

City of Visalia  
Community  
Arts Grant Program

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**2024-2025 GUIDELINES**

The Visalia Community Arts Grant Program is a program of the City of Visalia, in partnership with the Arts Consortium. This program was created to help facilitate the growth of Visalia's cultural resources that reach diverse segments of the community through visual, performing, literary, or culinary arts.

Under this microgrant program, qualified individuals and nonprofit organizations can apply once per year for up to \$2,500 in assistance for performing arts or visual arts programming. The projects must take place in Visalia and have a direct benefit to the community. The Arts Consortium board reviews grant applications. Completed applications for the Visalia Community Arts Grant Program will be accepted for as long as funding is available.

**Purpose of the Grants:**

Arts Grant Program was developed for the purpose of increasing the arts presence in Visalia, California. The Arts Consortium is committed to enhancing the quality of life in the community by fostering and supporting opportunities for residents and visitors to learn and participate in arts activities within the City of Visalia. The City of Visalia provides grants to assist with the direct costs connected to producing events within the community. The funds are to be utilized to offset hard cost including, but not limit to, artist honorariums or fees, facility rental, permitting, traffic control, marketing, etc.

Grants are available to organizations of all sizes, whose primary mission is to produce, present, and to be considered, an organization must hold the event in the City of Visalia. Although we would like to grant everyone that applies, we are unable to do so. Grants are very competitive and if approved one year does not guarantee your organization will be approved another year for the same concept.

Applicants may make one request of \$250.00 to \$2,500.00 per calendar year.

**Funding Priorities:**

Priority is given to proposals that aim to use funding for free and interactive projects for wide audiences which propose to use a majority of the grant award to pay event artists/performers.

**Special Focus:**

Cultural/Art events and projects that are:

- Free and interactive for the public
- Will expand the audience's 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

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

- Performances/concerts:  
music, theatre, dance, storytelling, puppetry
- Exhibitions:  
painting, photographic, sculpture, etc.
- Youth arts programs
- Arts instruction, workshops, and seminars
- Arts promotion / awareness campaigns
- Public Art (Visalia location only)

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**Below are examples of project outcomes or project elements that will not be considered for funding and may cause an application to be denied altogether:**

- 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
- Proposals that are neither free nor interactive

**ELIGIBILITY**

Both organizations and individuals may apply.

All proposed events/projects must take place within Visalia City limits and must be open to the public or for a specific population of the public (i.e., children, seniors, teachers, individuals with disabilities) 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**

**Artistic Quality:**

- Proof of applicant's previous community art programming/public art (work samples: previous event programs, previous event photos, promotional materials)
- Originality/creativity of the event/project
- Clear artist selection process specific for audience/project

**Artistic Merit:**

- Demonstrated skill and relevance of participating artist(s) (resumes of key individuals)
- Project creates, enhances, highlights, or positively contributes to one or more of Visalia's Cultural Resources in a way that would otherwise not be done

**Community Impact:**

- Proposes activity with no or low-cost access to the general public
- Prioritizes artist compensation
- Evidence of community support and impact include letters of recommendation and research citations
- Clearly describes benefit to target audiences or community

**Planning and Management:**

- Budget detail, thoroughness, and realistic expectations
- If proposed activity is a part of a larger event, two separate budgets must be included; one for the full event and one for the proposed grant funded activity
- Thorough explanation of event/project, providing a well thought out plan for implementation, marketing, and evaluation

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### **AWARDS**

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.

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.

### **FINAL REPORT**

All grant recipients must submit a final report and proof of logo inclusions in marketing materials.

Please note that copies of receipts and artist/performer contracts may be requested after a final report is submitted and failure to provide adequate reports will hinder or disqualify an applicant for future grant applications.

### **SUBMIT APPLICATIONS**

By Email:

hello@artsconsortium.org

In Person:

340 E. Oak Ave. Ste. 112

Visalia CA, 93291

10am to 3pm Monday through Friday

By Mail:

Arts Consortium

c/o Community Arts Grants

PO Box 2696

Visalia CA, 93279



*Jorge Garza performing ceramic demonstrations*

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**APPLICATION FORM QUESTION DETAIL:**

Please follow these guidelines carefully as you answer the questions on the City of Visalia Community Arts Grant Program 2024 Application. Each numbered item below matches the numbered item on the application form. Please provide the information requested.

1. Individual, organization, or under a fiscal agent: Fill out the 'Contact Person' section and only complete the following portions that are appropriate to you. Only fill out the last page of the application if you are applying under a fiscal agent.
2. 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.
4. 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.
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. 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.

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

8. 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?
9. 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.) Provide work samples in the form of images, videos, or written material.
10. 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 (Provide resumes or biographies of the participating artist(s))?
11. 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?

**ATTACHMENT CHECKLIST:**

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

Letters of support - 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.