FY17-18 Arts and Public Media Grant Application Instructions

The California Arts Council (CAC) has a new grant application system, calartscouncil.smartsimple.com. All grant applications must be submitted online using the new system.

Registration Information:
If you plan to apply for a CAC grant, you must first register for a user account at calartscouncil.smartsimple.com. Each user account is associated with only one email address. You cannot register for multiple accounts using the same email address.

Because the CAC only offers grants to organizations, you will need to associate your user account with an organization through the registration process. The initial user to register an organization will become the Primary Contact for that organization. **Please choose the Primary Contact for your organization carefully. The Primary Contact is responsible for validating the Organizational Profile annually.**

Please have the following information and documentation prepared before registering your new user account:

- Federal EIN or legal Organization name
- Contact information including business address, mailing address (if different), email, and phone

If you are the Primary Contact for your Organization, you will need to complete the following fields in your Organization Profile before you apply for grants:

- DUNS (or that of Fiscal Sponsor, if applicable). Obtain a DUNS number at the following URL: fedgov.dnb.com/webform
- Fax number (if applicable) and website
- Number of years organization has engaged in arts programming within California
- Year organization began arts programs and/or services
- County
- Your Organization's Executive Leader's contact information
- Your Organization's mission statement and purpose
- Brief summary of your organization's core programs and services

Find more information about registering for your calartscouncil.smartsimple.com user account here: http://arts.ca.gov/programs/program_files/shared_files/CAC_SmartSimple–Registration_InformationFINAL.pdf.

Accessibility:
All CAC-funded programs, services, information, and buildings and facilities where funded activities take place must be accessible. The CAC requires applicants to review the National Endowment's (NEA) Office of Accessibility website and download and review the NEA's Accessibly Checklist. The checklist is an instructive tool created as a guide to ensure physical and communication access to organizations and projects funded by the NEA.

Application Questions:
The following are the narrative and quantitative questions that will be asked on the application.

Narrative Questions:
1. Provide a detailed description of your proposed project and how it addresses the goals of the Arts and Public Media program specified in the grant guidelines. Be sure to include the following:
    • Timeline indicating the arc of media and community-based activities
    • Description of the multi-platform component(s)
    • Description of how the project is an expansion of existing project(s) or a new project
    • California artists, arts organizations, community arts projects, and/or arts education initiatives that will be featured in the project
2. How does the proposed project align with your organizational mission?
3. Describe the local community that will benefit from this project and what programming and/or services your organization has previously provided for it.
4. Describe how you will engage the community in the project. What partners from various arts, media, and/or other sectors will be involved?
5. Describe how the media platforms utilized in the project are accessible to the community.
6. Describe intended media and community-based outcomes of the project. Be sure to include:
    • A description of paid opportunities for media professionals that will result from this project
    • How this project will demonstrate benefits of arts, culture, and creative expression
    • Describe the methods that will be used for evaluating and measuring success
7. What tools will be used to promote the project's value to the community? How will you document the project impact and through what media?

Quantitative Questions:
1. Number of hours broadcast on radio, television, cable, web, or other digital networks
2. Number of artists directly involved
3. Enter the total number of individuals who will directly be involved with the anticipated activity/activities. This includes the artists directly involved and children/youth benefiting, as well as actual audience numbers and other non-artist project participants.
4. Number of individuals to be compensated through this grant.

Budget:
The following are details you will enter in the budget portion of your application:

• Project Budget
  Submit a line-item project budget. The Project Budget includes two areas to enter your expenses: Personnel Expenses and Operating/Production Expenses.
• Matching Funds
  You will complete a Matching Funds table that indicates matching sources and the status of the matches (e.g. Pending, Confirmed, etc.). Up to 25% of the match may be in-kind.
• DataArts Funder Report
  The California Arts Council requires all applicants of this program to complete a Cultural Data Profile through DataArts (formerly the Cultural Data Project) and submit a Funder Report along with their application. The DataArts Funder Report will be used to assess your organization's fiscal health and activities. Your will need two years of financial and programmatic data to fill out your profile. To complete this part of your submission go to the DataArts website: culturaldata.org

Supplemental Materials:
The following are required items to be uploaded to your application.

- Key Biographies
  Provide brief biographies (not resumes). Include title, experience, and role within the proposed grant. Indicate where positions are new, to be supported by grant funds for the following individuals:
  o Key Administrative Personnel
  o Artistic Personnel
  o Any Consultants to be paid or hired with CAC support
- Artistic Work Samples
  Applicants may include up to **three** samples of artistic work (images, audio, video, or other work samples) that demonstrate the quality of work associated with this project.
- Additional Work Samples
  Applicants may provide up to **two** additional documents that best portray their organization and its work. These may include press materials, flyers, brochures, programs, newsletters, and other marketing pieces.

Ranking Guide:
A peer panel reviews all applications and work samples in a multi-step process that involves assigning numerical ranks to each application. The 6-point ranking system below is utilized and panelists' ranks are averaged to obtain the final score.

For each of the following rankings, the description refers to the contents of the application submitted, including the budget and supplemental materials.

6	**Exemplary**	Meets all of the review criteria to the highest degree possible
5	**Strong**	Meets all of the review criteria in a significant manner
4	**Good**	Meets all of the review criteria to some extent; however, areas of the application need improvement, development or clarification
3	**Marginal**	Does not meet the majority of the review criteria in a significant manner
2	**Weak**	Significant inadequacies in addressing review criteria; proposals that do not meet the program requirements
1	**Ineligible**	Incomplete applications, applications that do not meet eligibility criteria or that include significant ineligible expenses in application budget. Former grantee organizations not in compliance with CAC grant requirements.

The qualities of exemplary applications (Ranked 6) in the Arts and Public Media program are outlined below.

Review Criteria #1: *Project Design and Implementation* Project design indicates realistic timeline, appropriate budget, clear media arts and community-based objectives and achievable outcomes. Project design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Project design demonstrates depth of participant involvement and clear plans for community outreach and civic engagement in accordance with stated program goals.

Qualities of Exemplary Applications:
- Project activities and timeline are clearly articulated and support the realization of all stated program goals, as listed in the grant guidelines.
- Application identifies how the production and programming of multiplatform media projects will engage the public with authentic local stories and experiences centered on the value of arts, culture, and creative expression.
- Resources, including time and funds, are effectively allocated, and project budget is realistic and complete.
- Application clearly articulates intended outcomes and methods for evaluating success.
- Application clearly details robust plan for community outreach and promotion, and documentation of program impact.

Review Criteria #2: _Community Impact_ Project meets stated program goals and demonstrates reach and/or depth of engagement in an identified community. Project content and activities respond to a need or set of priorities identified with the community to be served. Project execution and evaluation involve significant community outreach, new audience cultivation, and community participation in accordance with the identified program goals.

Qualities of Exemplary Applications:
- Applicant organization and professional media personnel demonstrate connection to and experience working with the community.
- Organization uses ongoing evaluation to assess programmatic strengths and areas for growth.
- Project utilizes media platforms that are accessible to the community to be served by the project.

Review Criteria #3: _Artistic and Professional Merit_ California-based media professionals involved in the project demonstrate skills, expertise, and experiences that are central to the outcomes of the project design.

Qualities of Exemplary Applications:
- Media personnel are highly skilled and accomplished in their craft, as measured by their ability to meet the needs of the organization and project.
- Media personnel demonstrate experience and capacity in executing similar projects (i.e. they have created or produced multiplatform media projects).
- The work and processes of the media personnel are appropriate to and for the intended outcomes of the project.
- If inexperienced media personnel are engaged in project, a professional training or mentorship approach (i.e. apprenticeship or internship) is identified in application.

Review Criteria #4: _Management and Leadership_ Ability of applicant organization to implement proposed project is clearly demonstrated by viability of project budget and overall fiscal and managerial health of applicant organization.

Qualities of Exemplary Applications:
- Organization meets applicant eligibility requirements.
- Organizational leadership has significant experience in facilitating similar projects.
- Staff and board membership are diverse and representative of the project constituents, including the target community.

- Organization demonstrates strong fiscal health.
- Application, including project narrative and budget, are complete and free from error.