



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**

September 7, 2022

# Welcome to our Grants Orientation for Organizations!



Photo by Crystal Birns:  
Santa Cruz Museum of Art & History and  
Tannery World Dance & Cultural Center

# Today we will cover:

- 1. Arts Council grants - the big picture**
- 2. Grants timeline & cycles**
- 3. Types of grants for organizations**
- 4. Support grant guidelines**
- 5. Create and Develop grants**
- 6. How to apply**
- 7. Q&A**

## Arts Council's Mission

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



*Together, we're building a stronger Santa  
Cruz County, where creative expression  
thrives and the arts are integral to all aspects  
of our diverse community.*



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# Grants 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 and sustainability** of artists and arts organizations
- ★ Engage **new audiences** in the arts
- ★ Expand **equitable access** to the arts
- ★ Increase **social impact** through the arts

# Grants Timeline

## 2022 Fall Grants Cycle: Create, Develop and Support

- September 19-22:  
Informal Q&A sessions
  - **September 28 at 5pm:** Application deadline
  - December 9:  
Grant decision emails sent
  - January 2023:  
Grant payments sent
  - **January – December 2023:** Grant Period
- 

## 2023 Spring Grants Cycle: Create and Develop only

- **March 22, 2023:**  
Application deadline
- **July 2023 – June 2024:**  
Grant Period

# Types of grants for organizations

## Support grants:

General operating support for Santa Cruz County nonprofit or fiscally sponsored arts organizations of all budget sizes. Annual grants range from \$4,000 to \$7,000.

## Create grants:

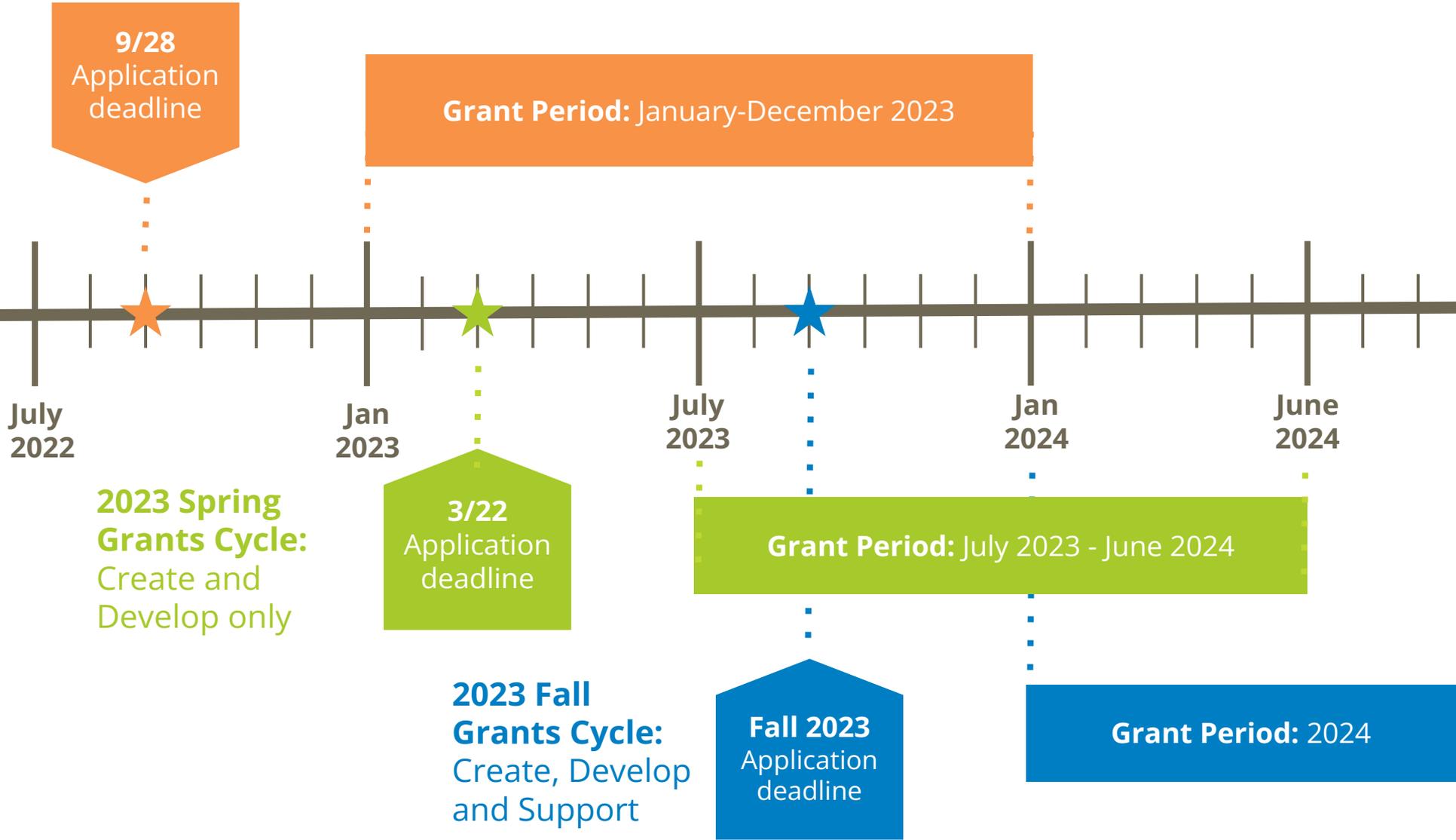
Funding for arts and/or cultural projects open to the public in Santa Cruz County, up to \$3,000.

## Develop grants:

Funding for professional development (activities that improve artistic skills or expand business and professional capacity), up to \$1,500.

# Grant Cycles

## 2022 Fall Grants Cycle: Create, Develop and Support





**Which grant is right for  
your organization?**

# Support grants:

\$4,000 - \$7,000 general operating



# Support Grants: Eligibility

## Applicant must:

- Be a 501(c)(3) nonprofit organization or have a fiscal sponsor that is a 501(c)(3) nonprofit organization;
- Have as its primary mission the development and delivery of arts and/or cultural programming to the public;
- Be based in and produce the majority of its work in Santa Cruz County;
- Have met previous grant reporting requirements; and
- Have a board-approved non-discrimination policy.

## Support Grants Do Not Fund:

- Capital improvements, construction, or renovation projects
- Government departments, boards, or programs
- Foundations that do not produce arts programming
- Social services, political or religious advocacy, or for-profit organizations

## Support Grants: Awards

- Grants of \$4,000-\$7,000 will be awarded to arts organizations **of all budget sizes**. Grant award size will be based on results of the review process.
- This Support grant cycle will be **more competitive** than in previous years, with an estimated 66% of applications funded.
- Three of the funded arts organizations will be awarded two-year grants as part of a **pilot multi-year funding strategy** (their grant will be automatically renewed for a second year, though funding level is subject to change based on available grant funds).

# Support Grants: Review Criteria

- **Artistic Excellence**
- **Grant Program Objective**
- **Impact, Strategy & Sustainability**
- **Equity & Accessibility**<sup>1</sup>

<sup>1</sup> For the three two-year grants available: The Grant Program Objective and Equity & Accessibility review criteria will be weighted.

**For all applications, further consideration is given to:**

Organizations led by and/or engaging the following communities:  
people of color, LGBTQIA+, and those with disabilities

# Create & Develop Grants

projects & professional development



Coastal Watershed Council -  
Aulintak Mural; Photo by  
Brighton Aerial

# Create & Develop Grants: Summary



Kikulu Kia Nza, Traditions of the World, African Dance and Drum Conference, organizer Vivien Bassouamina, teacher Alseny Soumah Guinea, master drummer Mbor Faye

## Create grants:

Funding for arts and/or cultural projects open to the public in Santa Cruz County, up to \$3,000

Bev Zerbib-Berda Pottery, Photo by RR Jones

## Develop grants:

Funding for professional development (activities that improve artistic skills or expand business and professional capacity), up to \$1,500



# Create & Develop Grants: Eligibility

- Individual applicants must reside in Santa Cruz County; organization applicants must be located in Santa Cruz County.
- Required reports for previous Arts Council grants must be completed.
- Applicants cannot have a concurrent grant of the same type from the Arts Council (pay attention to grant periods).

## Create grants:

- Open to non-arts organizations working in collaboration with an artist(s)
- Projects must be open to the public and exhibited in Santa Cruz County.
- Applicants can receive either a Support grant or a Create grant - not both.

## Develop grants:

- Open to arts organizations only
- Applicants are eligible to receive up to two consecutive professional development support grants and then are required to skip a year before re-applying.

# Create & Develop Grants: Awards

	Create	Develop
<b>First-Time</b> Applicant Pool (optional)	up to \$1,000	up to \$1,000
<b>Returning</b> Applicant Pool	up to \$3,000	up to \$1,500



Pintando Verduras, Photo by Ome Garcia

# Create & Develop Grants: Review Criteria

## Create grants:

- Artistic Excellence
- Grant Program Objective
- Project Design & Planning
- Equity & Accessibility

**In addition to the four Review Criteria, further consideration is given to:**

- Projects led by and/or engaging the following communities: people of color, LGBTQIA+, those with disabilities, and/or seniors
- Applicants who are under 35
- Projects that support community healing

## Develop grants:

- Artistic Commitment
- Impact on Artist/Organization
- Management & Planning

**In addition to the three Review Criteria, further consideration is given to:**

- Individual applicants who are: people of color, LGBTQIA+, disabled, and/or under age 35
- Organizations led by and engaging the following communities: people of color, LGBTQIA+, and/or those with disabilities

# How to apply: Grants portal

Direct link: [bit.ly/artscouncilsc-grants](https://bit.ly/artscouncilsc-grants)

Grants webpage: [artscouncilsc.org/grants](https://artscouncilsc.org/grants)



## Logon Page

Email Address\*



Password\*



Log On

Create New Account

[Forgot your Password?](#)

### *(Información en español a continuación)*

Welcome to Arts Council of Santa Cruz County's online grants portal.

All Support, Develop and Create Grant applications are filled out and submitted here. Visit [artscouncilsc.org/grants](https://artscouncilsc.org/grants) to learn more about grant opportunities and to download grant guidelines, which contain important information about eligibility and review criteria. Fall application deadline is September 28, 2022 at 5pm.

New Users: You will need to create an account before completing a grant application. Click on "Create New Account" to start the process..

Existing Users: Log in to start the application process. If you forgot your password, please use the "Forgot your Password" link to the left to reset.

Not Sure? If you think that you or someone at your organization or school has already registered in the system, do not create a new account. Please contact our team at [grantprogram@artscouncilsc.org](mailto:grantprogram@artscouncilsc.org) and we can double check for you.

# Grant Writing Tips

- Read the guidelines
- Reach out with questions
- Start now!
- Respond directly to the application questions
- Write clearly and concisely
- Don't leave out important details
- Ask for feedback

# More Ways to Get Application Support

## Q&As - [registration](#) encouraged but not required

- September 19, 6:15-7:15pm:  
Watsonville Library - Meeting Room  
275 Main St STE 100, Watsonville, CA 95076
- September 21, 4:30-5:30pm:  
Santa Cruz Arts Council office - conference room  
1070 River Street, Santa Cruz CA 95060
- September 22, 4:30-5:30pm:  
virtual/Zoom  
[Join meeting](#)

For **Create** & **Develop** only:

**Draft review for BIPOC or first-time applicants** (8 slots available)

- September 16:  
Deadline to submit draft applications for review



Questions?

[grantsprogram@  
artscouncilsc.org](mailto:grantsprogram@artscouncilsc.org)