



## VISALIA ART OUTDOORS PROGRAM Microgrant Opportunity!

The Visalia Art Outdoors Program is offering Microgrants that are available to arts organizations and art makers of all professional skill levels.

The Visalia Art Outdoors Program aims to foster safe and creative ways for the community at large to engage in the arts, reconnect with each other, and come together as a community.

Visalia Art Outdoors is being presented by the Arts Consortium through the support and financial investment of the of the City of Visalia. Both entities understand that the arts have the potential to unite, heal and strengthen our community during these difficult times.

Funding available through this Microgrant project is up to \$2,500 per project.

**Types of projects are not limited to, but may include:**

- Street theater and acrobatics
- “Dance Mob” Performances
- Pop-up symphony
- Musicians on the back of a truck “BANDWAGON”
- Neighborhood Window Scavenger Hunts for art
- Drive-by Art Exhibits
- Outdoors Community Exhibitions
- “Yarn Bombing”
- A broader “museum experience”
- Music in nature
- Collaborative murals
- Improv comedy events
- Open air dance lessons

## TERMS AND CONDITIONS

### **Eligibility:**

This opportunity is open to artists, musicians, performers, and creative people 18 years old and over with a connection to Visalia. Youth artists may have a parent or guardian sign legal agreements on their behalf. Applicants may be individuals or groups.

Applications are limited to a single project proposal. All successful project proposals may be funded once only. The term **“Project”** may mean an ever-changing element of a larger and recurring event. The term “Project” may mean a performance, a play, a concert, an art installation,

Applicants may not charge a fee for the public to see the finished or living work and are encouraged to create their finished art so that it is accessible to members of the public with special needs.

The grant application review panel will not consider applications for projects or events that may be considered fund raisers.

Funding may be reclaimed if any of these conditions are not met before, during, and after the project or event.

### **Applicant Responsibilities:**

Complete the attached application and provide the required documents as listed in the “How to Apply” section.

All funded applicants will be required to supply documentation of the completed artwork, such as photographs and/or video documentation for performance-based works. This requirement must be met before the second and final payment is delivered to the applicant.

Live events must adhere to county health recommendations and all City of Visalia special event requirements. Applicants will be required to provide their own insurance for live events.

Applicant agrees to only use the funds for the proposed project.

Applicant agrees that the selection panel reserves the right to request changes to the project before funding is provided.

Proposals should directly address the Visalia Art Outdoors Microgrant project’s intent to uphold the following principles: that the art remain available to the public, have no infrastructural impact, be easily reversible or removable, installed/performed by the applicant independently without assistance from the City’s Public Art Program staff or others, while taking into consideration current health and safety guidelines from the County.

Project budgets should account for cleanup, waste disposal, and art removal from the installation site.

### **Review Process:**

The Visalia Art Outdoors selection panel will review applications once a month on a “rolling basis”.

The selection panel, made up of City staff, Arts Consortium Staff, and key stakeholders, will be evaluating proposals by applying the following criteria:

1. How well will the proposed arts event/project bring joy and thoughtfulness to the proposed space?
2. How well will the proposed arts event/project facilitate connections or foster a sense of discovery?
3. How well will the proposed arts event/project remain safe for the public to engage with?
4. How unusual or unique is the location for the proposed arts event/project?
5. How unusual or unique is the experience that the proposed arts event/project will provide?
6. Will this improve the pedestrian experience in the proposed space?
7. How original is the participant experience?

Applicants are encouraged to take advantage of unique locations across Visalia to propose as settings for: non-traditional artwork, experiences, and performances; or temporary artworks focused on community connectedness, resiliency, empathy, vibrancy, and recovery.

### **Payment:**

Proposals that best meet the Visalia Art Outdoors Microgrant Project selection criteria will be provided funding up to \$2,500. The selected artist/organizer will receive half of the total budget at the beginning of the creation process, and the second half of the payment at the submission of a final report.

### **What is not funded?**

- “Signage” as defined in municipal sign and mural code
- Fee based projects requiring ticket sales to experience the artwork
- Projects incorporating logos, nudity, profanity, or copyrighted material. All projects must be suitable for all ages viewing.
- The following items do not qualify for funding under this microgrant:
  - 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
- Fundraising

#### How to Apply:

All interested artists and creative people are invited to fill out this application and submit the rest of the documentation listed below to: [hello@artsconsortium.org](mailto:hello@artsconsortium.org).

There is no application fee. There is no application deadline and proposals will be reviewed and approved on an ongoing basis. To be considered by the selection panel.

Application email must include:

- Pictures, digital sketches, or hand drawn plans for your art project, or a clearly labeled site plan for your event with.
- Written proposal (project name, timeline, purpose)
- Whole project budget (list of materials, expenses, and any expected income/support)
- Whole event budget (if applicable)
- Images of your previous projects
- Completed application form (below)

Questions:

[ampelio@artsconsortium.org](mailto:ampelio@artsconsortium.org)

ART OUTDOORS PROGRAM APPLICATION

Name of Event/Project: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Application Organization: \_\_\_\_\_

Applicant Tax ID or SS#: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Position with Applicant Organization/Event: \_\_\_\_\_

Organization Address: \_\_\_\_\_ City and County: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Type of Grant:    \_\_\_ Seed Grant    \_\_\_ Community Support

1: Proposed Event/Project: \_\_\_\_\_

2. Event/Project Date(s) and Event/Project End Date: \_\_\_\_\_

3. Location of Event/Project: \_\_\_\_\_

4. Projected Attendance/Participants: \_\_\_\_\_

6. Grant Amount Requested: \_\_\_\_\_

7. STATEMENT OF INTEREST:

Describe your main purpose for realizing this event/project.

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

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9. List the names of individuals who will be key organizers of the event/project and two or three words about their qualifications.

A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_

10. Attach letters from previous collaborators and/or community supporters to this application. List the names and titles of your references below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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 (materials), artistic expenses (artist fees paid out), administrative expenses (payment for managing the grant) VS. 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\_AO22  
and send to [ampelio@artsconsortium.org](mailto:ampelio@artsconsortium.org).

Applications will be accepted on an on-going basis as long as grant money is available.

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