

# CULTURAL COUNCIL OF SANTA CRUZ COUNTY GRANTS PROGRAM



## GENERAL SUPPORT GRANTS LEVEL 2 GUIDELINES

**January 1 – December 31, 2011**

### **Application\* Review (Required)**

**August 23 through  
September 6, 2010**

**An appointment to review your application is  
required.**

Contact Grants Program Manager at  
grants@ccscc.org or (831) 475-9600 x 16  
to set up an appointment.

### **Application \* Submission Deadline**

**September 13, 2010 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

### **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 are 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 GRANTS LEVEL 2**

Due to the current evaluation of the Grants Program, we are not accepting new applicants in this category. The Grants Program evaluation is mandated by the Cultural Council 2009-12 Strategic Plan.

**INTERVIEWS! General Support Level 2 applicants ARE REQUIRED TO attend a fifteen-minute interview on Wednesday, November 3, 2010 between 4:00 p.m. and 9:00 p.m. at the Cultural Council office. Applicants will be notified of exact time.**

### **Purpose**

To help support arts organizations<sup>1</sup> 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 public<sup>2</sup>.
2. Be a non-profit organization with its own 501(c) (3) tax status and have an active Board of Directors<sup>3</sup>.
3. Have headquarters, and produce the majority of its work, in Santa Cruz County.
4. Have paid administrative staff and continuous administration throughout the year<sup>4</sup>.
5. Have minimum annual eligible expenses<sup>5</sup> between \$40,000 and \$150,000 in Santa Cruz County budgeted for 2010-11 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 explain their efforts to reduce it. The Cultural Council prefers funding organizations with a balanced budget.
7. Have completed Cultural Council's previously funded year reporting requirements including insertion of Cultural Council's logo and statement of recognition in printed materials.
8. Have membership in good standing in the Council Associates.<sup>6</sup>
9. Comply with all applicable federal, state and local laws and ordinance including, but not limited to those which bar discrimination on the basis of race, color, creed, religion, age, gender, military status, marital status, political opinion, national origin, familial status, mental and physical disability, and source of income or disability status.

---

<sup>1, 2, 3, 4, 5, 6</sup> Refer to page 7 for definitions/glossary.

## **General Support Grants Level 2 do not fund:**

- Arts/cultural projects and events.
- Out-of-county programs.
- Purchase of property or any form of assets.
- Programs not advertised or not open to the 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 associated with schools, colleges or universities including organizations and groups who are based in and/or affiliated with schools, colleges, or universities.

## **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 professionalism<sup>7</sup>, quality of arts and cultural programs, 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 outreach<sup>8</sup> 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 competencies<sup>9</sup>.
- b. Management challenges and plans to address them.
- c. Evaluation of managerial efforts.

**Bonus Points:** additional points may be earned based on quality of application, supplemental materials, and work sample, compliance with grants contract requirement, and reporting on previous grant.

---

<sup>7, 8, 9</sup> Refer to page 8 for definitions/glossary.

## **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 upon receipt of signed contact, Assurance of Compliance form, first-half invoice, and previous year's final report. The second half of grant award will be paid upon receipt of second-half invoice and semi-annual report<sup>10</sup>. **Grant invoices will be paid based on availability of funding. Forms are available at <http://www.ccscc.org/index.php/grants.html>.**

## **Restrictions**

The Cultural Council will accept only one grant application per organization 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 changes<sup>11</sup> in writing.**

## **Legal Disclosure**

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 fulfill the following requirements may result in the forfeiture of the grant award.**

- In order to further the CCSCC's efforts to create brand recognition for the arts in Santa Cruz County, the placement of the CCSCC logo is required on all printed materials. Grantee shall display the logo at a size and dimension that assures its visibility and the viewer's comprehension. 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 a Cultural Council representative may review the program.
- Submit completed final report, supplemental materials (photos, reviews, video, program), financial statements (Balance Sheet and Profit & Loss Statement) of most recently completed fiscal year forty-five (45) days after completion of the program/season or calendar year - whichever occurs first and no later than February 15, 2012. Financial records must be available if a financial audit is required.

---

<sup>10, 11</sup> Refer to page 8 for definitions/glossary.

## **APPLICATION PROCESS**

The Cultural Council staff reviews all applications for eligibility and completeness and forwards eligible applications to the Review Panel. Based on the Review Panel's 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.**

## **APPLICATION, SUPPLEMENTAL MATERIALS & WORK SAMPLE**

Your Grant Packet = 6 Applications + 6 Supplemental Materials Envelopes + 1 Work Sample.

### **Application: DO NOT STAPLE. DO NOT SUBMIT COVER LETTERS.**

1. Pages 1 through 7.
2. Financial Statements: Balance Sheet (Statement of Financial Position) and Profit & Loss Statement (Statement of Activities) of most recently completed fiscal year.
3. Summary of in-kind contributions. One page maximum.
4. List of paid staff: position, status, and summary of responsibilities. One page maximum.
5. List of your organization's Board of Directors: names, addresses, affiliation(s), and contact information.

Sign your application and make six copies on 8 ½" x 11" white paper. Write "**Original**" on top first page of the application that bears your original signature.

You have to submit **SIX** applications: one original and five copies. **3-HOLE PUNCH EACH APPLICATION ON THE LEFT SIDE.** Suggestion: photocopy on pre-punched paper or select option available on most photocopy machines at copy stores. Assemble each Application with a paper clip.

### **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. Supplemental materials consist of:

6. Resumes: submit two one-page resumes maximum.
7. Biographies of artists and/or significant personnel: one double-sided page maximum.
8. Brochures, programs, flyers: ONE OF EACH.
9. Reviews: two pages maximum.

You have to submit **SIX** Supplemental Materials Envelopes. Assemble your supplemental materials and make six copies. Insert each set of supplemental materials in a separate envelope. Submit six envelopes each containing a set of supplemental materials. Write the name of your organization on each envelope.

## **Work Sample**

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

Label your work sample, including title & year of production, venue, featured artist if applicable, and length. Make sure that your organization's name is clearly visible on the work sample as well as on the cover of the work sample. **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.

Place your Grant Packet in one box or large envelope with original Application Packet on the top. Mark the outside of your box or large envelope with the name of your organization and "General Support Grants Level 2."

## **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 and Cultural Programs**

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. 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 of 6 annually).

### **7. 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.

## **8. 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.

## **9. Managerial and Administrative Competencies**

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 explanation of efforts to reduce deficit (if any).

## **10 - 11. Semi-Annual Report and Significant Changes**

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, Executive Director, Associates' representative, and budget variances of 20% or more.

### **IMPORTANT!**

**Incomplete applications will not be forwarded to the Panel for review.**

**All applicants are required to have their applications reviewed by Grants Program Manager prior to submission deadline.**

**Application Preview Period: August 23 through September 6, 2010.  
Contact [grants@ccscc.org](mailto:grants@ccscc.org) or (831) 475-9600 x 16 to set up an appointment.**

**Application Submission Deadline:  
September 13, 2010 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