

CULTURAL COUNCIL OF SANTA CRUZ COUNTY GRANTS PROGRAM



GENERAL SUPPORT GRANT GUIDELINES

LEVEL II

January 1 – December 31, 2010

Application* deadline

September 8, 2009 at 5:00 pm

(Postmarks don't count)

Deliver or mail to:

Cultural Council of Santa Cruz County
Grants Program
2400 Chanticleer Avenue, Ste G
Santa Cruz, CA 95062

Technical Assistance

Questions?

Contact Grants Program Coordinator
grants@ccscc.org or (831) 475-9600 x 16

First-time applicants are required to meet with
Grants Program staff to verify eligibility.

Statement of non-discrimination

The Cultural Council of Santa Cruz County is committed to providing services and making resources available to every resident of Santa Cruz County without regard to race, color, creed, religion, age, gender, military status, marital status, political opinion, national origin, mental and physical disability, and source of income or disability status.

*Guidelines and application forms available at <http://www.ccscc.org/index.php/grants.html>.

THE CULTURAL COUNCIL OF SANTA CRUZ COUNTY

Mission Statement

The Cultural Council of Santa Cruz County leads and advances the Arts by providing funding, advocacy and support to artists and arts organizations.

Purpose

- Provide funding and support services to artists and arts organizations.
- Support a wide range of Arts Learning opportunities.
- Advocate for ongoing support for the Arts.
- Lead effective community collaborations and partnerships.
- Communicate both the intrinsic and economic value of the Arts.

Funding for the Cultural Council Grants Program is provided by The William and Flora Hewlett Foundation, The David and Lucile Packard Foundation, The James Irvine Foundation, the County of Santa Cruz and the cities of Santa Cruz, Watsonville, Capitola and Scotts Valley.

The Cultural Council Grants Program Guiding Principles

- Our first responsibility is to provide a broad base of support for the creation and presentation of art that nurtures diverse participation in a complex arts ecosystem.
- We are committed to supporting equitable opportunities and investing in diversity in the arts, including works of all cultures and periods.
- We recognize the significance of service rendered by grantees can be measured by excellence and inventiveness, not solely by budget size, institutional stature, or the numbers of people or areas that are reached.
- We believe in the importance of partnerships and collaborations between arts organizations, individual artists, the Cultural Council and the community at large.

The Cultural Council Grants Program Objectives

- To support the creation and presentation of artistically excellent, creative and culturally significant work.
- To proportionally fund a broad and culturally diverse range of arts organizations and individual artists based in Santa Cruz County.
- To fund arts organizations and individual artists based on their artistic excellence, service to the community and administrative competence.

GENERAL SUPPORT GRANT LEVEL II

Purpose

To help support arts organizations¹ that create and present artistically excellent and culturally significant work in Santa Cruz County and demonstrate organizational health, sustainability, and impact on audiences.

Eligibility Criteria

Eligibility Criteria establish basic entry-level requirements for applicants based on level of organizational development and budget size. Grants Program staff determines the eligibility of the applicant based on the following criteria. The applicant organization must:

1. Have as its primary mission the development and delivery of arts and cultural programs to the public².
2. Be a non-profit organization with its own 501(c) (3) tax status and have an active Board of Directors³.
3. Have headquarters, and produce the majority of its work, in Santa Cruz County.
4. Have paid administrative staff and continuous administration throughout the year⁴.
5. Have minimum annual eligible expenses⁵ between \$40,000 and \$150,000 in Santa Cruz County budgeted for 2009-10 and has expended annual eligible expenses between \$40,000 and \$150,000 for the last two consecutive years.
6. Have had a stable budget during the last three years. In case of a deficit, the applicant must be able to provide evidence of efforts to reduce the deficit. The Cultural Council prefers funding organizations with a balanced budget.
7. Have completed Cultural Council's previously funded programs and reporting requirements⁶ including insertion of Cultural Council's logo and statement of recognition in printed materials.
8. Have membership in good standing in the Council Associates.⁷
9. Comply with all applicable federal, state and local laws and ordinances including, but not limited to, those which bar discrimination on the basis of race, color, national, origin, sex, age, or disability.

New Applicants: In addition to complying with all the above requirements, new applicants must:

10. Have at least two years of funding from the Cultural Council under the Project Support Grants category during the last three years.
11. Not have a decrease in net assets (deficit) of 20% or more for the last two fiscal years.
12. Have sent a letter of intent to the Council by August 1, 2009 along with the last two year's financials and have received an invitation to apply from the Council. Allow two weeks for your letter to be processed.

^{1,2,3,4,5,6,7} Refer to page 7-8 for definitions/glossary.

Note: General Support Level II grantees who do not meet all the above criteria may apply for a Project Support Grant for two years before re-applying for the Level II category.

INTERVIEWS! Interviews will be held for General Support Level I grants.

General Support Grant Level II does not fund:

- Arts/cultural projects and events.
- Out-of-county events /programs.
- Purchase of property or any form of assets.
- Programs/events not advertised or not open to the general public.
- Capital improvements, construction or renovation projects.
- Research, foundations, debt retirement, fundraising or benefit events, refreshment or food costs, travel or lodging, social services, scholarship or tuition assistance, political or religious advocacy, for-profit organizations.
- Departments, boards or programs of cities or county government within Santa Cruz County.
- On or off-site programs/projects associated with schools, colleges or universities including organizations and groups who are based in and/or affiliated with schools, colleges or universities.

Note: The Cultural Council is currently evaluating all its programs. Grants Program eligibility criteria and Does Not Fund section may change to align better with mission and purpose.

Review Criteria

A peer panel of arts professionals, arts managers, business leaders, and community members involved in, or passionate about, the arts will review and score applications using the following criteria:

1. **Artistic Quality (40 points maximum)**
 - a. Program description: level of professionalism⁸, quality of arts and cultural services, innovation, creativity and originality.
 - b. Artistic challenges and plans to address them.
 - c. Evaluation of artistic efforts.
2. **Community Impact/Engagement (30 points maximum)**
 - a. Description of community outreach⁹ efforts, collaborative programs and level of impact on the community.
 - b. Community outreach challenges and plans to address them.
 - c. Evaluation of community outreach efforts.
3. **Effective and Accountable Management and Administration (30 points maximum)**
 - a. Description of managerial and administrative efforts¹⁰.
 - b. Management challenges and plans to address them.
 - c. Evaluation of managerial efforts.

^{8,9,10} Refer to page 7-8 for definitions/glossary.

Bonus Points: additional points may be earned based on quality of application, supplemental materials and work sample, successful completion of previous year's program, efforts to follow-up with the Grants Contract requirement, and reporting on previous grant.

Awards & payments

Award range: \$3,000 - \$7,000. Grant request may not exceed \$7,000. Grant awards are based on availability of funds.

The first half of the grant award will be paid in January and upon receipt of previous year's final report, the art survey, this year's signed contract and first-half invoice. The second half of grant award will be paid upon receipt of second-half invoice and semi-annual report¹¹. **Grant invoices will be paid based on availability of funding. Forms are available at <http://www.ccscc.org/index.php/grants.html>.**

Restrictions

Only one grant application per organization will be accepted by the Cultural Council annually. Grants are provided for direct use by the awarded organization. These funds are not transferable to other organizations. Programs must be delivered in accordance with the grant application and within the grant period. **Funds not committed within the schedule proposed in the application must be returned to the Cultural Council of Santa Cruz County. Grantee must inform the Cultural Council about significant changes¹² in writing.**

Public Records

The Cultural Council's policy is to keep information submitted as part of a grant application confidential, unless disclosure is required by law.

Grantee responsibilities

Failure to respect the following requirements may result in the forfeiture of the grant award.

- Include the Cultural Council's logo and following written recognition of the Cultural Council's support "Funded, in part, by a grant from the Cultural Council of Santa Cruz County" in all materials related to your programs. A link to the Cultural Council's website must be posted on grantee's website. Verbal acknowledgement, when appropriate, is appreciated.
- Send press release related to your programming to the Cultural Council and **provide five complimentary tickets at least four weeks in advance**, so that the program may be reviewed by a Cultural Council representative.
- Submit completed final report, supplemental materials (photos, reviews, video, program), financial statements (Balance Sheet and Profit & Loss Statement), and arts survey forty-five (45) days after completion of the program/season or calendar year -whichever occurs first and no later than February 15, 2011. Financial records must be available in case a financial audit is required.

^{11, 12} Refer to page 7-8 for definitions/glossary.

APPLICATION PROCESS

Staff reviews all applications for eligibility and completeness and forwards eligible applications to the Review Panel. Based on panel scores, the Grants Committee makes funding recommendations to the Board of Directors. **Incomplete or ineligible applications will not be forwarded to the panel for review and will not be returned.**

Applications must be typed using a font size no smaller than 12 points and submitted on the forms provided. Applications may be e-mailed to you upon request. Downloadable applications are available on the Cultural Council web site at <http://www.ccscc.org/index.php/grants.html>. **Do not alter the application's layout.**

REQUIRED SUPPLEMENTAL MATERIALS

Supplemental materials serve as a primary indication of your organization's artistic and programmatic quality. Along with a well-developed application, these items provide the grants panel with an encompassing view of the thoughtfulness, thoroughness, and professionalism of your organization. **These items are required and must be submitted with your application in the order above.** Supplemental materials consist of:

1. Financial statements: Balance Sheet (Statement of Financial Position) and Profit & Loss Statement (Statement of Activities) of most recently completed fiscal year. **New applicants must submit the last two year's financial statements.**
2. List of paid staff: position, status, and summary of responsibilities. One page maximum.
3. Summary of in-kind contributions. One page maximum.
4. Resumes: submit two one-page resumes maximum. Biographies of artists and/or significant personnel: one double-sided page maximum.
5. List of your organization's Board of Directors: names, addresses, affiliation(s), and contact information.
6. Brochures, programs, flyers: ONE OF EACH. Reviews: two pages maximum.

WORK SAMPLE

You may include ONE work sample with your supplemental materials. It may be an Audio CD, a DVD, a VHS Tape, a book (if the literary work is not in book form, please submit excerpt up to 5 pages from the work and make 6 copies of the excerpt,) photos (10 maximum). Photos MUST be submitted on a CD/DVD and will be shown on a 15 inch TV or laptop screen.

Label your work sample, making sure that your name/organization name is clearly visible. Whenever possible, the work sample should be included at the back of the assembled packet. **DO NOT SUBMIT ORIGINALS.** The Cultural Council is not responsible for loss of or damage to submitted materials. You may pick up your work samples within 30 days after the grant notification. Work samples not picked up within 30 days after the grant notification will be discarded.

**DO NOT STAPLE. DO NOT SUBMIT COVER LETTERS.
DO NOT SUBMIT ORIGINAL WORK SAMPLE.**

APPLICATION ASSEMBLY INSTRUCTIONS

Each application packet must contain one application and one envelope containing your supplemental materials.

1. Sign your application and make six copies on 8 ½" x 11" white paper. Write "**Original**" on top first page of the application which bears your original signature. Keep one copy for your records.
2. 3-HOLE PUNCH EACH APPLICATION ON THE LEFT SIDE. Suggestion: photocopy onto pre-punched paper or select option available on most photocopy machines at copy stores.
3. Submit six applications: one original and five copies. Attach each application with a paper clip.
4. Assemble your supplemental materials and make six copies. Insert each set of supplemental materials in a separate envelope. Submit six envelopes each contain a set of supplemental materials. All six envelopes must bear the name of your organization.

**Each application packet MUST contain: Application (page 1 through 7)
+ Supplemental Materials Envelope, items 1 through 6 (assembled as described on page 6).**

**Your grant packet MUST contain 6 Application Packets
+ 6 Supplemental Materials Envelopes + One Work Sample.**

5. Place original application on the top. Place the six application packets in one box. Mark the outside of your package with your name and "General Support Level II Grant."
6. Check to be sure you have labeled *everything*, including title of work and name of organization.
Remember: Do not submit original work samples. The Cultural Council is not responsible for loss of or damage to submitted materials.

Glossary - Definitions

1. Arts Organizations

An art organization's primary mission and goals articulate its commitment to developing and providing ongoing arts programs for the public as its chief activity. As such, it derives a substantial amount of its support through the direct participation of the public.

2. Arts/Cultural Services

Art and cultural programs that serve and engage the Santa Cruz County community, including dance, music, plays, exhibits, poetry, literature, multi-media, etc.

3. Active Board of Directors

As demonstrated by board diversity, expertise and active involvement in the organization. Two-thirds of the Board members should be Santa Cruz County residents.

4. Full-Time, Paid Staff and Continuous Administration throughout the Year

Organizations must demonstrate adequate staffing to serve their administrative needs. Organizations in General Support Level II are required to have a season of continuous activities. It is expected that they have paid staff that provides ongoing administrative continuity.

5. Eligible Expenses

All expenses related to the organization's activities: artistic salaries and fees; costs related to the creation, presentation, and production of artwork; execution and service delivery; and all other expenses incurred during business operation, such as space rental, insurance, etc.

6. Reporting requirements: Semi-Annual Report and Annual Final Report

The semi-annual report consists of a one-page document stating the progress of your program(s), and any significant changes in your organization's financial situation, program(s), Board President and/or staffing

7. Membership in Good Standing in the Council Associates

Organizations will be considered in good standing with the Council Associates if dues are paid and a representative has attended at least two-thirds of the meetings (4 out of 6 annually).

8. Level of Professionalism

This criterion is measured by quality of artists, resumes and bios, reviews, innovation and originality in programming and impact on the field. For the purpose of this grant, a professional artist is a person generally recognized by his/her peers, critics and other arts professionals as an artist and is committed to producing art on a regular basis.

9. Community Outreach

This criterion is measured by the potential to benefit artists, targeted audiences, including any specific efforts to reach under-represented and diverse individuals. It also includes accessibility efforts, such as handicap access, operating hours/days, etc.

10. Managerial and Administrative Competence

As demonstrated by diversity and balance of income sources, plans for fiscal growth, staffing, and long-term plan(s) as evidenced by a clear grant application, staffing, board involvement and plans to reduce prior year's deficit (if any).

11. Semi-Annual Report

The semi-annual report consists of a one-page document stating the progress of your program(s), and any significant changes in your organization's financial situation, program(s), Board President and/or staffing (Executive Director and Associates' representative).

12. Significant Changes

Changes pertinent to your organization's financial situation, program(s), and/or project, Board President and/or staffing (Executive Director and Associates' representative)

IMPORTANT!

Incomplete applications will not be forwarded to the panel for review.

All applicants are encouraged to contact Grants Program staff at grants@ccscc.org or call (831) 475-9600 x 16 to inquire about eligibility requirements.

Application Deadline: September 8, 2009 at 5:00 pm

(Postmarks do not count)

Mail or deliver application to: Cultural Council of Santa Cruz County
Grants Program 2400 Chanticleer Avenue, Suite G Santa Cruz, CA 95062