



## INVESTING IN THE ARTIST GRANT

### ORGANIZATION APPLICATION - 2019-2020

**Investing in the Artist** grants distribute small but impactful funds to arts organizations/cooperatives, serving as a catalyst to further their work while living and creating in Santa Ana, resulting in a more vibrant local art scene. The City of Santa Ana Arts & Culture Commission will be awarding a total of \$70,000 to support special events, arts & cultural programming, marketing & tourism, and nonprofit essentials such as materials, supplies, special event production, and community engagement.

#### **Celebrating History Bearers in our Communities**

The arts in Santa Ana have enriched our lives by allowing us to express ourselves in new ways; to connect through stories of a shared past and present and an imagined future; and to envision the world from a different perspective. For the funding cycle of 2019-2020, the City of Santa Ana invites artists to involve older community members in the arts experience by: 1) providing opportunities for learning and skill-building for those either new to the arts in later life or those professionals who seek to continue to grow as they age in their craft; 2) integrating arts practices into health care settings for their therapeutic benefits of social engagement, skill-building, and increasing self-esteem through self-expression and understanding; and/or 3) using the arts and design to build communities that are accessible and engaging for people of all ages and abilities.

#### **AWARDS**

The Arts & Culture Commission is seeking to award grants in the amount of up to \$10,000 for arts organizations/cooperatives that will enrich and invigorate the Santa Ana arts and culture landscape and will be distributed in two payments.

**The grant period will be for 12 months and will require an interim and final report, including an itemized budget with documentation such as receipts, of outcomes achieved.** The first payment will be disbursed at the commencement of the grant period, and the second payment will be disbursed 30 days after the successful completion of the final report. All grantees are required to maintain financial records to verify compliance. If you are selected for an audit, you must have and submit proof of expenses for review by grants staff upon request.

Only activities and costs consistent with the grant application or proposal approved by the Arts Commission will be funded. If changes in the awarded project are necessary, grantees must contact Gaby Cramer at (714) 647-5385 or [GCramer@santa-ana.org](mailto:GCramer@santa-ana.org).

If the proposed project has not been completed by end of the grant cycle, awarded funds to the organization will be reabsorbed, and the applicant will be ineligible to reapply for the following two years.

#### **CONFLICT OF INTEREST**

The Arts & Culture Commission members are actively involved in the arts professionally and/or personally. The Commission desires to avoid situations which may compromise, or appear to compromise, members' objectivity while not preventing their continuing involvement in the arts, or in projects supported by the Commission and City. If the Commission member has a professional, fiduciary, and/or

personal relationship with an applicant, the Commission member must notify the Commission of the relationship before the panel meeting or review of the applicant. The Commission member must also excuse him/herself from the room during the discussion of the applicant, and may not discuss the application with any other member of the Commission prior to, during, or after discussion of the application.

### **ELIGIBILITY CRITERIA**

Nonprofit arts and culture organizations/cooperatives that meet the following criteria are welcome to apply:

- Organizations with arts, culture, design, or creative innovation focus.
- Organization must be based in Santa Ana and/or serve Santa Ana communities.
- Projects can be small in scope and do not need to serve large numbers of people as long as they positively impact the organization's purpose or mission.
- A project may be a part of an applicant's regular season or activities. Organizations that undertake a single short-term project in a year—a dance festival, for example—could apply for support for that event or they could identify certain components of their operations, such as securing rehearsal space, marketing activities, paying artists, etc., as their project.
- A representative from the organization must attend one Information Session.
- Applicants may not apply for consecutive grant cycles for the same project.
- Only one application per project will be accepted. Organizations may not apply separately for the same project.

Organizations/Cooperatives will be required to obtain/demonstrate the following prior to an award:

- Current City of Santa Ana business license or city approval for business operation (for cooperatives).
- Current General Liability insurance in the amount of \$1,000,000 naming the City of Santa Ana as Additional Insured on a primary and non-contributory basis.
- Active 501(c)3 nonprofit status and good standing with IRS or registered as an eligible cooperative with the City of Santa Ana.

*Cooperatives* are defined as:

- A business entity that is owned and controlled by the people who work in it. Worker cooperatives thrive in many industries and regions.
- In a worker cooperative, decisions are made democratically, by the people who do the work (usually following the principle of "one worker, one vote") instead of by one person or group people that holds all the power.
- Cooperatives are a specific legal definition in which the workers are defined as members and owners of the cooperative. These member-owners are entitled to a vote, and to a share of the profits of the business (called patronage).

### **INELIGIBLE PROJECTS – WE DO NOT FUND**

- Administrative and operational expenses
- Scholarly research, tuition, or academic expenses.
- Projects held, performed, or exhibited outside of the City of Santa Ana.
- Programs that are not accessible to the public.
- Funds going directly into trusts, endowments, or cash reserves.
- Projects with religious purposes that serve to proselytize.

### **FUNDING PRIORITIES**

- Activating geographical areas in Santa Ana underserved by the arts
- Collaborations/partnerships among different entities

### **SELECTION PROCESS**

Applicants will be reviewed and scored by a grant peer review panel made up of artists, arts and nonprofit professionals, and others with knowledge and professional qualifications in the arts and with familiarity of Orange County’s arts sector. Grant review panels will reflect the diversity of the region and the various professional groups encompassed by the arts sectors such as practitioners, administrators, board members, and educators. As a public agency, all information submitted to the Arts Commission in conjunction with a grant application becomes public record at the time the application is submitted. Applications will be reviewed and scored by a peer panel according to the following criteria.

### **EVALUATION CRITERIA**

Organization applications will be evaluated on the following criteria:

- Project Merit & Theme Relevance – 40%
- Organizational Readiness/Fiscal Responsibility – 25%
- Potential Community Impact – 25%
- Organization Need – 10%
- Non-Compliance with Grant Requirements from Previous Cycle – (-5%)

#### *Criterion 1:*

A project with exceptional Artistic Merit & Theme Relevance engages qualified and diverse arts or cultural professionals; provides arts experiences that expose participants to new perspectives; provides opportunities for engagement in the creative process; demonstrates cross-sector understanding, both supporting the arts and advancing community priorities; and provide clear examples of how the theme of “Celebrating the City of Santa Ana’s History and Diversity” is incorporated into the project.

#### *Criterion 2:*

An organization with exceptional Organizational Readiness/Fiscal Responsibility recruits and retains an engaged, diverse, and qualified board, staff, contractors, and/or volunteers and has an accumulated deficit of less than 20% of their total operational expenses for two or more years. Competitive applications will address all application questions and provide complete information.

*Criterion 3:*

A project with exceptional Community Impact will be able to make a positive difference for Santa Ana residents, neighborhoods, and communities by creating leverage and visibility for these communities to receive greater resources; enhance the quality of life for those in the community; providing pipelines for arts leadership; enhance visitor's experience of the City; and support economic growth in the City.

*Criterion 4:*

Exceptional demonstration of Organization Needs must clearly relate to the organization's mission and purpose and how it serves its constituents; supported with evidence such as statistics, expert views, and trends; and directly connect to, and support, the organization's ability to respond to the need.

*Criterion 5:*

Applicants who were awarded a grant from a previous cycle and were non-compliant with the grant requirements (ex: incomplete projects, missing or incomplete reports, etc.), will have 5 percentage points (5%) deducted from their overall score.

**SUBMISSION REQUIREMENTS**

**Applications must contain the following documents to be considered for funding:**

1. Application Cover Sheet (use attached)
2. Organization Mission and History
3. List of Key Staff/Board of Directors (Resume/CV if applicable). *Limit 2 pages.*
4. Organizational Operational Budget
5. Narrative for proposed use of funds. *Limit 2 pages. Formatting guidelines: Double spaced, 12 point Times New Roman, one inch margins.*
6. Supplemental Questions - *Please answer each question separately:*
  - Describe any additional City of Santa Ana resources required for your project (permits, public space, licenses etc.) that you are required to obtain.\*\*
  - Is this a new or existing program/project?
  - How will the proposed project be presented or shared with the public? Will the art display, event, or performance be free and accessible to the public?
  - How will your project enrich the quality of life for Santa Ana residents?
  - Describe how will your project stimulate economic development for the City of Santa Ana?
7. Project Timeline (sample attached)
8. Line Item Budget (use attached – 2 pages)
9. At least three (3) signed Letters of Community Support. If letter is in language other than English, please provide English translation.

***\*\*If doing a public art installation, site must be selected prior to submission. Additionally, a letter from the property owner must be included with your application.***

**SUBMISSION DUE DATE:**

**Applications are due on the Submittable.com website by FRIDAY, MAY 31, 2019 at 11:59 PM.**

Submit applications here: <https://cityofsantaana.submittable.com/submit>

The online application will prompt you to submit the information directly into the fields and to upload submission materials. The Arts Commission strongly recommends submitting the application at least **5 days** prior to the deadline to give ample time to troubleshoot.

For questions please contact Gabriela Cramer at (714) 647-5336 or [gcramer@santa-ana.org](mailto:gcramer@santa-ana.org).

**ANTICIPATED TIMELINE**

Event dates, times, and locations may be subject to change under certain circumstances. <u>Please check back on the grant web page for any changes prior to attending</u> the Information Sessions, City Council meetings, and Arts Commission meetings.	
<b>Website:</b> <a href="http://www.santa-ana.org/cda/artistgrant.asp">http://www.santa-ana.org/cda/artistgrant.asp</a>	
4/1/19	Applications Available
5/2/19	Information Session – 6:00 pm, Ross Annex, 1 <sup>st</sup> Floor, Conference Room 1600
5/8/19	Information Session – 6:00 pm, Ross Annex, 1 <sup>st</sup> Floor, Conference Room 1600
<b>5/31/19</b>	<b>Applications Due by 11:59 pm</b>

6/20/19	Funding recommendations from Arts Commission
8/20/19	City Council Approval of Grant Awards

## APPLICATION COVERSHEET

**\*\*Input your information below directly onto online application on Submittable.com. Do not upload this form.**

**APPLICATION DUE DATE: FRIDAY, MAY 31, 2019 at 11:59 PM.**

City Ward of Residence: \_\_\_\_\_

\*\*For map of wards, click [here](#).

Date Submitted: \_\_\_\_\_ City Ward of Project: \_\_\_\_\_

Organization Name: \_\_\_\_\_ Tax ID #/: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Brief Description of Project:

Type of Application:

- Organization is based in Santa Ana and proposes to use grant funds to provide arts and culture programming in Santa Ana
- Organization is not based in Santa Ana and proposes to use 100% of grant funds to provide arts and culture programming in Santa Ana

**Total Operating Budget (Attach Organization Operational Budget):** \_\_\_\_\_

Amount requested (Up to \$10,000): \$ \_\_\_\_\_

In an effort to fund as many worthy projects as possible, proposals may not be awarded the full amount requested. What is the minimum amount you are willing to accept? \$ \_\_\_\_\_

How will this impact your project?

**Project fulfills the following goal(s) from the Arts & Culture Master Plan** [*check all boxes that apply. This is a survey only. Responses will not be part of evaluation*]:

- Foster a citywide culture of equity, inclusion, and access.
- Work cooperatively towards a robust infrastructure for the arts in Santa Ana inclusive of City policy, staffing, and sustained funding.
- Create the conditions where artists and creatives thrive professionally and arts and cultural organizations have the resources required for sustained success.
- Support and expand arts and cultural programming to engage all populations (regardless of age, gender, ethnicity, backgrounds, or socioeconomic status) throughout the community.
- Support existing and create new opportunities for youth to engage in artistic and creative activities and career pathways.
- Identify community spaces for artistic and creative collaborations and create a roadmap for new cultural facility development through City and organizational partnerships.
- Preserve Santa Ana’s unique heritage while creating arts and culture opportunities through placemaking initiatives.
- Create visible and interactive arts opportunities for engagement through public art.
- Contribute to the economic growth of the City, including development of a skilled workforce.



## CHECKLIST

- Application Cover Sheet (Cover Sheet information is embedded in the online application)
- Checklist
- Organization Mission and History  
(1 page limit, Times New Roman 12-point font, double-spaced, 1 inch margins)
- List of Key Staff/Board of Directors (2 page limit)
- Organization Operational Budget
- Brief narrative for proposed use of funds and supplemental questions  
(2 page limit, Times New Roman 12-point font, double-spaced, 1 inch margins)
- Supplemental Questions - *Please answer each question separately:*
  - Describe any additional City of Santa Ana resources required for your project (permits, public space, licenses etc.) that you are required to obtain.\*\*
  - Is this a new or existing program/project?
  - How will the proposed project be presented or shared with the public? Will the art display, event, or performance be free and accessible to the public?
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**\*\*If doing a public art installation, site must be selected prior to submission. Additionally, a letter from the property owner must be included with your application.**
- Project Timeline (Sample attached)
- Line Item Budget (2 pages)
- Three (3) signed Letters of Community Support. If letter is in language other than English, please provide English translation.

## SAMPLE Project Timeline

**\*\*Input your information directly onto this form and upload onto Submittable.com.**

<b>DATE</b>	<b>ACTION</b>	<b>OUTCOME</b>
June 2018	Develop historical and cultural timeline of Santa Ana	Draft of timeline
Month before and during the start-up of the Program	Outreach and Enrollment in Summer Intensive Music Camp	Raise community awareness about the opportunity to enroll students in this Summer Intensive Music Camp; Educate families about the benefits of students learning to play Classical Music, Chamber and Orchestral music; Enroll up to 100 students in the camp.
June 2019	Performance at Ebell Theater	Summer Camp students will play the music of a famous Caribbean composer, increase their understanding and appreciation for classical music fused with traditional and folkloric sounds of music from Puerto Rico and perform for their parents on Friday!

## SAMPLE Line Item Budget

**\*\*Input your information directly onto this form (2 pages) and upload onto Submittable.com.**

### PERSONNEL

Description of Personnel (contracted instructors, lecturer honorarium, artist stipend, etc.)	Total Compensation	Grant Funds Requested

### EQUIPMENT, MATERIALS, AND SUPPLIES

Item (equipment, materials, supplies)	Quantity	Unit Cost	Total Cost	Grant Funds Requested

### SPECIAL EVENTS

Description (permits, fees, facility rental for project, marketing)	Total Cost	Grant Funds Requested

## SAMPLE Line Item Budget – Page 2

Enter budget categories and projected expenditures for the proposed program:

Category	Expenditures Funded By Santa Ana Grant	Expenditures Funded By Other Sources (Including in- kind)	Total Program Budget	Total Organization Budget
Administrative Staff Salaries and Benefits				
Contractual/Professional Services/Stipends				
Equipment, Material, Supplies				
Special Events Production				
Marketing				
TOTAL				

### PROGRAM REVENUE

#### LIST ALL OTHER PROGRAM RESOURCES

“Funding Source” total must equal “Total Program Budget” listed above.

FUNDING SOURCE	AMOUNT
Santa Ana Artist Grant	
TOTAL PROGRAM BUDGET	