

# CULTURAL COUNCIL OF SANTA CRUZ COUNTY GRANTS PROGRAM 2010-2011



## PROJECT SUPPORT GRANT GUIDELINES

### Individual Artists, Art Groups, & Non-Profit Organizations

**July 1, 2010 – June 30, 2011**

#### **Application\* deadline**

**March 8, 2010 at 5:00 pm**

(Postmarks do not count.)

Deliver or mail to:  
Cultural Council of Santa Cruz County  
Grants Program  
2400 Chanticleer Avenue, Suite G  
Santa Cruz, CA 95062

#### **Grant Preparation Workshops**

New applicants are **required** to attend one of the free grant preparation workshops. Previous applicants are **strongly encouraged** to attend.

Friday, December 11, 2009 ~ 10:30 am to 12:00 noon.

Friday, December 11, 2009 ~ 3:00 pm to 4:30 pm.

Friday, January 15, 2010 ~ 10:30 am to 12 noon.

Thursday, January 21, 2010 ~ 4:30 pm to 6:00 pm.

To confirm your attendance, please contact  
(831) 475-9600 x 16 or [grants@ccscc.org](mailto:grants@ccscc.org).

\*Guidelines & application are available at the Loudon Nelson Center, The 418 Project, The Actors' Theatre, The Santa Cruz Mountains Art Center, The Santa Cruz Art League, County's public libraries, and at [www.ccscc.org/index.php/grants.html](http://www.ccscc.org/index.php/grants.html).

## **Welcome to the Cultural Council Grants Program!**

### **About the Cultural Council**

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

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

### **How to Apply**

**First**, read the guidelines carefully for eligibility criteria and to become familiar with our requirements. Eligibility criteria establish basic entry-level requirements. If you are not sure whether your project qualifies or not, and/or if you are a first-time applicant, you **MUST** attend ONE of the free grant writing workshops listed on the front page. Workshops are held at the Cultural Council office, 2400 Chanticleer Avenue Ste. G, Santa Cruz CA 95062.

**Second**, read the application thoroughly and note any questions you might have. You may ask your questions at the end of the grant writing workshop (see dates, times, and locations above.) Those attending the workshop may schedule an appointment for additional assistance.

Be aware that all applications **must be typed** using a font size no smaller than 12 points, **and submitted** on the forms provided **by the required date**. Applications in MS Word format may be e-mailed to you upon request. You may also download Word and PDF format applications from the Cultural Council website at <http://www.ccscc.org/index.php/grants.html>

If you have questions, please contact Nabil Ghachem, Grants Program and Technical Assistance Coordinator, at [grants@ccscc.org](mailto:grants@ccscc.org) or (831) 475-9600 x 16.

### **Statement of Non-discrimination**

The Cultural Council of Santa Cruz County leads and advances the arts by providing funding, advocacy and support to artists and arts organizations without regard to race, color, creed, religion, national origin or ancestry, citizenship, sex, sexual orientation, gender identity, marital or veteran status, political opinion, age, disability or medical condition, or any other status or characteristic protected by federal, state or local law.

## **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 that significance of service rendered by grantees may be measured by excellence and inventiveness and not solely by budget size, institutional stature, or the number of people or areas that are reached.
- We believe in the importance of partnerships and collaborations among arts organizations, individual artists, the Cultural Council and the community at large.

## **Objectives of the Grants Program**

- 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.

## **About Project Support Grants**

### **What is the purpose of the Project Support Grants (PSG)?**

The purpose of Project Support Grants is to help support artistically excellent and culturally significant arts projects in Santa Cruz County that have clear benefit to, and involvement of, the general public.

### **What is a Project?**

A project can be, but is not limited to, a specific art presentation(s); art exhibition(s); the creation of work that involves a definite theme and has characteristics that have clear benefit to, and involvement of, the public. A project stresses imaginative scope and vision and is fully executed within a specified timeline.

## **Who can apply?**

Individual artists, art groups, and non-profit organizations are eligible to apply. Organizations applying for other grant categories are not eligible to apply for the PSG Grant.

**Are you eligible?** Staff determines the eligibility of the applicant based on the following criteria. The applicant must:

1. Be a Santa Cruz County resident, have headquarters and produce the majority of their work in Santa Cruz County, and be applying for an arts/cultural project that will take place in Santa Cruz County between July 1, 2010 and June 30, 2011.
2. Be fiscally responsible. If awarded, individual artists will be required to provide their social security number. Non-profit organizations must provide their 501 (c) (3) Tax ID number and have an active Board of Directors. An IRS W-9 Form will be mailed once the grants are awarded.
3. Have completed reporting requirements for previously funded CCSCC grants, if applicable.

## **What happens to my application after I apply?**

Staff reviews all applications for eligibility and completeness and forwards eligible applications to the Grants Review Panel. The Grants Review Panel scores the applications. Based on the scores, the Grants Committee makes funding recommendations to the Board of Directors for final approval. **DO NOT** contact staff about your award status. Notification and information will be mailed to you during the month of June 2010.

## **How is your application scored?**

Applications are competitive and are scored by a peer panel of arts professionals, arts managers, business leaders, and community members involved in, or passionate about, the arts. Applications are scored based on: Artistic Quality (50 pts), Community Impact (30 points), and Management (20 points)

- Artistic Quality (50 pts) criteria include, but are not limited to, artistic experience and process; potential of the project to further applicant's mission and goal(s); artists involved; innovation and originality of the project; potential of the project to highlight art rooted in a specific tradition, culture, ethnicity and/or time period; potential effects on artists involved and arts community; resumes, bios, and work sample.
- Community Impact (30 points) criteria include, but are not limited to outreach efforts; project's potential to benefit its targeted audience, artists, and community at large; level of community involvement; educational aspects of the project and potential to broaden and deepen public knowledge, understanding and appreciation of a specific tradition, culture, ethnicity and/or time period; representation and participation of special audiences, including economically disadvantaged children and elders, the disabled, geographically underserved constituents, and historically underserved communities.

- Management (20 points) criteria include, but are not limited to, diversity and balance of funding sources including in-kind contributions; marketing plans; ability to carry out the proposed project including the appropriateness and clarity of the budget; how the grant will be used; qualifications of personnel; quality and clarity of proposal; timeline, tasks, staff, and artists involved in the project.

Bonus Points: additional points may be earned based on quality of application, supplemental materials, and compliance with previous grants requirements, i.e. logo and support statement on printed materials.

### **What is the award range?**

Grant applicants must apply for no less than \$1,000 and no more than \$3,000. Award amounts and disbursements depend on availability of funding. The Cultural Council Grants Committee may, at its discretion, place limits on the amount it will award in any grant category.

### **How is the grant award disbursed?**

Grants for \$1,000 will be paid in full one month before the project's date. Grants exceeding \$1,000 will be paid in two installments: first installment of 70% one month before the project's date and upon receipt of first invoice. Second installment of 30% is paid after the project completion and upon receipt of second invoice and completed final report.

### **What are the grantee's responsibilities?**

Failure to fulfill any of the responsibilities will result in the forfeiture of the grant award and ineligibility of future applications.

- Include the Cultural Council's logo and recognition statement ("**Funded in part by a grant from the Cultural Council of Santa Cruz County**") in ALL materials associated with the funded project. The Cultural Council logo MUST NOT BE SMALLER THAN ½" HORIZONTALLY AND PROPORTIONS MUST BE MAINTAINED. **Failure to do so will result in the forfeiture of the grant award and ineligibility of future applications.** Grantee must list the Cultural Council in its website sponsor's section, with a link to the Cultural Council website. Verbal acknowledgement of the Cultural Council's support, when appropriate, is appreciated.
- **Send or deliver to the COUNCIL six (6) complimentary tickets and a copy of the Media Press Release announcing the project at least three weeks in advance.** If the event is free, the Grantee shall send pertinent information by regular mail, e-mail or fax three weeks prior to the event.
- Submit a completed Final Report of the funded project including financial statements, copy of receipts, arts survey form, and electronically submitted photos documenting the funded project **NO LATER than one month (30 days) after the end of the project.** Receipts submitted to the Cultural Council may not be used to substantiate expenditure for other grants.

## **We do not fund:**

- Research, foundations, debt repayment, fundraising and benefit events, refreshment and food costs, scholarship or tuition assistance, political, and religious advocacy nor for-profit organizations.
- Out-of-county programs/projects, and capital improvements, construction or renovation projects.
- Purchase of property and any form of assets.
- Programs not advertised and not open to the general public.
- On and off site programs/projects associated with schools, colleges and universities including organizations and groups who are based in and/or affiliated with schools, colleges and universities.
- Departments, boards and programs of cities and county government within Santa Cruz County.

## **Restrictions**

Only one grant application per applicant will be accepted by the Cultural Council annually. Grants are provided for direct use by the awarded applicant. These funds are not transferable to other organizations or individuals. Funds not committed within the schedule proposed in the application must be returned to the Cultural Council of Santa Cruz County. **Funded projects must be delivered in accordance with the grant application and within the grant period. Grantee must inform, and get approval from, the Cultural Council about significant changes to the funded project 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.

## **Assembly Instructions**

The Cultural Council will conduct free grant preparation workshops to instruct prospective applicants on how to complete the PSG application. **First-time applicants are required to attend. All applicants are strongly encouraged to attend one of the workshops.**

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.**

## **What to submit?**

### **I. Submit six application packets. Each Application Packet MUST contain:**

- Application pages 1 through 4, 2-page narrative and budget. Non-profit organizations must also include financial statements: Balance Sheet (Statement of Financial Position) and Profit & Loss Statement (Statement of Activities) of most recently completed fiscal year.

Sign your application. Make six copies. Check all your copies to be sure the copy machine didn't retain any of the copied pages. Submit original (write original on top of first page of application which bears your original signature) and five copies of application. Keep one copy for your records. **3-HOLE PUNCH EACH PACKET ON THE LEFT SIDE.** Fasten each packet separately using only **ONE** large paper clip or binder clip in the upper left-hand corner of the packet. **DO NOT STAPLE.**

## **II. Submit six supplemental materials envelopes. Each supplemental material envelope may contain:**

- Resumes: two pages maximum. Biographies of artists and/or key personnel: two pages maximum.
- Reviews: two pages maximum.
- One postcard and one flyer.
- One brochure and one program.
- List of paid staff and key volunteers: position, status, and summary of responsibilities. One page maximum.
- Summary of in-kind contributions. One page maximum.
- Non-profit organizations must submit list of organization's Board of Directors, names, addresses, affiliation(s) and contact information. One page maximum.

**Write your name on each envelope.**

## **III. Submit a work sample.**

You may submit six copies of your work sample. If you decide to do so, insert each copy in each supplemental materials envelope. This work sample will not be returned.

**Only work sample submitted with original application may be returned.**

You may submit:

- DVD, VHS Tape, Book.
- Audio CD (indicate which track you would like the panel to listen to.)
- Photos: ten maximum submitted on DVD; photos **MUST** be JPG files and not larger than 5'' x 7'' with a 300 DPI.
- Literary Arts: two samples of five double-sided pages maximum.

You are encouraged to provide information related to your work sample. Example: year of production, venue, artist featured in the excerpt, awards received.

***Do not submit originals of work samples.*** The Cultural Council is not responsible for loss of, or damage to, your work sample. You are responsible for picking up your work sample within 30 days of the award notification.

### **Your Grant Packet MUST contain**

**SIX Application Packets + SIX supplemental material envelopes + Sample of your Work**

## **Glossary- Definitions**

- **Professional Artist:** 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. This criterion is also measured by quality of arts work, resumes and bios, reviews, innovation and originality in programming and impact on the field.
- **Arts Groups:** Two or more people who are joining efforts to produce an art project or provide arts services. Members of the group are not required to be artists as long as the project is executed partially or fully by artists.
- **Eligible Expenses:** All expenses related to the project: artistic salaries and fees; costs related to the creation, presentation and production of artwork; execution and service delivery; rental space, insurance, etc. Although your budget should include all expenses related to the project, grant awards should be spent on eligible expenses only. Please see WHAT WE DO NOT FUND section on page 6, and make sure to answer the question: If awarded, how will you use the grant?
- **Art services:** Public art forms and cultural programs that serve and engage the Santa Cruz County community, including dance, music, plays, exhibits, poetry, literature, multi-media, etc.
- **In-kind contributions:** May include a variety of goods and services, such as food/concessions, artists' fees, free advertising, printing or copying, use of venue for rehearsal space, volunteers' time, etc. In-kind contributions show support from the community for your programs and must reflect market value.
- **Significant changes:** Such as cancellation of project, change of dates/venues, change of Board President, staffing (Project Manager, Executive Director, Associates' representative,) and financials.
- **Cultural Council Associates:** All applicants are encouraged to join Cultural Council Associates and attend bi-monthly meetings, social gatherings and events; promote events and programs; collaborate on projects; and advocate for the arts in our community. For more information on membership and schedule, contact (831) 475-9600 x 16 or visit [www.ccscc.org](http://www.ccscc.org).

### **IMPORTANT!**

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

**Application Deadline: March 8, 2010 at 5:00 pm**

(Postmarks do not count.)

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Grants Program, 2400 Chanticleer Avenue, Suite G, Santa Cruz, CA 95062

**Questions? Call (831) 475 9600 x 16 or e-mail [grants@ccscc.org](mailto:grants@ccscc.org)**