



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**

**Welcome Santa Cruz  
County Creatives!  
Cultivate Grant  
Workshop / Q&A**



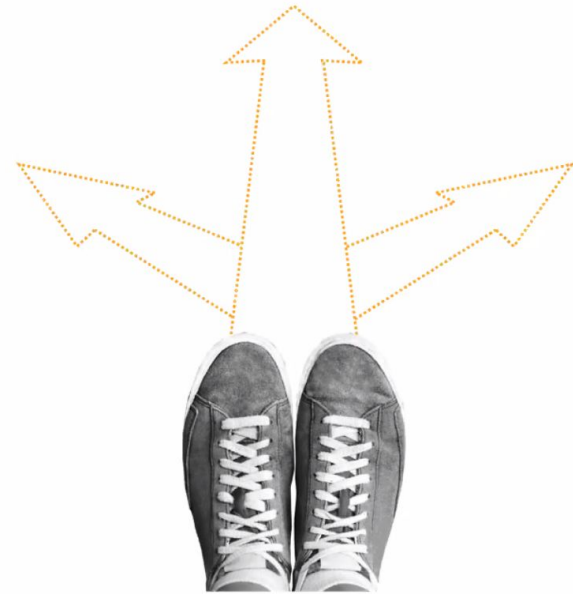
# Telling the Story: shifting from activities to impact

## 3 main narrative questions in the application

1. **WHO** -- Intended audience and/or participants
2. **HOW** -- Outreach, marketing and other engagement strategies
3. **WHY** -- Intended impact and the outcomes that you hope to see. What will be different?

## What are outcomes?

A change in attitude/beliefs, knowledge/skills, behavior, and/or condition that results from the services you provide.



# Telling the Story

WHO

HOW

WHY

Inputs	Activities	Outputs	Outcomes

# Telling the Story

WHO

HOW

WHY

Inputs	Activities	Outputs	Outcomes
What do you need in order to make your project happen?	To reach your desired outcome/impact, what activities do you need to have in place?	What might you track as a result of the activities?	Congrats! What's different as a result of your work?



# Building A Budget

<b>CULTIVATE BUDGET</b>		
<b>Income Description</b>	<b>Amount</b>	
Arts Council Grant		← Include your grant request amount to Arts Council here
		← Itemize types and amounts of income that will support your project. Note whether income is committed, pending, or donated (in-kind).
<b>Income Total</b>	\$ -	
<b>Expense Description</b>	<b>Amount</b>	
		← Itemize types and amounts of expenses that you anticipate.
<b>Expense Total</b>	\$ -	
<b>Net</b>	\$ -	← Your budget should balance out. Total income should be equal to or greater than total expenses.

# Building A Budget

## CULTIVATE BUDGET

Income Description	Amount
Arts Council Grant	
<b>Income Total</b>	\$ -
Expense Description	Amount
<b>Expense Total</b>	\$ -
<b>Net</b>	\$ -

**Complete**

**Realistic**

**Time-bound**

# Selecting Your Work Samples

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 samples serve as the key indication of artistic excellence.
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- Reviews, letters of support, brochures, programs and flyers illustrate the quality and effectiveness of your community outreach.



# Selecting Your Work Samples

Consider the following when selecting your five work samples:

- Do your images reflect a consistent body of work?
  - Similarity in style, theme, or visual language
  - Does your work look as though the same person created it all?
- Do your 5 images represent your technical proficiency in a single medium?
- Is the quality of each upload clear?
  - If photographed or scanned, has it been photographed with good lighting and no distracting or elements (e.g. background items, glare, pixilation, contrast, etc.)?

# Grants Timeline

- **February 11:** Grant Orientations (recorded and posted)
- **February 15:** Application Opens
- **March 15 at 5pm:** Application Deadline
- **July 2021:** Awards Made
- **July 2021 - June 2022:** Funding Period
  
- Eight spots available - feedback on drafts sent by Tuesday, March 9th

# Save the Dates!

## **Business of Art**

Series of 6 virtual classes  
\$10 each or \$50 for all

Thursdays 5:30-7:30pm

May 20, 27 & June 3, 10,  
17, 24

**Save the Dates**