



CITY OF SANTA BARBARA
2022-2023 ARTS AND CULTURE GRANT GUIDELINES:

Community Arts
Organizational Development
Community Events and Festivals

Deadline for all 2022-2023 Grant Program Applications:

September 1, 2022 at 5 p.m.

The City of Santa Barbara Cultural Arts Grant Programs are funded by the City of Santa Barbara and administered by the County of Santa Barbara Office of Arts and Culture.

Grant applications must be submitted through the Community Grants Portal at
<https://sbac.force.com/communitygrants>

Reference applications can be downloaded at <https://www.sbac.ca.gov/city-grants>

CITY OF SANTA BARBARA ARTS AND CULTURE GRANT GUIDELINES

As part of its ongoing commitment to a vibrant, sustainable local cultural sector and arts access for all, the City of Santa Barbara invests nearly \$300,000 each year into the community through its Arts and Culture Grants Program.

ARTS AND CULTURE GRANT PROGRAM CATEGORIES

Community Arts

The Community Arts (CA) grant program funds grant requests that provide small-scale projects and programs for underserved communities, children and youth. (Maximum grant request: \$6,000)

Organizational Development

The Organizational Development (OD) grant program funds grant requests that will improve organizational capacity and performance, enhance audience reach and increase earned income, or prepare an emergency contingency plan. (Maximum grant request: \$18,000)

Community Events and Festivals

The Community Events and Festivals (EF) grant program funds grant requests for events and festivals which contribute to the cultural vitality and promotion of the City of Santa Barbara. (Maximum grant request for new events and festivals*: up to \$15,000. Maximum grant request for returning events and festivals: \$10,000)

**New events are events that have only occurred for three years or less, or have not occurred in the last 3 years.*

APPLICATION ELIGIBILITY REQUIREMENTS

To be eligible for City arts and culture grant funding, the applicant must:

- Attend a technical assistance workshop. **Workshops are mandatory for first-time applicants on the Community Grant platform.** Workshops are highly recommended for returning applicants.
- Apply as a nonprofit organization with tax-exempt status [501(c)(3)]* [OR] a nonprofit [501(c)(3)] fiscal sponsor representing an individual artist/s.

***Fiscal Sponsors (For Community Arts and Events and Festivals Grants ONLY)**

If an applicant does not have 501(c)(3) status, they may apply under the auspices of a registered 501(c)(3) organization. The fiscal sponsor acts as the fiscal agent for the group or individual applying and assumes all responsibilities required by the contract. Any payment for services rendered is issued to the fiscal sponsor. ***The use of fiscal sponsors is not allowed for Organizational Development Grants.***

- Serve the City of Santa Barbara with the grant program and funding.

- The applying organization, upon award funding and based on grant project, may be required to show proof of general liability insurance, worker's compensation insurance, and/or auto insurance as part of the grant agreement process.

RESTRICTIONS

An organization may submit a grant application from only **ONE** of the following City grant categories: Community Arts, Organizational Development, OR Community Events & Festivals.

Please ensure that the proposed grant program is following the most current COVID-19 public health guidelines to ensure the safety of your program for staff, volunteers and participants.

Funding Requests are INELIGIBLE for the following:

- Organizations and/or projects currently receiving funds through a line item in the City Budget.
- Capital improvements and construction of buildings or facilities over \$1500.
- Organizations primarily involved in political action, legislation, lobbying; projects with religious purposes.
- Programs in facilities that are not ADA compliant.
- Trusts, endowment funds, regranting, investments, or prize money.
- Profit-making organizations, ventures, or replacement of deficit funds.
- Fundraising or arts services for events in which fundraising is the primary purpose.
- Programs or services intended for private use, or for use by restricted membership.
- Hospitality or food costs.
- Purchase of tickets and/or scholarships for an event/program produced by the applicant.
- Expenses incurred before the start or after the ending date of the grant.

California Model Agreement (AB20) and indirect costs - In order to comply with AB20 requirements, University of California and California State University grantees are required to secure an indirect cost waiver from the Regents of the University of California or the Board of Trustees of the California State University.

APPLICATION DEADLINE

Applications must be received no later than 5:00 PM on the designated deadline. Late or incomplete applications will not be considered.

GRANT REPORTING PROCESS

All forms are located in the Community Grants portal and must be completed online.

To ensure a successful experience, please read and note all final report questions **prior to beginning a grant project**. The self-evaluations are available for download at www.sbac.ca.gov. Final payment of grant funding will not be disbursed until the completed final report and invoice are received by the County Office of Arts & Culture.

COMMUNITY ARTS

The City of Santa Barbara's Community Arts Re-Granting Program (CA) funds grant requests that provide small-scale projects and programs for underserved communities, children and youth. Often, projects supported by Community Arts grants occur one time only and are not offered on an ongoing basis.

COMMUNITY ARTS GRANT PROGRAM OBJECTIVE

The objective of the Community Arts Re-Granting Program grants is to ensure accessibility to the arts for all members of Santa Barbara's community.

The maximum award for the Community Arts grant is \$6,000.

Total Community Arts funds available this grant cycle: \$41,468

COMMUNITY ARTS APPLICATION CHECKLIST

- ☐ Complete application
- ☐ For artists/projects using a fiscal sponsor: letter of commitment/support from the fiscal sponsor agreeing to serve as the fiscal sponsor of the grant program.
- ☐ Completed budget for proposed program or project

COMMUNITY ARTS APPLICATION REVIEW CRITERIA

CA Grant applications will be reviewed by a grant panel consisting of members from City's Arts Advisory Committee.

All City of Santa Barbara grant programs will be scored using the following criteria:

1. Overall need for proposed project and the lasting impact on the community served
2. Fiscal responsibility: overall cost-effectiveness of project, including the use of matching funds and other kinds of financial and community support
3. Commitment to payment for any artistic services
4. Use of qualified experts in their artistic medium and/or cultural field in programs
5. Inclusion of diverse communities and artists in program planning and implementation

In addition, Community Arts Grants will specifically be scored with the following criteria:

1. Partnerships, collaboration, and innovation
2. Number of people served and the depth of the program offered
3. Cultural relevance to the community being served

The City Arts Advisory Committee's Community Arts Grant panel will meet to review grant applications and make funding recommendations based on the scale listed below. Grant applications are broken into weighted sections.

5	Exemplary	Meets all of the review criteria to the highest degree possible
4	Strong	Meets all of the review criteria in a significant manner
3	Good	Meets the majority of the review criteria; however, areas of the application need improvement, development or clarification
2	Marginal	Significant inadequacies in addressing review criteria
1	Weak	Does not meet the majority of the review criteria in a significant manner
0	Ineligible	Inappropriate for grant support: incomplete applications, applications with significant ineligible expenses, and proposals that do not meet the program.

ORGANIZATIONAL DEVELOPMENT

The City of Santa Barbara's Organizational Development Re-Granting Program (OD) grants public funding to local arts organizations for arts programs. The applicants to this program are representative of a diverse cross-section of arts organizations, including multicultural and neighborhood arts programs. Organizational Development grants will support **operational, marketing and promotional expenses, or emergency contingency planning for organizations.** Organizations must indicate the impact these funds will have upon their audience development and earned income. **Organizational Development Re-Granting Program grants will support programs that address increases in audience through direct programmatic partnerships and new marketing strategies or in the development of emergency contingency planning to keep their audiences safe and informed.**

ORGANIZATIONAL DEVELOPMENT GRANT PROGRAM OBJECTIVE

The objective of the Organizational Development Re-Granting Program is to fund grant requests that will improve organizational capacity and performance, enhance audience reach and increase earned income, **or plan for emergencies.**

The maximum award for the Organizational Development grant is \$18,000.

Total Organizational Development funds available this grant cycle: \$128,678

ORGANIZATIONAL DEVELOPMENT APPLICATION CHECKLIST

- ☐ Complete application
- ☐ **Copy of Organization's Strategic Plan, Marketing Plan, or Emergency Contingency Plan (If the strategic plan, marketing plan, or emergency contingency plan is over 5 pages please provide the executive summary only.)**
- ☐ Completed Budget for proposed program or project
- ☐ The first page of your Form 990 (financial statement) from the last completed fiscal year.

ORGANIZATIONAL DEVELOPMENT APPLICATION REVIEW CRITERIA

OD Grant applications will be reviewed by a grant panel consisting of members from the City of Santa Barbara's Arts Advisory Committee.

All City of Santa Barbara grant programs will be scored using the following criteria:

1. Overall need for proposed project and the lasting impact on the community served
2. Fiscal responsibility: overall cost-effectiveness of project, including the use of matching funds and other kinds of financial and community support.
3. Commitment to payment for any artistic services
4. Use of qualified experts in their artistic medium and/or cultural field in programs
5. Inclusion of diverse communities and artists in program planning and implementation

In addition, Organizational Development Grants will specifically be scored with the following criteria:

1. Strategic plan, marketing plan, or emergency contingency plan is well thought out and demonstrates a clear vision for the future OR grant application demonstrates a need for the creation of a strategic plan, marketing plan, or emergency contingency plan
2. Organization is sustainable and demonstrates relevance to the arts and culture sector of Santa Barbara
3. Leadership of the organization is committed to and capable of executing the plan

The Arts Advisory Committee's Organizational Development Grant panel will meet to review grant applications and make funding recommendations based on the scale listed below. Grant applications are broken into weighted sections.

5	Exemplary	Meets all of the review criteria to the highest degree possible
4	Strong	Meets all of the review criteria in a significant manner
3	Good	Meets the majority of the review criteria; however, areas of the application need improvement, development or clarification
2	Marginal	Significant inadequacies in addressing review criteria
1	Weak	Does not meet the majority of the review criteria in a significant manner
0	Ineligible	Inappropriate for grant support: incomplete applications, applications with significant ineligible expenses, and proposals that do not meet the program.

COMMUNITY EVENTS AND FESTIVALS

The City of Santa Barbara Community Events & Festivals Re-Granting Program (EF) grants funds to local organizations for promotional development. The applicants to this program demonstrate the ability to provide events and festivals which contribute to the cultural vitality and promotion of the City of Santa Barbara.

COMMUNITY EVENTS AND FESTIVALS GRANT PROGRAM OBJECTIVE

The objective of this grant program is to support the **creation of and/or the** resilience and sustainability of City of Santa Barbara Events and Festivals producing organizations. Funding for this grant cycle will be awarded to organizations for projects that focus on **either the creation of new events and festivals OR the continued engagement of current audiences and/or the growth of new audiences.**

COMMUNITY EVENTS AND FESTIVALS GRANT PROGRAM TIMELINE

The maximum award for **NEW events or festivals applying to the Community Events and Festivals grant is \$15,000.***

The maximum award for **returning events or festivals applying to the Community Events and Festivals grant is \$10,000.***

Total Community Events and Festivals funds available this grant cycle: **Up to \$95,755**

***Please note an organization that has received events and festivals funding previously may apply as a new event or festival if the event or festival has not been held in the last three years.**

COMMUNITY EVENTS AND FESTIVALS APPLICATION CHECKLIST

- ☐ Complete application
- ☐ For artists/projects using a fiscal sponsor: letter of commitment/support from the fiscal sponsor agreeing to serve as the fiscal sponsor of the grant program
- ☐ Completed Budget for proposed program or project
- ☐ The first page of the applying organization's Form 990 (financial statement) from the last completed fiscal year

COMMUNITY EVENTS AND FESTIVALS APPLICATION REVIEW CRITERIA

Grant applications will be reviewed by the City's Community Events and Festivals Committee.

All City of Santa Barbara grant programs will be scored using the following criteria:

1. Overall need for proposed project and the lasting impact on the community served
2. Fiscal responsibility: overall cost-effectiveness of project, including the use of matching funds and other kinds of financial and community support
3. Commitment to payment for any artistic services
4. Use of qualified experts in their artistic medium and/or cultural field in programs
5. Inclusion of diverse communities and artists in program planning and implementation

In addition, Community Events and Festivals Grants will specifically be scored using the following criteria:

1. Event or Festival is culturally relevant and/or enhances the cultural vitality of Santa Barbara
2. Economic impact of the event or festival (e.g. hotel stays, restaurant visits, retail sales/sales tax)
3. Seed money for new events and festivals to build and enhance the cultural vitality of Santa Barbara
4. Ability to engage with new and/or existing audiences
5. Priority will be given to events held during the shoulder season (January-May; September-December, holidays excluded.)
6. Additional consideration will be given to events held during the mid-week

COMMUNITY EVENTS AND FESTIVALS INTERVIEW

Please note that applicants for Community Events & Festivals funding will be required to participate in an interview with the Community Events and Festivals Committee Grant panel. Interviews dates will occur in Fall 2022 and are to be determined.

The City of Santa Barbara's Community Events and Festivals Committee Grant panel will meet to review grant applications, conduct interviews with applicants, and make funding recommendations based on the scale listed below. Grant applications are broken into weighted sections.

5	Exemplary	Meets all of the review criteria to the highest degree possible
4	Strong	Meets all of the review criteria in a significant manner
3	Good	Meets the majority of the review criteria; however, areas of the application need improvement, development or clarification
2	Marginal	Significant inadequacies in addressing review criteria
1	Weak	Does not meet the majority of the review criteria in a significant manner
0	Ineligible	Inappropriate for grant support: incomplete applications, applications with significant ineligible expenses, and proposals that do not meet the program.

2022-2023 City of Santa Barbara Events and Festivals Grant Application

This application is for reference only. Applicants must apply online using the Community Grants Portal at <https://sbac.force.com/communitygrants/>. Staff recommends downloading this reference application, saving responses in an editable document, and then copying and pasting them into the grant portal.

Overview

Please provide the following general information regarding your Funding Application:

Funding Requested (Amount up to \$15,000 for new events and festivals, up to \$10,000 for returning events and festivals):

Application Title:

Description (Brief introduction to your grant proposal):

Event Information

For the purposes of this grant application, the word “event” means any event, festival, exhibition, or series that the applicant is requesting Community Events and Festival Grant funds to support.

1. Name of Event
2. Is your event a new event or returning event:
 - ☐ New event (Event that has only occurred for three years or less, or has not occurred in the last 3 years.)
 - ☐ Returning Event
3. If applicable, Previous Year’s Date(s) of Event
4. If applicable, Previous Year’s Location(s) of Event
5. How many years has the applying organization been producing this event?

Project Overview

The objective of this grant program is to support the creation of new events and/or the resilience and sustainability of City of Santa Barbara Events and Festivals producing organizations. Funding for this grant cycle will be awarded to organizations for projects that focus on either the creation of new events and festivals OR the continued engagement of current audiences and/or the growth of new audiences.

In this section, applicants will outline the proposed use of grant funds and their impact on the organization. Please ensure that the proposed grant program is following the most current COVID-19 public health guidelines to ensure the safety of your program for staff, volunteers and participants.

6. Provide an overview of the proposed event or festival and the use of grant funds. (2500 characters)

7. Who is your target audience and how will you use these grant funds to reach them?
8. Please share how this event will enhance the cultural vitality and have a positive economic impact on Santa Barbara?

Project Goal

In this section, applicants will provide the primary goal of this project as it relates to this grant. Please use the SMART goal criteria as your model. [Click here for instructions on writing SMART goals.](#)

9. Provide a measurable goal that will be used to determine the success and impact of this Events and Festivals grant project. Specifically define an outcome of this goal and how it will be measured. (1000 characters)

Budget

In this section, the applicant will answer questions about the project budget. Please download the budget template, complete it and attach below. [Click here to download the EF Budget Template.](#)

Please Note: Grant funds may only be applied toward 50% of the applicant's total marketing budget.

10. Please upload the completed budget using the EF budget template provided. (PDF Files ONLY)
11. Please upload the first page of the applying organization's Form 990 (financial statement) from the last completed fiscal year.
12. Please provide a detailed explanation for the use of the requested EF grant funds. For example, if \$6,000 is listed under "Program Expenses," please explain all items that would be supported with the grant funds. (1000 characters)
13. If income from additional grant(s) is listed in the budget, please note the sources and whether the grant amounts are pending, secured, or preliminary. (1000 characters)
14. Please include explanations of "other" income/expenses, how pay rates for artistic services were determined, or any additional information that may be relevant and has not been previously addressed. (1000 characters)

General Information

If your proposal is selected for funding, the information you provide below will be used to process and execute your contract. Please make sure to provide accurate contact information for all communication regarding this grant award and corresponding paperwork. All organizational information must match the organization that will receive the payment via Direct Deposit or check.

If the applicant is using a fiscal sponsor, this information should be the sponsoring organization's information. Project or artist-specific information should be included in the last section of this grant application, "For Proposals Using a Fiscal Sponsor."

15. Organization Name

16. Tax ID Number
17. Vendor Number (For internal purposes only. To be completed by County.)
18. Phone
19. Street Address
20. City
21. State
22. Zip Code
23. Contact's First Name
24. Contact's Last Name
25. Contact's Title
26. Contact's Email
27. Contact's Phone

Organizational Profile

Please provide the following information for the organization that is applying for this grant.

28. Organization Mission Statement
29. Please provide a brief history of the applying organization's programs and accomplishments as they pertain to its ability to accomplish the objectives detailed in this grant application. (1000 characters)
30. Number of Full-Time Paid Staff
31. Number of Part-Time Paid Staff. (Please include the number of staff members and the percentage of time they are employed by the applying organization.)
32. Please select all City of Santa Barbara Grants that the applying organization has received over the past three fiscal years.
 - ☐ Community Arts
 - ☐ Events and Festivals
 - ☐ Organizational Development
33. I certify that the applying organization has non-profit tax-exempt status [501(c)(3)] in the state of California.
34. I certify that the applying organization has federal tax-exempt status [501(c)(3)].

For Proposals Using a Fiscal Sponsor

This section is only required for those artists/projects that are using a fiscal sponsor. ***This section is for the project or artist hosting the event.***

If the organization is applying directly for this grant, please skip this section.

35. Project Name
36. First Name of Artist or Designated Contact
37. Last Name of Artist or Designated Contact
38. Street Address of Artist of Designated Contact
39. City
40. State
41. Zip Code
42. E-Mail Address of Artist or Designated Contact
43. Please upload a letter from the fiscal sponsor agreeing to serve as the fiscal sponsor for this event.
44. Please indicate any reference information that needs to be included in the payment to the fiscal sponsor.

Supporting Documentation

This optional section allows applicants the opportunity to share any relevant supporting documentation. The following document types can be uploaded: a pdf document; a web link, a video clip and/or an audio clip.

PLEASE NOTE: This section is NOT mandatory and is NOT scored. The uploading of documents or links does not supplant answering the required questions in the grant application.

43. OPTIONAL: Please upload any supporting file that you would like included with the application. (PDF only.)
44. OPTIONAL: Please upload any additional web link you would like included with the application.
45. OPTIONAL: Please upload any video clip that you would like included with the application.
46. OPTIONAL: Please upload any audio clip that you would like included with the application.