



Cultivate Grant Guidelines

Project & Professional Development Support for Artists and Organizations

TIMELINE

Grant Orientations:	February 11
Application Opens:	February 15
Application Deadline:	March 15, 5pm
Awards Made:	June 2021
Funding Period:	July 2021 - June 2022

QUICK LINKS

Grant Orientation registration: artscouncilsc.org/for-grantseekers

Online application: bit.ly/artscouncilsc-grants

QUESTIONS? Email our team at grantsprogram@artscouncilsc.org

Nallely Martinez, Grants Program Manager

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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, arts organizations, and non-arts organizations working in collaboration with an artist(s), on a public arts and/or cultural project in Santa Cruz County.

Professional Development Support

Cultivate Grants support artists and arts organizations with activities that improve their artistic skills or expand their business and professional capacity.

Visit our website for a list of previously [funded Cultivate artists and projects](#).

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 the arts

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.

Awards

Partial funding may be offered depending on the results of the review process and availability of funds.

	Project Support	Professional Development Support
Santa Cruz County Artists (optional First-Time Applicant Pool) ¹	up to \$3,000	up to \$1,500
Santa Cruz County Nonprofit Organizations (optional First-Time Applicant Pool) ¹	up to \$3,000 matching grant	up to \$1,500
Tannery Loft and Studio Tenants	up to \$3,000	up to \$1,500 ²
Tannery Campus Nonprofit Organizations	up to \$3,000	up to \$3,000 ²

¹First-Time Applicant Pool

Those who have never applied for an Arts Council grant are encouraged, but not required, to apply as a first-time applicant. Our grants program is competitive with about 38% of

applications funded. First-time applicants compete in a pool with their peers providing a higher chance of a successful application. **First-time applicants may request up to \$1,000.**

²A portion of the available **professional development funds** is designated specifically for Tannery Arts Center loft and studio tenants, and nonprofit organizations operating on the Tannery campus. These applications will be evaluated in a smaller pool of only Tannery applicants.

Eligibility 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
- 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 community volunteers with relevant subject area knowledge and experience. The Grants Committee considers these scores and makes funding recommendations to the Arts Council Board of Directors for approval.

Review Criteria

Project Support Requests:

Artistic Excellence: Applicant provides a clear definition of artistic excellence. The applicant's definition correlates strongly with the project scope and supporting documents.

Grant Program Objective: The proposed project is strongly aligned with one of the stated (★) Grant Program objectives and demonstrates a high potential to be successful in furthering the objective. The applicant clearly defines the intended audience and/or participants, community engagement activities, and intended outcomes or impact. A strong application communicates plans for securing needed permits, community support and/or partnerships. In addition, the accompanying support materials should strengthen the case for the project.

Management & Capacity: Key indicators of management and capacity include a well-thought out achievable timeline, a realistic and complete budget, and demonstrated capacity from the artist(s) and/or organization to deliver on the proposed project. A strong application will demonstrate through the artist's resume/bio relevant skills and/or experience to achieve the proposed project.

Professional Development Support Requests:

Artistic Commitment: Artist applicants demonstrate a strong commitment to the development of their art form through relevant skill-building experiences - practice, education, apprenticeships, etc. Artists demonstrate they are actively seeking opportunities and/or experiences to further their craft; if not active, the artist explains why. Organizational applicants demonstrate a strong commitment to their selected art form, explain how proposed activities align with their organizational mission, and clearly communicate how the activities were selected and who benefits.

Impact on Artist / Organization: Applicant makes a clear case for how Arts Council support will have a significant impact on their artistic career or increase an organization's capacity. Strong proposals will outline how Arts Council support has the potential to yield high impact on the artist's ability as (or towards becoming) an established artist, or an organization's capacity to fulfill its mission.

Management & Capacity: Key indicators of management and capacity include a well-thought-out achievable timeline, a realistic and complete budget, and demonstrated capacity from the artist(s) and/or organization to deliver on the proposed project.

Further consideration is given to:

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

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.
- Individual applicants seeking project support may not have a concurrent project support grant from the Arts Council. Individual applicants seeking professional development support may not have a concurrent professional development grant from the Arts Council.
- Organizations seeking professional development support may not have a concurrent professional development grant from the Arts Council. Organizations who are current Support, Sponsor, or Elevate grantees are ineligible for project support grants.
- 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): artscouncilsc.org/for-grantseekers
2. Log in to the online grants portal to begin 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 completed application by **5pm on March 15, 2021**.

Cultivate Grants are accepted twice a year, in the fall and spring.

Application Support Materials

A complete application will include work samples, a proposal budget, and an artist bio or resume. See the Criteria section above for more guidance on selecting work samples that will strengthen your proposal.

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, and flyers:

- Submit up to 5 items that best represent your work and support your proposal.
- Work sample uploads are accepted in the following formats: jpg, pdf, doc, docx, png, wav, mp3, jpeg and publicly accessible URL links

1-Page Artist Resume or Bio:

- **Project support:** artists applying should include a resume or bio. Organizations applying should include a resume or bio for the lead artist on the project.
- **Professional development support:** artists applying should include a resume or bio. Organizations applying should include name(s) and titles of individuals participating in the proposed professional development activities.

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.