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The Visalia Community Arts Grant Program - a program of the City of Visalia, in partnership with the Arts Consortium - was created to help facilitate the growth of Visalia’s cultural resources that reach diverse segments of the community.

The Community Art Grant Program requests must range from \$250 to \$2,500 per grant year.

**Funding Priorities:**

The Visalia Community Arts Grant Program supports activities that pay adequate wages to artists who represent and celebrate diverse traditions in music, dance, theater, literature, and visual arts. Therefore, priority is given to programs that are free, interactive, and to those that propose to use more than 60% of the grant award to pay event artists/performers.

Proposed Art/Cultural events or projects may include, but are not limited to:

- Performances: music, theatre, 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:

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

Below are examples of project outcomes 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 public or for a specific population of the public (i.e., children, seniors, teachers, etc.) and specified in the grant application.
- All applications must provide a non-profit tax identification number, business tax number, or social security number.
- The proposed event/project must be completed within three months of an approved grant award.
- Activities/events/applicants may only receive one award per year.

## Review Criteria:

- Presenting a strong arts focus
- Proposes easy or low-cost access to all Visalia residents and visitors
- Originality of the event/project
- Budget clearly details % of funds to be paid directly to artists/arts organizations
- Interactive nature of 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
- Proof of event coordinator's previous event/project experience (work samples)
- All grant recipients must submit a final report and proof of logo inclusions in marketing materials

## Award, and Final Report:

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 use the Arts Consortium and City of Visalia logos in all promotional and program materials, and to file a report after completion of the event/project.

Please note that copies of receipts and artist/performer contracts will be requested within a final report and failure to provide adequate reports will hinder future grant applications.

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. Other grant disbursement plans may be implemented at the City's discretion.

## Application Information:

Completed applications for the Visalia Community Arts Grant Program will be accepted for as long as funding is available.

Submit Applications:

**By Email -**  
**hello@artsconsortium.org**

**In Person -**  
**808 N Court Street**  
**Visalia CA, 93291**  
**10am to 3pm Tuesday through Friday**

**By Mail -**  
**Community Arts Grant Program**  
**c/o Arts Consortium**  
**PO Box 2696**  
**Visalia CA, 93279**





## Application Question Detail

Please follow these guidelines carefully as you answer the questions that start on page 1. Each numbered item below matches an item on the application form. Please provide the information requested.

**3. Individual/organization:** Only answer the portions appropriate to you if you are either applying for a grant as an individual or as a representative of an organization.

**4. Physical Address:** Indicate the physical address of the individual applicant or the organization before giving the mailing address if they are different.

**5. Type of event/project:** choose all the qualifiers that apply to your project/event.

**6. Location of event/project:** List the specific location(s) for all activities associated with the event/project and if there is more than one location, please list any of the corresponding dates.

**7. 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, 2020, end date - May 25, 2020; Workshop sessions on May 4, 11, 18 & 25, 2020; Performance on May 25, 2020. Project End Date means the last day of grant activity, just before submitting your final report.

**8. 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.

**9. Grant amount being requested from the Community Arts Grant Program:** List the total amount of funding you are requesting. Please remember that ideal requests will propose using at least 60% of the requested funds to pay arts/cultural workers/organizations directly.

**NARRATIVE QUESTIONS** (Please be as complete in your descriptions as possible):

**10. Describe clearly what you want to accomplish with the event/project and how you will measure the outcomes:** Why are you doing this event/project? How does it benefit the community? How does it relate to your organization's mission or purpose? How will you document or calculate when/whether your project/event achieves your desired outcome?

**11. Describe your/your organization's experience with this type of event or project:** How long has the organization been working with projects like these? What is your mission? What are your organization's past accomplishments? Who are your board members? *(For individual artists, please submit your professional artistic accomplishments, education/training, and experience.)*

**12. List the names/roles/positions of individuals who will be key staff and organizers of this event:** Indicate who will conduct or implement the project and their relationship to your organization. (Staff, contracted artist, etc.) What is their experience?

**13. Describe how you would promote and publicize this event/project:** Who will handle the marketing & promotion? How will you let the community know this event/project is happening? If you plan to reach special audiences how will that be done?

**14. Budget: Important:** *Attach a separate document with detailed expense & income breakdown. Your budget should provide a detailed summary of how grant funding will be spent.*

**15. Provide at least 2 letters of support.** They do not have to come from any dignitary or person of influence, but they must show extensive prior knowledge of your work/cause/and previous success.