



**City of Visalia
2019
Community
Arts Grant Program**



Name of Event/Project:_____ Today's Date:_____

Application Organization:_____ Applicant Tax ID or
SS#:_____

Contact Person:_____

Position with Applicant Organization/Event:_____

Address:_____ City:_____ State/Zip:_____

Phone:_____ E-mail Address:_____

Type of Grant: ___ Seed Grant ___ Community Support

1: Proposed Event/Project: _____

2. Event/Project Start Date(s) and Event/Project End Date:_____

3. Location of Event/Project:_____

4. Projected Attendance/Participants:_____

6. Grant Amount Requested:_____

7. Describe purpose for the proposed event/project.

8. Describe your organization's experience in presenting/providing this type of event or project.

9. List the names of individuals who will be key organizers of the event/project.

10. Describe the evidence of community support. (Attach letters of collab. and/or support)

11. Describe how you plan to promote and publicize this event/project.

12. Please send a separate attachment with your detailed project budget showing the following Expenses (broken down by these categories: production expenses, artistic expenses, administrative expenses) v.s. Income (broken down by earned i.e. tickets, admission, sponsorships, donors, other grants.) Name all secured sources of funding in your budget. Applications without a budget will not be reviewed. If sending a separate file by email please name it like this: YOURNAME_ORGANIZATIONNAME_CITYGRANT2019 and send to hello@artsconsortium.org. Applications will be accepted on an on-going basis as long as grant money is available or November 1, 2019, whichever comes first.

2019 GUIDELINES

The Visalia Community Arts Grant Program - a program of the City in partnership with the Arts Consortium - was created to help facilitate the growth of cultural arts for Visalia arts organizations and residents.

The Community Arts Grant Program focuses on developing new local cultural resources, and supporting programs and activities that reach diverse segments of the community. The Community Grants Program identifies two types of grants for funding: ***Seed Grants*** and ***Community Support Grants***. Grant requests can range from \$250 to \$1,500 per grant year.

Grant Types

Seed Grants

One-time only awards intended to help start new and innovative events or projects, or to expand or improve existing ones. Seed grants focus on events or projects that do not have a high potential of being financially self-sufficient in their initial phase. An emphasis is placed on funding programs that do not already exist in Visalia. Funding awarded through this grant shall not exceed 50% of the event/project expense budget. Evidence of matching funds will be required. Projects in this category are not for the purpose of fundraising, therefore expense and income budgets should be equal. Funding in this category will not exceed \$1,500.

Community Support Grants

For events or projects that occur on an annual or ongoing basis for the community-at-large. This category is also not for the purpose of fundraising. Grants awarded will not exceed 50% of the event/project expense budget. Evidence of matching funds will be required. Funding in this category will generally not exceed \$500 but can go as high as \$1,000 if funding is available and the project is unique.



Funding Priorities

The Visalia Community Arts Grant Program supports activities that represent and celebrate diverse traditions in music, dance, theater, literature and visual arts. **Priority for both categories is given to programs that are innovative, unique, and promote community engagement. At least 50 percent of the total funding must be awarded to new projects that will expand and enhance the arts in Visalia.**

Examples of proposed Art/Cultural Heritage events or projects may include, but are not limited to:

- Performances: music, theater, dance, storytelling, puppetry
- Exhibitions: painting, photographic, sculpture
- Concerts: dance, music
- Youth arts programs
- Arts instruction, workshops, and seminars
- Arts promotion / awareness campaigns
- Murals (public, Visalia location only)
- Public Art

Special Focus:

Cultural/Art events and projects that are:

- New and innovative to Visalia
- Will expand audiences and awareness of the arts
- Have a high impact on the community
- Will highlight/celebrate diverse cultures of our area
- Programs for youth
- Are not duplicative of existing programs

Below are examples of projects or project elements that will not be considered for funding:

- Purchase of equipment

- Capital improvement
- Facility repairs or maintenance
- Food or refreshments
- Religious events or programs
- Any program exclusive to members of any congregation, club, school, organization, business, etc.
- School-related events or projects
- Scholarships or admissions

Eligibility

- Both organizations and individuals may apply.
- All proposed events/projects must take place in Visalia and must be open to the general public or for a specific population of the general public (i.e. children, seniors, teachers, etc.) and specified in the grant application.
- **All applicants must have matching funds. Verification of matching funds will be required.**
- All applications must provide a non-profit tax identification number, business tax number, or social security number.
- The proposed event/project must be completed by January 31, 2020.

Review Criteria

- Who is leading the planning of the project/event
- Presenting a strong arts focus
- Overall quality and presentation of the proposed event/project
- Evidence of community support and impact
- Thorough explanation of event/project providing a well thought out plan for implementation, marketing, and evaluation
- Verification of matching funds
- Experience and credibility of applicant **(individual or organization) as related to the proposed activity.**

Application Information

Completed applications for the 2019 grants will be accepted as long as funding is available, or Nov. 1, 2019, whichever comes first. Applications may be dropped off, emailed or mailed to:

Community Arts Grant Program
c/o Arts Consortium
300 E. Oak
Visalia, CA 93291
hello@artsconsortium.org

Grant applicants will be notified after their application has been reviewed, generally two to three weeks after a completed application has been received. Grant recipients will be required to acknowledge the Arts Consortium and City of Visalia in all promotional and program materials, and to file a report after completion of the event/project. Grant recipients are asked to use the special AC City Grant Logo on materials. Please note that copies of receipts and contracts will be requested with final report and failure to provide adequate reports and documentation may hinder ability to qualify to see funding in the next year. Payment of grant awards will be split in two payments: 50% in advance of the event/project and 50% following the completion of the project and return of the final event report (see below). Other payment plans may be implemented at the City's discretion.



Application Question Guidelines

Please follow these guidelines carefully as you complete all information on the form on page 1. Only typed or computer generated

applications will be accepted. Each numbered item below matches an item on the application form. Please provide the information requested.

Type of grant requested: Indicate Seed Grant or Community Support Grant (See Grant Guidelines for description.)

1. Proposed event/project: Describe the event or project for which the grant funds will be used.

2. Date(s) of proposed event/project: Indicate the start and end dates. If there are different project activities on various dates, please list. Example: Start date - May 4, 2019, end date - May 25, 2019. Workshop sessions on May 4, 11, 18 & 25, 2019. Performance on May 25, 2019.

3. Location of event/project: List the specific location(s) for all activities associated with the event/project.

4. Projected attendance: Indicate the total anticipated attendance. Also, please describe who (children, adults, seniors, teachers, etc.) would be the primary audience/participants. If multiple activities, provide a breakdown of each.

6. Grant amount requested from the Community Arts Grant Program: List the total amount of funding you are requesting. Please refer to the grant types.

7. Describe purpose of the event/project: Why are you doing this event/project? How does it benefit the community? How does it relate to your organization's mission or purpose?

8. Provide your organization's background and experience: How long have you been in existence? What is your mission? What are your organization's past accomplishments? Who are your board members? What is your experience in presenting the proposed activities? *(For individual artists, please submit your professional artistic accomplishments, education/training, and experience.)*

9. List the names of the key individuals organizers and/or performers of this event:

Indicate who will conduct or implement the project and their relationship to your organization. (Staff, contracted artist, etc.) Please be as complete in your description as possible. What is their experience? Who will handle the marketing and promotion?

10. Describe the evidence of community support for this event/project: Examples of community support may include descriptions of volunteer involvement, financial support from other community sources or in-kind donations of services or materials.

11. Describe how you would promote and publicize this event/project: How will you let the community know this event/project is happening? If you plan to reach special audiences how will that be done?

12. Budget: Important: Include an attached detailed expense and income breakdown to your summary form. Your budget should provide a detailed summary of how grant funding will be spent.



13. The Final Report

The report should include items such as:

1. attendance numbers.
2. A PDF attachment of any promotional materials.
3. Pictures of the event or any brochures handed out during the event.
4. Information about how event was promoted.

No specific template is required but one can be provided by emailing:

hello@artsconsortium.org