



2019 Local Arts Grants

Guidelines and Application Instructions

Welcome to the 2019 Local Arts Grants application process. We've made several significant changes to our application this year, please read the following document carefully for these changes:

- New Online Application Portal
- No DataArts Funder Report required
- Application review by budget level rather than focus area

OVERVIEW

Local Arts Grants provide general operating support for small and mid-sized nonprofit arts organizations that:

- Demonstrate artistic quality while reflecting the dynamic, diverse, and innovative character of Santa Clara County
- Positively impact the County's cultural ecosystem through active and sustained engagement with audiences, volunteers and artists
- Pursue organizational sustainability in service to the local community

APPLICATION DEADLINE

Friday, April 5, 2019 at 5:00 pm (Pacific)

APPLICATION TIMELINE AND FUNDING CYCLE

The grant term for 2019 Local Arts Grants is July 1, 2019 – June 30, 2020.

February 4, 2019	Grant application opens on the SVCREATES online grant portal
April 5, 2019	Deadline for all applications
May – June 2019	Panel review sessions
June 2019	Grant award notifications sent by email

FUNDING LEVELS

All applications will be reviewed by "funding level." Your organization's funding level is determined by your total operating budget for the last completed fiscal year. **This marks a change from previous grant cycles when applications were reviewed by "focus area."** You will not be required to select a focus area.

Your funding level also determines your maximum grant request.

Funding Level 1

- Total expenses \$8,000 to \$99,999. Maximum request \$4,000.
- Organizations with total expenses less than \$8,000 may request 50% of total expenses for the past fiscal year.

Funding Level 2

- Total expenses \$100,000 to \$299,999. Maximum request \$5,500.

Funding Level 3

- Total expenses \$300,000 to \$999,999. Maximum request \$9,000.

Funding Level 4

- Total expenses \$1 million to \$2.5 million. Maximum request \$10,000.

If your organization falls between funding levels over the past few years, or you need additional guidance in selecting your funding level, please consult with SVCREATES' staff.

ELIGIBILITY

1. **Purpose:** Your organization's **primary purpose** must be the performance, production, or presentation of arts and cultural activities that are open and accessible to all.
2. **Geography:** Your organization's home base (primary business office or performance/exhibition venue/facility) must be located in Santa Clara County and the majority of your arts programming (performances, presentations, exhibitions) must take place in Santa Clara County.
3. **History:** Your organization must have been performing, producing or presenting in Santa Clara County a minimum of 3-years prior to the term of the grant.
4. **Size:** Your organization's budget (total expenses of last completed fiscal year) must not exceed \$2.5 million (exclusive of in-kind).
5. **Tax Status:** Your organization must be a California non-profit corporation with a 501c3 tax-exempt certification.
 - Level 1 and 2 applicants may use a fiscal sponsor with 501c3 tax-exempt status.
 - Level 3 and 4 applicants must be 501c3 nonprofits.
6. Your organization must have satisfied all of the reporting requirements of any previously awarded grants from SVCREATES.

RESTRICTIONS

- For-profit organizations are not eligible.
- Institutions of primary and secondary education are not eligible.
- Local governments are not eligible.
- Universities and colleges are limited to providing fiscal sponsorship for one arts program only. Grants may not support operating costs for the university or college, but must be applied to program and overhead costs of the applying entity.
- Grants may not be applied toward support for political or religious purposes, fundraisers for other organizations or causes, capital improvements, the purchase of equipment or real property, or projects already completed.

HOW TO APPLY

The LAG application and all supporting materials are submitted online through **SVCREATES new online grant portal**.

Log-in instructions for new and returning grantees, as well as video tutorials, are provided on the Logon Page: <https://www.grantinterface.com/Home/Logon?urlkey=svcreates>

You may also reach the application portal through a link on the **SVCREATES** Local Arts Grants webpage.

APPLICATION COMPONENTS

The new application has been streamlined, with fewer documents to upload. Instructions are incorporated into the application itself, but here's a preview of what to expect.

The application is organized into the following sections:

Funding Level and Grant Request

Program Description and Work Samples: Narrative questions and links to work samples.

- Work samples are important for demonstrating the artistic quality of your programs. You are required to submit at least one work sample (video, audio, digital images).
- All samples must be submitted via web link to an image file (such as Flickr), a video file (such as YouTube), audio file (such as Sound Cloud), or document on a web page, etc.
- Check your links to make sure they work. Links must remain stable through June, 2019.

Organization Mission and History

Impact: Metrics and supporting documents.

- You may upload up to two supporting documents that demonstrate the impact of your programs on viewers/participants. Examples include: letters of support, reviews, audience surveys, screenshot of Facebook posts.
- Supporting documents are optional, however you are strongly encouraged to submit at least one document.

Workforce and Board: Metrics and narrative questions.

Strategic Direction and Organization Challenges: Narrative questions regarding challenges and strategic direction.

Finance and Budget: Metric questions and budget documents.

- **SVCREATES** Budget and Notes form (link to this form is in the application or under Resources on the **SVCREATES** LAG application web page).
- Level 4 only: most recently completed financial audit. Scan and submit a PDF.
- **SVCREATES** will pull IRS Tax-Exempt Documents and 990 filings from Guidestar Charity Check. Please make sure your IRS filings are up to date.
- *New: You do not need to submit the DataArts Funder Report*

Interim Report for 2018 LAG Grants:

- *New: no report form. We require interim reporting only, at the time of application. Look for two brief questions in the application form itself.*
- Final grant reports for 2018 LAG grants will be due on August 30, 2019.

Finally, in completing the application, remember that your application will be reviewed by panelists who may or may not know your organization. In your narrative responses, be concise; you may use bullet points.

LOCAL ARTS GRANTS REVIEW CRITERIA

Applications will be scored on the following three criteria:

- 1. Quality of Programs**
 - Artistic merit of programs.
- 2. Impact**
 - Clarity of Mission Statement and alignment of programs and activities with mission.
 - Community engagement, including audiences, volunteers, and artists.
 - Contribution to the cultural vitality of Silicon Valley.
- 3. Sustainability**
 - Management capability, including leadership strength and stability (staff, board, volunteers).
 - Clear strategic direction.
 - Realistic view of challenges and how to meet them.
 - Realistic budgets and diverse base of financial support.
 - Active and effective fund development.
 - Appropriate asset to liability balance, if applicable.

REVIEW PROCESS

- 1. An independent grant review panel scores and ranks applications. Panelists will recuse themselves from reviewing applications with which they have a conflict of interest.
- 2. Applicants are notified of the dates when the review panel convenes and are encouraged to send a representative to the session. **Following the panel discussion of their application, applicants may choose to provide written comments OR speak for up to 2 minutes.**
 - Comments should address statements made during the panel discussion, to provide clarification to questions raised or to communicate relevant information not included in the application.
 - The panel will consider both the written and spoken comments during closed recess periods.
- 3. **SVCREATES** staff converts panel scoring and rankings into award amounts, based on available funding.

GRANTEE REQUIREMENTS

- Grant payments will be made upon receipt of signed grant agreements and, if applicable, final reports due for any previously awarded **SVCREATES** grants.
- Include grant acknowledgement in all program collateral: “Supported by Silicon Valley Creates, in partnership with the County of Santa Clara.”
- Optional: Grantee may be requested to provide a limited number of free tickets or admissions for special underserved youth populations.

ADDITIONAL GRANTEE BENEFITS

- Discounts on **SVCREATES** conferences and workshops
- Two hours professional coaching
- Content Magazine subscription

APPLICANT SUPPORT

Please attend one of two workshops offered in February. We'll review the new application portal, updates to this year's applications and tips for a strong application.

February 7, 10:00-11:00 am. School of Arts and Culture, Mexican Heritage Plaza

February 12, 6:00 – 7:00 pm. Triton Museum of Art, Santa Clara

Phone calls and email welcome:

We are here to answer your questions and support you through the application process. Please call or email Alyssa Erickson, Program Manager: alysae@svcreates.org; 408-998-2787 x 204.