

California Arts Council

Creative California Communities

November 7, 2018

Arts Program Specialist: Hilary Amnah



California Arts Council





*Arts Council Santa Cruz:
Ebb and Flow River Arts Collaborative*

Creative California Communities (CCC)

Due January 9, 2019

Calendly for one-on-one
technical assistance

CREATIVE CALIFORNIA COMMUNITIES

PROGRAM DESCRIPTION

Creative California Communities (CCC) supports meaningful, collaborative, creative placemaking projects that animate, activate, and celebrate communities. Projects support community goals and encourage increased engagement in arts and cultural activities with community members.

Creative placemaking projects use local artists, cultural resources, and/or the creative sector as central components in strategically shaping the physical and social character of a neighborhood, town, tribe, city, or region. Partnerships between public, private, not-for-profit, and community sectors are essential to this program.

STAFF CONTACT

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[Language Assistance](#)



APPLYING

- [Guidelines & Instructions](#)
- [Application Resources](#)
- [Apply Now](#)

DATES

- **Application Available:** October 9, 2018
- **Program Webinar:** November 7, 2018 at 11am - [click here to register](#)
- **Application Deadline:** January 9, 2019
- **Grant Activity Period:** June 1, 2019 - May 31, 2021

RESOURCES

- [Current Grantees \(PDF\)](#)
- [VIDEO: 2018-19 Grant Programs Overview \(MP4\)](#)
- [Creative Placemaking Executive Summary](#)
- [How to Do Creative Placemaking](#)

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https://calartscouncil.smartsimple.com/s_Login.jsp



Welcome to the California Arts Council's Online Application System

This is the California Arts Council's comprehensive online portal for requesting, reviewing, and managing grant awards.

View [Registration Information](#) for instructions.

[Register here](#)

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What is creative placemaking?

*An arts-based approach
to community development*

Guiding Definitions

- Strategically shaping the physical and social character of a place through arts and cultural activities and community partnerships
- Intentionally using artists and arts organizations in community planning and development
- Strengthening a community with artistic and cultural activities that reveal and celebrate its character

5 elements

1. A place-based orientation
 2. A core of arts and cultural activities
 3. Community needs/goals/priorities to be addressed
 4. Partnerships
 5. Methods to measure progress
- 

Funding

Grant Period: June 1, 2019 and May 31, 2021

Eligible Requests

Maximum total request: \$150,000

Total of the 2-year request cannot exceed 100% of an organization's total operating revenue

Total requests for FY18-19 cannot exceed 50% of an organization's total operating revenue. **For 2-year grant programs, half of the total grant request will apply to this cap.**

**There are no planning grants for this category this year.*



Eligibility

- Applicants must be a California-based nonprofit arts organization or arts-based unit of government
- Applicant organization must be consistently engaged in arts programs and/or services for two years
- Fiscal sponsors may be used




Project Requirements

- Place-based orientation for all project activities
- Project designed and developed in partnership between an applicant organization and at least one other partnering organization
- A core of arts and cultural activities
- A public component that is accessible to the defined community must be included
- Must be an expansion of existing project(s) or a new project



Support Materials

- DataArts: Applicant organizations must submit a Data Arts Funder Report with at least two years of financial data included
 - Letter of Agreement between partnering organization(s)
 - Letter of Support or testimonial from community
 - Work Samples: recent and relevant
- 

What can creative placemaking do?

Strengthen Economic Development	Seed Civic Engagement	Build Resiliency	Contribute to Quality of Life
<ul style="list-style-type: none">• Drive economic diversity• Drive new investments• Create new access points to participation	<ul style="list-style-type: none">• Connect community members• Create stewards of place• Shared sense of the future of a place	<ul style="list-style-type: none">• Help re-establish normalcy• Generate new community assets• Provide psycho-social relief	<ul style="list-style-type: none">• Create new amenities• Increase access to public spaces and resources• Increase attachment to place

Slide from the National Endowment for the Arts

<http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/>

How can creative placemaking do it?

Anchor	Activate	“Fix”	Plan
<ul style="list-style-type: none">• Acting as the key institution in a neighborhood• Provide community identity• Generate area foot traffic and business	<ul style="list-style-type: none">• Bring the arts (visual and performing) to public spaces• Make public spaces more attractive, exciting, and safe	<ul style="list-style-type: none">• Re-imagine use of spaces• Beautify vacant and blighted spaces• Connect people to opportunities and one another	<ul style="list-style-type: none">• Engage community stakeholders• Solicit community input and suggestions• Rapid prototyping and iterative design

Slide from the National Endowment for the Arts:

<http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/>

How NOT to do creative placemaking

- A single mural
- A regional or statewide project
- Partnerships between entities that don't have a history of working together
- Capital improvements or renovations
- Events or arts activities that do not have a connection to place
- Disregarding the history or unique characteristics of the place
- Not involving the appropriate stakeholders and community members



Ink People, Inc

Eureka Waterfront



5 elements

1. Eureka waterfront
2. Artist-created benches and festival celebrating Eureka's cultures
3. Health and transportation
4. City of Eureka, Dept Parks & Rec
5. Community members using the trail

Attitudinal Healing

ArtEsteem Art Mobile



5 elements

1. West Oakland
2. Creation of the Art Mobile and arts projects where the Art Mobile goes
3. Enhance public space and stimulate civic dialogue
4. East Bay Asian Local Development Corporation (EBALDC)
5. Project participation, resident surveys, and press coverage

Qualities of Successful Applications

- Applicants, partners, and artists with deep experience in the community
- Organic partnerships built over time, based in shared goals or missions
- Projects using existing assets within the community
- Projects acknowledging and celebrating the history of the place and/or incorporating new qualities of the community
- Clear goals and ways of measuring progress towards those goals



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