 Literary
 Music
 Musical Theater
 Opera
 Performance Art
 Photography
 Social Practice
 Theater
 Traditional
 Visual Art
 Other

If "other" primary artistic discipline, please list:

Character Limit: 30

Proposal Summary (Project Support):*

Briefly describe your proposed project. You will have more prompts in the following narratives to describe the activities in full.

Character Limit: 400

Artistic Excellence*

The Arts Council is interested in supporting the creation of artistically excellent work - from a diversity of perspectives;

1. Please define your personal (or organization's) view of what is artistically excellent.

Character Limit: 850

Project Management*

We would like to learn more about the following:

1. How do you plan to execute your project successfully?
2. What risks or challenges do you anticipate? How will you address them?
3. If you are opting to present this project virtually/online, please describe the tools, resources, and your capacity to support the delivery of an online project.

It is recommended that you answer the grant objective narrative questions first and then come back to the project management questions to fill in any gaps.

Character Limit: 2500

Question 2: Grant Program Objective*

Select one of the three program objective that most closely aligns with your project.

We understand that your proposal may encompass multiple objectives and ask that you choose to speak to the one of three objectives that most closely aligns with your project and will be the best indication of your project's success when reporting.

Definitions:

*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.

Choices

Engage new audiences in the arts

Expand equitable access* to the arts

Increase social impact* through the arts

New Audiences Questions (project support)

Who is the new audience that you seek to engage?*

Please be specific about the demographic of this audience.

Character Limit: 100

How will your project engage this audience?*

Describe your outreach, marketing and other strategies. Include in your description how these strategies and approaches were selected.

Character Limit: 1000

How will you measure your success in engaging this new audience?*

Please include details about your intended impact and the outcomes you hope to see as a result of this project.

Character Limit: 1000

Social Impact Questions (project support)

What social impact do you hope to achieve? –or– what social justice issue do you seek to address?*

Character Limit: 200

Who is the target community you seek to have an impact with?*

Please be specific about the demographic of this community.

Character Limit: 200

How will they be engaged in the issue?*

Describe your outreach, marketing and other strategies. Include in your description how these strategies and approaches were selected.

Character Limit: 1000

How will you measure your social impact?*

Please include details about the outcomes you hope to see as a result of this project.

Character Limit: 1000

Equitable Access Questions (project support)

Who is the target community you seek to expand access with?*

Please be specific about the demographic of this community.

Character Limit: 100

What activities will you do to level the playing field with this community?*

What activities will create new opportunities, incentives, or more equitable access for this community? How were these activities selected.

Character Limit: 1000

How will you measure your success in expanding access with this community?*

Please include details about your intended impact and the outcomes you hope to see as a result of this project.

Character Limit: 1000

Demographic Information: Artist

Why we request demographic information?

Arts Council is committed to distributing resources equitably, to reflect the diversity of our applicants and our community. To that end, we ask you to provide demographic data so that we may better understand the communities we are trying to serve. The information is used to identify and report on trends in populations supported by the Grants Program and to gauge how the Arts Council addresses the needs of the county's diverse communities. Also, our grants program is also partially funded through government and foundation grants which require us to report back on demographic data. Final funding decisions will take demographics into consideration with a goal of funding a diverse set of projects and recipients.

Responses will be kept private and secure and the information provided will not be used for a discriminatory purpose. Identifications are optional and you are welcome to choose "prefer not to disclose."

For those applying as an individual artist:

What is your age?*

Choices

Under 18
 19-24
 25-34
 35-44
 45-54
 55-64
 65+
 Prefer not to disclose

What is your race/ethnicity?*

Please select all that apply.

Choices

Latino/a, Latinx
 Chicano/a, Mexican-American
 Black, African-American
 African (West African, Eritrean, Ethiopian, other)
 American Indian, Native-American
 Asian, Asian-American
 Filipino/a
 Pacific Islander, Native Hawaiian
 Arab, Middle Eastern
 White/Caucasian
 Other
 Prefer not to disclose

other race/ethnicity:

Character Limit: 25

Do you identify as a person of color?*

Choices

Yes

No

Prefer not to disclose

Which gender do you most identify with?*

Choices

Female

Male

Transgender

Gender fluid/non-conforming/non-binary/two-spirited

Prefer not to disclose

Other:

other gender:

Character Limit: 25

Which of the following best describes your sexual orientation?*

Choices

LGBQIA

Heterosexual

Other:

Prefer not to disclose

other sexual orientation:

Character Limit: 25

Do you identify as a person with a disability?*

Choices

Yes

No

Prefer not to disclose

Are you working full-time as an artist?*

Choices

Yes, I am a full-time artist

No, I am employed for work not related to my artwork

Has your total income decreased as a result of COVID-19?*

Choices

Yes

No

Demographic Information: Organization

Why we request demographic information?

Arts Council is committed to distributing resources equitably, to reflect the diversity of our applicants and community. To that end, we ask you to provide demographic data so we may better understand the communities we are trying to serve. The information is used to identify and report on trends in populations supported by the Grants Program and to gauge how the Arts Council addresses the needs of the county's diverse communities. Also, our grants program is also partially funded through government and foundation grants which require us to report back on demographic data. Final funding decisions will take demographics into consideration with a goal of funding a diversity of projects and recipients.

Community Engagement / Audience

Primary Project Location*

Where will the majority of your project take place? (50% or more, choose one)

Choices

Aptos
 Ben Lomond
 Bonny Doon/Davenport
 Boulder Creek
 Capitola
 City of Santa Cruz
 Felton/Lompico
 Freedom/Corralitos
 Live Oak
 Scotts Valley
 Soquel
 UCSC
 Watsonville
 Other:

If you selected "other", where is the projects primary location?

Character Limit: 30

Primary Age Group*

Select the age group that primarily benefits from your project (50% or more).

Choices

Youth (0-17)
 Adults (18+)
 Both Youth and Adults
 Seniors
 Other:

If you selected "other", what age group will primarily benefit from your project?

Character Limit: 30

Primary Race / Ethnicity*

Select the population that primarily benefits from your project (50% or more).

Choices

White/Caucasian

Latino/a, Latinx

Other:

If you selected "other", which racial / ethnic group will primarily benefit from your project?

Character Limit: 30

How many adults will be engaged in this project?*

- Please estimate the number of adults (18+) that will engaged with your proposed project.
- This can include audience and participants.
- If your project is ongoing please only provide estimates based on expected engagement during the proposed grant period.

Character Limit: 50

How many children / youth will be engaged in this project?*

- How many children/youth will benefit and/or be engaged in the proposed project.

Character Limit: 10

How many individual artists will be directly engaged in this project?*

- Include artists involved in providing artistic services.

Character Limit: 10

Budget & Support Material

How to Upload Your Budget and Support Materials:

1. Click on "Upload a file" to select a file saved on your computer.
2. Select your file.
3. A successfully uploaded file will appear as a blue link next to the upload button.
4. You can click on the red X next to the blue link to delete and replace the file.

BUDGET*

A clear and realistic budget is an important step in demonstrating the viability of your proposal. Budgets are estimates, but it is important to do your research to ensure that your estimates for both income and expenses are realistic. A budget template with budget examples can be viewed and downloaded here. You may choose to use the template provided or upload your own budget.

Your budget should:

- Itemize types and amounts of income that will support your project
- Itemize types and amounts of expenses that you anticipate
- Note whether income is committed, pending, or donated (in-kind).
- Your budget should balance out.

Reminder: Project Support request may not exceed 50% of the total budget.

File Size Limit: 2 MB

Budget Narrative

Use this space to add any additional information that will help us understand your budget. Feel free to add comments directly to your uploaded budget document.

Character Limit: 300

Work samples, reviews, letters of support, brochures, programs or flyers (4-8 required)

You are encouraged to upload support materials that best illustrate who you are, your capacity to succeed, and the kind of work that you're proposing in this application.

- 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.
- Video/Audio: If you'd like to submit video/audio work samples please enter URL's in spaces provided below. Please DO NOT upload video/audio in the upload spaces below due to server space limits.
- Recommended minimum: four work samples and one support document.

Work samples, reviews, letters of support, brochures, programs or flyers (1)*

File Size Limit: 4 MB

Work samples, reviews, letters of support, brochures, programs or flyers (2)*

File Size Limit: 3 MB

Work samples, reviews, letters of support, brochures, programs or flyers (3)*

File Size Limit: 2 MB

Work samples, reviews, letters of support, brochures, programs or flyers (4)

File Size Limit: 2 MB

Work samples, reviews, letters of support, brochures, programs or flyers (5)

File Size Limit: 2 MB

Work samples, reviews, letters of support, brochures, programs or flyers (6)

File Size Limit: 2 MB

Work samples, reviews, letters of support, brochures, programs or flyers (7)

File Size Limit: 2 MB

Work samples, reviews, letters of support, brochures, programs or flyers (8)

File Size Limit: 2 MB

Video and Audio URLs

- If you have a website or online link to the proposed project, we recommend you include that as one of the links below.
- We recommend Soundcloud, YouTube, and Vimeo.
- Links must be accessible to the public. Do not include links to private accounts, links that require passwords, or links that will be inactive before December 2020.
- Grant panelists will be instructed to review video/audio clips for no more than 3 minutes. If any links direct to video/audio work that is longer than 3 minutes, please provide the start/finish times for the 3 minute segment for panelists to review.

URL for video/audio (1)

Character Limit: 2000

Start/finish times (1)

for a a maximum of 3 minutes.

Character Limit: 100

URL for video/audio (2)

Character Limit: 2000

Start/finish time (2)

Character Limit: 100

URL for video/audio (3)

Character Limit: 2000

Start/finish time (3)

Character Limit: 100

URL for video/audio (4)

Character Limit: 2000

Start/finish time (4)

Character Limit: 100

Resume or Bio

Artist Resume or Bio

- **1 pages max**, please upload either a resume or bio
- Your resume and/or bio speaks to your experience and professionalism.

Organizations

- Optional - you may elect to upload a list of programs with brief descriptions to compliment your application.

File Size Limit: 3 MB

Submission

Is there anything else you would like to share about your proposed project/ activities?*

Character Limit: 400

Submission Certification*

I certify that all of the information contained in this application and its attachments is true and accurate. I understand that all funded activities must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, color, creed, or religion.

Choices

I certify

First name:*

Character Limit: 250

Last name:*

Character Limit: 250

Date of submission:*

Character Limit: 10

Thank you for your time and effort in submitting a Cultivate Grant application!

- You can download a PDF of your completed application by clicking on the "Application Packet" button at the top of the webpage.
- Communication about this grant will be sent from: **administrator@grantinterface.com**. Please add this email to your safe sender list.
- Award decisions will be made in early December and you will receive an email with the decision on your grant then.

Questions?

Contact Nallely Martinez, Grants Program Manager, nallely@artscouncilsc.org or (831) 475-9600 x16

Applications are due no later than 5pm on Friday, October 2, 2020.