

# Fall 2018

## Create Grant Guidelines

### Supporting Art & Culture Projects



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**

APPLY ONLINE: [bit.ly/artscouncilsc-grants](http://bit.ly/artscouncilsc-grants)

Deadline to apply: September 14 (5pm)

Awards announced: December 2018

Funding period: January 2019-December 2019

New applicant? Attend a grant orientation.

Details: [www.artscouncilsc.org/grants/](http://www.artscouncilsc.org/grants/)

Questions? Email Hannah Garcia

Grants Program Manager

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

## **Our Mission**

To promote, connect, and invest in the arts in order to stimulate creativity and vibrancy in Santa Cruz County.

## **Our Vision**

We envision a more vibrant Santa Cruz County, where individual and collective artistic expression thrive and where the arts are a valued part of all aspects of our diverse culture, economy, educational systems, and everyday life.

## **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
- Expand equitable access to the arts
- Engage new audiences in the arts
- Increase social impact through art

*\* Social impact is defined as the net effect of an activity on a community and the well-being of individuals and families.*

## **Create Grant Program Overview**

The Create Grant is a matching-grant program designed to provide support for the creation and public exhibition of arts and culture projects in Santa Cruz County. Projects must be fully executed within one year of the grant award and must be fully accessible by the public.

## **First-Time Applicants**

Those who have never applied for a grant with the Arts Council are encouraged to apply as First-Time Applicants. Create Grants can be very competitive, with only about 30% of applications funded. First-Time Applicants compete with each other but not with other Create Grant applicants, giving a higher chance of a successful application. First-Time Applicants may request up to \$1,000.

## **Eligibility Criteria**

Grant Program staff determines the eligibility of the applicant based on the following criteria:

1. Applicant must be a Santa Cruz County resident, applying as an individual. Organizations and their directors are currently not eligible to apply for the Create grant.
2. Planned project must be completed in Santa Cruz County within one year of grant award; and
3. Reporting requirements for previous Arts Council grants have been met.

### **Create Grants Do Not Fund**

- Classes and training sessions as the end product of the project
- Projects not advertised or open to the public
- 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, scholarship or tuition assistance, or political or religious advocacy

### **Review Process**

Proposals are reviewed and scored by volunteer panelists with subject area expertise (i.e. music, visual arts, etc.). The Grants Committee considers these scores and makes funding recommendations, which are brought to the Arts Council Board of Directors for approval.

### **Review Criteria**

Consideration is given to the following during the proposal review process:

- Artistic excellence
- Capacity to administer and implement the project
- A realistic budget
- Community support/social impact
- Successful and/or innovative strategies for attracting and maintaining audiences
- Accessibility of programs to the full diversity of Santa Cruz County residents
- Completeness and clarity of application

### **Award**

The Create Grant is a 1:1 matching grant. The maximum grant award is \$3,000 (\$1,000 for First-Time Applicants) but may not exceed 50% of the total project budget. Create Grant awards are made twice a year, and grant payments are released upon receipt of

the grant agreement. \*Please note: our funding pool is limited and we are not always able to offer full funding to all recommended applicants. Partial funding may be offered to some applicants depending on Panel scores, Grants Committee review, and available budget for the grants cycle.

Only one Create Grant application may be submitted during a twelve-month period. If an application is denied, the Program Manager may give permission to resubmit the application under certain circumstances.

Though the Arts Council has never been unable to fulfill these commitments, **grant awards are made contingent on the availability of funding** due to the possibility of unexpected changes with our funders.

## **Restrictions**

Grants are provided for direct use by the awarded applicant. These funds are not transferable to other organizations or individuals. As much as possible, funded projects must be executed as described in the grant application. Please inform the Program Manager of any significant program or schedule changes. **Unused funds or funds not used in accordance with the grant agreement must be returned to Arts Council Santa Cruz County.**

## **Grantee Responsibilities**

- Recognize the Arts Council in promotional materials
- Provide six complimentary tickets (available at will-call) to any events supported by the grant
- Submit a final report at the completion 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 for first-time applicants, but not required).
2. Log-in/Register online at [bit.ly/artscouncilsc-grants](http://bit.ly/artscouncilsc-grants)
3. Complete the online application

If you encounter problems or have questions, please contact Hannah Garcia, Grants Program Manager [hannah@artscouncilsc.org](mailto:hannah@artscouncilsc.org)

## **Application Support Materials**

Only the following types of support materials will be considered:

**Work samples** serve as the key indication of the artistic excellence of the proposed project or program. High quality video is encouraged where possible. Audio, images, and writing samples are also accepted.

**Resumes, bios and letters of support** speak to the experience and professionalism behind the proposed project.

**Flyers, brochures, letters of support, and reviews** give a view into the impact and effectiveness of your community outreach.

**Limits:** Out of respect for our volunteer grants panelists' time, we limit the amount of support material accepted. Please submit no more than nine items. We recommend the following:

- Work samples (6)
- Resume or bio (1)
- Reviews, letters of support, brochure, program, or flyer (2)

## **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.