

CREATIVE CALIFORNIA COMMUNITIES PROGRAM
Guidelines and Application Instructions
DEADLINE: MARCH 28, 2014 (Postmark and Electronic)



Background

Through a special allocation arranged through Assembly Speaker John A. Perez, the California Arts Council (CAC) received one-time funding totaling \$2 million that will be committed by June 30, 2014 for support of grant activities completed by June 30, 2015. Grant programs using these funds will reflect a number of types of initiatives in the arts.

The California Arts Council has developed a limited number of competitive programs to use this one-time \$2 million fund. It is the intention of the Council to fund a limited number of exceptional proposals in order to accomplish one or more of the following objectives:

- testing new approaches to using the arts to serve communities;
- building greater public awareness of the contributions that the arts contribute to the lives of Californians;
- supporting substantial (both proven and/or groundbreaking) projects that can only be accomplished with major funding from the Council; and
- encouraging collaborations between arts organizations and one or more of the following:
 - arts organizations serving other constituencies
 - other community-focused non-profit organizations
 - local governments and government agencies

The final authority for the grants decisions is the Council. This is a unique, one-time fund and the Council will carefully determine how it can and should be strategically leveraged. These funds are meant for high impact efforts—the Council is looking to fund fewer, but bigger proposals.

Creative California Communities Program - Purpose

The Creative California Communities Program (CCC) supports projects that harness arts and culture as a key economic development or arts service strategy for large and small communities. CCC anticipates that proposed projects will utilize these one-time, larger-than-usual grants to support exceptional demonstration/replicable projects throughout the state and address one or more of the following efforts:

- revitalizing neighborhoods and communities using arts as the central activity
- fostering new arts activities or expanded arts activities/elements within an ongoing event
- stimulating increased participation/engagement in arts and cultural activities by residents and visitors
- bringing together local arts, business and/or government entities to build relationships
- increasing opportunities for California artists—those from within and/or outside of the applicant's community—to serve the people of California through touring and/or presentation of work

Available Funding for Creative California Communities

The Council has allocated \$750,000 for the Creative California Communities Program; it is anticipated that 8-15 projects will be funded.

Applicant Eligibility

The applicant must be an arts nonprofit organization or local arts agency with a history of arts programming for a minimum of the last two years. The applicant must develop and execute by June 30, 2015 a project addressing the program's purpose. Applicants to this program are not restricted from applying for and receiving funding from other competitive CAC grants programs as long as those funds are used for different purposes. Use of fiscal receivers is not allowed.

Requirements for Proposed Projects

- project activities tied to economic goals and objectives for the applicant, partnership and/or community
- funding plan showing project viability, community support, and leveraging of relationships
- clear plan for audience development/access or to tapping the arts for economic development
- projects that are developed through a partnership. The partnership must have a minimum of two partners (including the applicant), each of which has defined project and decision-making responsibilities. Potential partner(s) may include local government agencies, business leaders, nonprofit organizations, real estate developers, other arts organizations, community organizations, etc. Partner commitment letters are required at the time of application.

Project Period

Funded project activity must occur between late June 2014 and June 30, 2015. A funding request for a discrete phase of a multi-year project is allowable as long as all proposed activities of the phase are completed by June 30, 2015. **No extensions will be allowed.**

Request and Grant Amounts

Requests are expected to be made only for amounts from \$30,000 to \$100,000. In exceptional cases, requests of more than \$100,000 may be made. Requests of amounts greater than \$100,000 may be considered and funded for very strong and unique proposals that demonstrate with clarity and persuasiveness the rationale for why the larger sum should be granted. Grants will be made for the full request amount only.

Grant Matches

Although not a requirement, applicants are encouraged to acquire matching funds of a dollar-for-dollar (1:1) for their proposed projects; matches may consist of cash and/or in-kind provisions. Project matches may only be indicated in the proposal if there is a firm commitment from the source(s). The source of a grantee's cash match may be corporate, private contributions, local or federal government, or earned income within or outside the partnership. State funds may not be considered a match source for purposes of this grant.

Deadline: March 28, 2014 (postmark and electronic deadline)

Review Criteria

An advisory panel will assist the Council in evaluating applications based on the following criteria:

- **Artistic quality:** Samples of artistic work and support materials, artistic personnel, and arts programming schedule of activities.
- **Use of California artists:** Extent to which California artists are creatively engaged for the project.
- **Project’s uniqueness tailored to a particular community/site/defined geography**
- **Quality of partnership:** The extent to which a partnership is likely to produce a successful project; the potential for additional future collaborations.
- **Innovation of approach:** How the project approach creatively addresses the unique circumstances of the community/partnership/opportunity.
- **Impact on community and/or visitors:** Project’s relevance and benefit to target population; economic impact to a community; degree to which it makes the most of existing local assets; and/or creates a sense of place.
- **Managerial and fiscal competence of applicant:** Ability of applicant organization’s staff to address project activities and financial plan. Qualifications of project’s team, project budget, community support, and overall fiscal health.
- **Ability to complete proposal:** Likelihood that the project will be successful and occur within the required timeframe.
- **Plan for documentation:** How the applicant will show the effects and benefits of the project, including both “storytelling” and quantifiable results.

Advisory Panel Evaluation Process

The advisory panel's review of applications and work samples is a multi-step process and involves assigning evaluative designations to an application based on the hierarchy outlined below. Panelists’ individual designations are aggregated into an applicant’s final designation.

Model	Meets all of the review criteria to the highest degree possible.
Excellent	Designates an applicant as a high priority for funding.
Good	Strongly meets the review criteria; however, some improvement or development is needed.
Acceptable	Has some merit; however, does not meet the criteria in a strong or solid way.
Ineligible	Not fundable under any circumstances; inappropriate for CAC support.

Staff will provide a summary of the advisory panel’s evaluations to the Council for discussion at a subsequent Council meeting.

Council Decision-making

Subsequent to receiving and reviewing the advisory panel’s evaluations, the appointed Council will consider and make funding decisions at a public meeting. When making the final funding decisions, the Council will consider the following factors about the proposals:

- leveraging of additional resources
- creativity of the projects

- status as “shovel-ready”
- inclusion of partner(s) from different sectors
- outreach to new/different communities
- overall statewide geographical distribution of funded proposals
- variety of projects
- anticipated economic impact
- likelihood of demonstrating the value of the arts to Californians, and their communities and legislators

What the CAC Does Not Fund

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- For-profit organizations (as applicants)
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the starting or after the ending date of the grant

Timeline

January 31	Application available
February 10	Guidelines webinar – also on website post-webinar
March 28	Application deadline - postmarked
Late June	Funding decisions
Late June	Funding notifications
Late June 2014 – June 30, 2015	Funded activity period

Grantee Requirements

Applicants are the entities legally entering into an Agreement with the CAC when funded. They will be required to perform the obligations of the Agreement, which include in part:

- To better educate our elected representatives on the value of the arts, you will be expected to include with your approved grant, copies of signed letters sent to the Governor and your State Senate and Assembly representatives thanking them for your CCC grant. Personal visits to legislators are encouraged.
- Use CAC logo on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) and credit the CAC on all printed and electronic materials: “This activity is funded in part by the California Arts Council, a state agency.”

- When discussing the project and activities supported by this grant, verbal credit must be given to the CAC.
 - A Final Report summarizing CCC grant-funded activities and accomplishments will be required at the end of the grant period.
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Application Instructions

Application Form

Please review the application form before reading these instructions. Most questions are self-explanatory, but below are some helpful hints we anticipate may be useful.

Q. 17 and 18. Your briefly stated mission and purpose gives readers a clear understanding of the applicant organization's profile and how the proposed project might fit with the types of arts programming and services you provide.

Q. 19-22. The Creative California Communities Program requires the applicant arts organization to have at least one project partner. All applicants must complete Q. 18. Some proposals may have more than one partner. For up to three additional partners, complete Q. 19-21. If more than four partners, choose the most critical four.

Q. 23. It is possible that the applicant organization is partnering with the project partners on endeavors other than this proposed project. Please outline the nature of that partnership as well as the partnership specific to this proposed project.

Q. 24. The thumbnail sketch of the proposed project should generally outline WHAT will happen and WHEN for WHOM using WHICH California artists. This brief description is what should give the reader a clear, though brief, understanding of what will transpire. It will be used to describe your project in any summary of applicant projects overall.

Attachments

Please prepare and submit the following attachments in addition to the application form:

1. Bios of staff members of the applicant organization who are key to the proposed project; include administrative and/or artistic personnel as warranted. Note the staff members' titles and roles in the proposed project. (The aggregate of all key applicant organization bios is limited to 2 pages total.)
2. Bios of staff members of the partner organization(s) who are key to the proposed project; include administrative and/or artistic personnel as warranted. Note the staff members' titles and roles in the proposed project. (The aggregate of all key partner organization bios is limited to 2 pages total.)

3. Bios of artists involved in the proposed project. Note their titles within organizations, if applicable, and their role in the project. (The aggregate of all artist bios is limited to 2 pages total.)
4. Commitment letters from each partner outlining what responsibilities and provision of resources (staff time/expertise, financial or in-kind contributions, space, etc.) each is making. Letters must be on the partners' letterhead and signed by its director or board chair.
5. **No California Cultural Data Project report is required for this grant.**
6. **Samples of Artistic Work.** Samples of the artistic work will provide relevant evidence of the quality of the artists associated with the proposal. The Council recognizes that this is likely past work and not that which specifically will be exhibited/performed/included in the project, but past work will demonstrate evidence of expected artistic quality.

The advisory panel will spend up to five minutes during deliberations reviewing the work of project artists. Submit recent samples demonstrating the artist(s)'s most recent work (done within the last two years). If at all possible, include samples related to your proposed project.

Go to www.cac.ca.gov/programs/cccul.php and follow additional instructions to upload your artistic samples.

Submit your online application by March 28, 2014, 12:00 midnight PST.

Acceptable Media File Types:

Images: jpg, jpeg, gif, bmp, png, tif
Video: 3gp, avi, flv, mov, mp4, mpg, rm, wmv
Audio: aac, mid, midi, mp3, mpa, ra, wav, wma, m4a

Guide to Sample Choices:

Use the guide below to determine your uploads based on the disciplines involved in your project. Do not include public testimony and limit applause in your samples. Do not submit PowerPoint presentations.

Dance: Up to two video samples (excerpts) totaling 5 minutes.

Interdisciplinary (includes performance art): Maximum of 10 images and/or a video or audio with up to two sample clips totaling 5 minutes.

Media: Submit up to two video or audio samples totaling 5 minutes.

Multidisciplinary Arts: Submit up to 10 images and/or a video or audio with up to two sample clips totaling 5 minutes.

Music: Submit up to two audio OR video samples totaling 5 minutes.

Theater: Submit up to two video samples totaling 5 minutes.

Visual: Submit up to 10 images of professional work from one or multiple artists involved in proposed project. Each image should include artist's name, dimensions, and year completed.

How to Submit Your Hard Copy Application

(There is no electronic submission opportunity for this portion of this program's application.)

Step 1.

Assemble in the following order your original application packet consisting of:

- Original Completed Application Form (signed)
- Applicant Organization bios (up to two pages total)
- Partner Organization(s) bios (up to two pages total)
- Artist(s) bios (up to two pages total)
- Letters of Commitment from each Partner(s)

Do not include additional attachments.

Step 2.

Make 20 copies of your original application packet. Pages must be single-sided, 8 ½ x 11. Original and copies do not need to be printed in color. Use paper clips to keep each set separate and intact.

Step 3.

Mail the original application packet and the 20 copies by the March 28, 2014 postmark deadline:

California Arts Council – CCC application
1300 I Street, Suite 930
Sacramento, CA 95814

Incomplete and improperly submitted applications will not be considered.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff as early as possible to ensure that you can be accommodated.

Program Contact:

Patty Milich, Programs Officer
patty.milich@arts.ca.gov or 916/322-6385