

# Arts Council Silicon Valley 2010 Regional Arts Fund Guidelines & Application Instructions



**Regional Arts Fund** provides general operating support to encourage professional and semi-professional arts groups throughout the Silicon Valley region. Through the **Regional Arts Fund**, we seek to:

- Support the professional development of mid-sized arts organizations (budgets between \$100,000 and \$2,000,000)
- Promote artistic and organizational excellence
- Award organizations that exemplify the vitality of Silicon Valley's richly diverse region through their artistic programming and outreach

**Regional Arts Fund** provides annual grants to a maximum of \$5,500, \$9,000 or \$10,000 depending on the size of the organization:

- **Level 1**
  - Maximum award \$5,500
  - Expenses in past fiscal year of \$100,000 - \$299,000
- **Level 2**
  - Maximum award \$9,000
  - Expenses in past fiscal year of \$300,000 - \$999,999
- **Level 3**
  - Maximum award \$10,000
  - Expenses in past fiscal year of \$1,000,000 - \$2,000,000

*Regional Arts Fund is funded by the County of Santa Clara, California Arts Council, The William and Flora Hewlett Foundation, the David and Lucile Packard Foundation, Adobe Foundation, Silicon Valley Arts Fund at Silicon Valley Community Foundation, ArtsChoice Workplace Giving Campaign, and Property Tax Insert Donors*

---

**Please read the following pages carefully before downloading and completing the application forms. To follow is important information on:**

- **Eligibility and restrictions**
- **Assistance for applicants**
- **Application review process**
- **Application instructions**

## **DEADLINE FOR REGIONAL ARTS FUND APPLICATIONS**

**MONDAY, February 1, 2010**

**Completed applications must be received by 5:00pm.**

**No postmarks. No faxes. No emails.**

**Send or deliver applications to:  
Arts Council Silicon Valley  
4 North Second Street, Suite 500  
San Jose, CA 95113**

For information, phone or email:  
Audrey Wong, Grants Program Manager  
408-998-2787 ext. 214  
awong@artscouncil.org

# Arts Council Silicon Valley

## 2010 Regional Arts Fund – ELIGIBILITY & RESTRICTIONS

### ELIGIBILITY:

1. Your organization must be located in Santa Clara County and must provide arts activities in Santa Clara which are open and accessible to all.
2. Your organization's primary focus must be the creation performance, production, or presentation of arts and cultural programs.
3. Your organization must be a California not-for-profit corporation with a 501(c)(3) tax-exempt certification from the Internal Revenue Service.
  - *For-profit organizations are not eligible.*
  - *Institutions of primary and secondary education are not eligible.*
  - *A local government, university, or college may submit only one application, regardless of the number of arts programs/departments it may encompass.*
4. Your organization must have been performing, producing, or presenting since January 1, 2007, and doing so in Santa Clara County since January 1, 2009.
5. RAF grants must be matched dollar-for-dollar in cash (including earned income, donations, and/or grants.)
6. Your organization must have satisfied all of the reporting and acknowledgment requirements of any previously awarded grants from Arts Council Silicon Valley.

### RESTRICTIONS:

1. Your organization may not apply for both Community Arts Fund (CAF) and Regional Arts Fund (CAF) in the same year.
2. Grants may not be applied toward support for political or religious purposes, fundraisers, capital improvements, the purchase of equipment or real property, debt retirement, projects already completed, tuition assistance, refreshment costs, art therapy, or touring expenses.

### ADDITIONAL REQUIREMENTS:

1. Applicants who did not receive CAF or RAF funding last year (awarded July 2009) must attend one Grants Workshop session. (See "Grants Workshop" on following page.)
2. In addition, first-time applicants must submit an application for pre-screening. (See "Application Pre-screening" on following page.)

# Arts Council Silicon Valley

## 2010 Regional Arts Fund – ASSISTANCE FOR APPLICANTS

### CALIFORNIA CULTURAL DATABASE (CCDP) TRAINING

The CCDP is an online system for collecting and standardizing historical, financial and organizational data. Through this system, applicants submit data on one form, updated once a year, which will then be used by many funding organizations. While there are additional benefits to arts groups, such as being able to obtain benchmarking information, the chief benefit is the ability of the Arts Council to use the collected data for advocacy and funds development to support the arts in our region. **Participation in the CCDP is required of all RAF applicants.** Do not wait until the last days before the application due date to register and provide your information. You can familiarize yourself with the system NOW, by going to: <http://www.caculturaldata.org/>.

### Training Workshops for California Cultural Data Project:

Tuesday, September 15 9:30am-Noon	Wednesday, September 16 1:00-3:30pm
Mountain View City Hall Plaza Conference Rm	Sobrato Conference Center, Cupertino Rm.
500 Castro St., Mountain View	1400 Parkmoor Ave., San Jose

### GRANTS WORKSHOP

Arts Council Silicon Valley offers Grants Workshops to explain our application guidelines, how to apply for funding, and basic tips for grant seekers. Attendance is mandatory for groups who did not receive CAF or RAF funding in the 2008-2009 cycle. However, as guidelines are revised each year, all prospective applicants are encouraged to attend.

### Grants Workshop dates and locations

Tuesday, October 13, 2009	6:30-8:00pm
Gilroy Police Dept. Community Room, 7301 Hanna St., Gilroy	
Wednesday, October 14, 2009	3:00-4:30pm
Sobrato Conference Center, Cupertino Room, 1400 Parkmoor Ave., San Jose	
Wednesday, October 14, 2009	6:00-7:30pm
Community Center Room 2, 201 South Rengstorff Ave., Mountain View	

### APPLICATION PRE-SCREENING

Pre-screening is a **requirement for NEW applicants only**. It is NOT available to returning grantees. Arts Council staff will review draft grant applications and offer written suggestions. These staff comments are not part of the formal review process and have no bearing on the final outcome of the proposal, but previous applicants have found them helpful in strengthening their applications. Submit one copy of the draft grant application, including attachments and budgets. **RAF Prescreen Deadline: Monday, December 7, 2009** *Must be received by 5:00pm*

### AUDIO-VISUAL CHECK

**Up until Monday, January 18**, applicants may submit DVD, CD, or VHS work samples to confirm compatibility with our playback equipment. This is not a review of the work sample.

# Arts Council Silicon Valley

## 2010 Regional Arts Fund – REVIEW PROCESS

- An independent grant review panel, comprised of individuals with experience in regional arts activities, scores and ranks applications. (To ensure freedom from conflicts of interest and the appearance of such conflicts, panelists are required to disclose any past, current or prospective affiliations or relationships they or their immediate family members have with an applicant.)
- Organizations are notified of the dates when the review panel convenes, and are encouraged to send a representative **to observe but not to address the panel**.
- Based on available funding, Arts Council staff converts panel scoring and rankings into award amounts.
- Grant awards are authorized and approved by the Arts Council’s Board of Trustees prior to public announcement. **Grant notifications will be sent out the first week of June, 2010.**

### RAF Grant Review Criteria

#### *I. Quality of Programs (20 points)*

- Artistic merit of organization’s programs
- How past programs have been received
- Involvement of artistic personnel in program planning and implementation
- Qualifications, background, and experience of artists

#### *II. Community & Regional Impact (20 points)*

- Effectiveness in serving an identifiable community, including long-term impact
- Contribution to the quality of life and cultural vitality of Santa Clara County
- Long-range planning and program goals
- Community support as demonstrated through volunteer involvement, attendance, and contributions

#### *III. Outreach & Audience Development (15 points)*

- Benefits to new or under-served audiences including: youth, the elderly, the disabled, emerging cultures, and/or geographic areas of the Silicon Valley Region not reached by existing programs
- Marketing strategy and efforts to reach beyond organization’s traditional audiences
- Efforts to broaden community involvement including audience, volunteer, and outreach activities

#### *IV. Management Capability (15 points)*

- Active involvement and stability of strong leadership – Board, staff, volunteers
- Qualifications and background of management and professional staff
- Successful completion of previous projects funded by Arts Council Silicon Valley (if applicable)
- Clarity, completeness, and accuracy of proposal, including effectiveness of supporting materials

#### *V. Financial Health (15 points)*

- Sound management including long-range planning and presence of an active and effective fundraising program
- History of balanced budgets and fiscal responsibility
- Diversified base of financial support from the community

#### *VI. Innovation & Sustainability (15 points)*

- Presentation of new or original works and utilization of new or emerging artists
- Efforts to develop future participants/audience/staff/volunteers through education, outreach, training/apprenticeship opportunities

## Arts Council Silicon Valley 2009 Regional Arts Fund – APPLICATION INSTRUCTIONS

1. Read all instructions before beginning application.
2. Provide the requested information in the REQUIRED FORMAT SPECIFIED (see below). Application forms are already formatted – do not make changes.
  - Typed in 12pt Times or Times New Roman (in no part hand-written)
  - All pages 8½” x 11” with 1” margins
  - Numbered pages, with appropriate information inserted in footers
  - Double-sided copies
  - Paper clips or spring clips only – NO STAPLES.
  - No excess packaging – one big envelope is sufficient
3. Complete **Cover Page** and **Eligibility Page**. Eligibility Page must be signed by the top-ranking director of your organization or chief officer of your Board of Directors. Print these pages back-to-back, using one sheet of paper.
4. Answer **Narrative Questions** 1-11 on maximum of 6 pages, i.e. 3 sheets, printed back-to-back.
5. Provide information for Attachments A, B, C, and List of Support Materials in the number of pages allowed for each item. Print back-to-back.
6. Submit your organization’s **Cultural Data Profile** for 2008 & 2009 (3 sheets, double-sided), downloaded from the California Cultural Data Project website. See separate attachment for instructions and example.
7. \*\*\* If you cannot submit final figures for 2009 because you are waiting for completion of your audit, download and submit “**CDP Supplement**” in addition to your 2008 CDP profile.
8. Complete the **Report on Previous Grant**. Indicate one of the below, and provide appropriate information as requested.
  - Final Report: 2009 RAF activities completed, grant monies completely expended.
  - Interim Report: 2009 RAF activities not completed, grant monies not expended.
  - NA: Did not receive a CAF or RAF grant in 2009

*If your organization received a CAF grant last year, you must download and submit a CAF Final Report. See CAF guidelines/application on ACSV website.*
9. Sign and date complete **original** of application and submit along with **six copies** and **seven packets of required supporting materials**. All packets should be individually secured with paper clips or spring clips – no staples, binders, folders. Do not punch holes.
10. (Optional) Send **three copies of over-sized** printed materials (2 different pieces allowed) and/or **one copy** of your Audio (cassette or CD) or Video (VHS or DVD) **work sample**.
11. Submit **one copy** of your **501(c)(3) determination letter** with your original packet.
12. Complete the **Submission Checklist** and place it on top of your original packet. (One only)

**DEADLINE FOR REGIONAL ARTS FUND APPLICATIONS**  
**Monday, February 1, 2010 – 5:00pm**  
***Must be IN the Arts Council office. No postmarks. No faxes. No emails.***

## **Arts Council Silicon Valley 2010 Regional Arts Fund – APPLICATION INSTR, cont'd**

### **SUPPORT MATERIALS**

Support materials are a critically important part of the review process and play a major role in the panel's evaluation of your work. Give careful thought to what materials will best represent your organization and/or project. E.g. visuals for visual arts organizations, curricula for educational programs, performance samples for performing arts organizations.

### **Printed Support Materials**

Printed support material **for insertion in panel binders** can include programs, brochures, newsletters, reviews (must include name of publication and date), and letters of support. These **MUST** be in 8½" x 11" format or smaller. Smaller pieces must be contained in clear plastic sleeve – only one sleeve per packet. Provide seven sets of no more than six pieces.

Printed support material **for review during the panel session** are pieces that are more than 10 pages thick or larger than 8½" x 11" format. These can include programs, catalogs, study guides, and posters. Provide three copies each of no more than two pieces.

### **Audio or Video Work Samples**

#### Audio Cassettes and Compact Discs

Submit only one copy of audio cassette or CD. The panel will spend an average of three minutes reviewing audio. Therefore, you must cue the tape to the sample of the work you want the panel to hear **OR** indicate which CD track should be played. Clearly label the cassette or CD with your organization's name.

#### Video Cassettes and DVDs

Submit only one copy of VHS format video cassette or DVD. The panel will spend an average of three minutes reviewing video. Therefore, you must cue the tape to the sample of the work you want the panel to watch, indicate which DVD track should be played, or submit an edited DVD. Clearly label the video cassette or DVD with your organization's name.

#### Acceptable Formats:

- CDs are for audio review only. (Do not submit Powerpoint on a CD. Mac users can convert Powerpoint to a Quicktime movie and submit on DVD – SEE INSTRUCTIONS ON WEBSITE RAF PAGE)
- VHS and DVD are the only acceptable video format. (Do not submit VCD.)

**APPLICATION DEADLINE: Monday, February 1, 2010 – \*5:00pm**

*\*Must be received in Arts Council Office – no postmarks, no faxes, no emails.*

**Mail or Deliver to:  
Arts Council Silicon Valley  
4 North Second Street, Suite 500  
San Jose, CA 95113**

For information, phone or email:  
Audrey Wong, Grants Program Manager  
408-998-2787 ext 214  
awong@artscouncil.org