FY19-20 Arts and Public Media
Grant Application Instructions

Application Instructions
*DEADLINE: **November 1, 2019 by 11:59 PM***

New applicants to this program are highly encouraged to contact the designated staff to confirm eligibility before starting an application.

All grant applications must be submitted in the California Arts Council online grants management system, calartscouncil.smartsimple.com.

Registration and Certification

An authorized representative of the Applicant Organization must be registered, and organizational information must be certified, in advance. The following information and documentation should be prepared prior to beginning this process:

- Applicant Organization Federal EIN (or that of Fiscal Sponsor, if applicable)
- Applicant Organization DUNS Number (or that of Fiscal Sponsor, if applicable), obtainable from the Dun and Bradstreet Request Service website (requested, but not mandatory at the time of certification)
- Applicant Organization contact information, including business address, mailing address (if different), county name, phone and fax number (if available), and website
- Number of years Applicant Organization has engaged in arts programming
- Year Applicant Organization began arts programs and/or services
- Organizational mission statement and purpose
- Brief summary of Applicant Organization's core programs and services

Please refer to CAC Registration Information for additional guidance.

Application Checklist

Required Support Materials:

- Artistic Work Samples: Please include up to three samples of artistic work providing evidence to the quality of the artists associated with this project. Images, audio, and video (links) should be recent, relevant, and related to your proposed project.
- Additional Work Samples: Please provide up to two PDF documents that best portray your organization and its work. These may include press materials, flyers, brochures, programs, newsletters, and other marketing pieces generated within the past two years.
- Support Materials Notes: Provide brief descriptions of artistic work samples and other support materials. For video or audio samples, provide specific start and end times for the portion you would like the panel to review. Be sure to clearly indicate which specific files your notes are referencing.

- Payee Data Record (STD 204) – a fillable PDF is available to download, complete, and upload within the application.

Required Support Materials for Fiscally Sponsored Applicant Organizations:
- Legal name of Fiscal Sponsor Organization
- Fiscal Sponsor Organization Federal EIN
- Fiscal Sponsor Organization DUNS Number
- Fiscal Sponsor Organization executive leader's name, phone number, and email
- Fiscal Sponsor Organization mailing address
- Number of years the Fiscal Sponsor Organization has been engaged in arts programming and/or services
- A brief description of the history of the Fiscal Sponsor Organization's arts programming and/or services
- An IRS 990, 990-EZ or 990-PF form for the Fiscal Sponsor Organization; no other types of 990 forms will be accepted
- A Letter of Agreement between the Applicant Organization and the Fiscal Sponsor Organization confirming their understanding of and compliance with the CAC Fiscal Sponsor Policy
- Payee Data Record (STD 204) –available to download, complete, and upload within the application

Please refer to the CAC Fiscal Sponsor Policy for additional information.

Application Questions
The following questions will be asked on the application:

Narrative Questions:

- Provide a detailed description of your proposed project. Be sure to include the following: (*2500 characters*)
    - Brief overview of the project's media and community-based activities
    - Description of how the project is an expansion of an existing project(s) or a new project
    - How community members will be engaged in the project
    - How California media professionals will be engaged in the project
    - Space, time, and equipment requirements for the project
- Provide Project Start Date and Project End Date.
- Provide a detailed timeline of all key arts programming and/or services that will occur within the Grant Activity Period. *(3000 characters)*
- Describe the multiplatform media components of the project that include more than one method of content distribution and/or engagement. (1500 characters)
- Describe how this project activates community partners from various arts and media, and non-arts and non-media sectors. (2000 characters)

- How does this project foster community dialogue and engagement through innovative multiplatform arts-and-culture-based project activities? (1500 characters)
- How does this project demonstrate the impact and benefits of arts, culture, and creative expression through professional media storytelling and/or reporting? Who will benefit from this project and how? *(2000 characters)*

Quantitative Questions:
- Number of hours broadcast on radio, television, cable, web or other digital networks

Key Personnel Bios:
- Provide a brief biography for each key individual (artistic, technical, or administrative) involved in this project. Include name, title, whether to be supported by CAC funds, relevant experience as it relates to this project, and role within the proposed activities.
- If proposing therapeutic outcomes, applicants must establish the qualifications of service providers, how strategies are appropriate to the clinical and/or community arts setting, and how support is culturally responsive to participants. *(1000 characters)*

Equity:
- Describe how your project design and implementation reflects a commitment to include and represent the communities to be served. *(2500 characters)*

Accessibility:
- Describe your approach to ensuring the physical accessibility of programs and services for this project, as well as the accessibility of print and online materials. Consider personnel of the Applicant Organization and any partnering organizations, as well as program participants, and potential audience members in your response. *(1500 characters)*
- Accessibility Contact Details: Identify the primary individual who will be responsible for managing aspects of accessibility as it relates to this proposal. This may be a program manager, accessibility coordinator, or other staff member of the Applicant Organization.

Budget Tables
A Budget Snapshot is required, providing basic financial information (revenue and expenses) for a minimum of two and up to three years. Budget Notes must be provided for any noticeable increases or decreases (surplus or deficits) in line items from one year to the next.

A line-item project budget is required, including anticipated matching funds. Please refer to What the CAC Does Not Fund within the program Guidelines to ensure that all line items are eligible expenses.

You will also be required to fill out a Matching Funds table, indicating sources for the required matching and the status of those funds (i.e., Projected, Pending, Confirmed).

Application Assessment:
Panelists may consider any aspect of an application when ranking for each review criteria, including but not limited to the Areas of Assessment indicated below.

Review Criteria #1: Project Design and Implementation
Areas of Assessment:
- Narrative and quantitative questions
- Project budget

Review Criteria #2: Artistic and Professional Merit
Areas of Assessment:
- Key personnel bio(s)
- Artistic work samples
- Additional work samples

Review Criteria #3: Community Impact
Areas of Assessment:
- Narrative and quantitative questions
- Additional work samples

Review Criteria #4: Management and Leadership
Areas of assessment:
- Narrative and quantitative questions
- Key personnel bio(s)
- Budget snapshot
- Project budget
- Overall completeness and accuracy of application submission

Review Criteria #5: Equity and Accessibility
Areas of Assessment:
- Narrative questions