
INVESTING
in
Artists

Grants Program Guidelines 2007-2008

Round III Funding Updated as of 4/18/2008

Program Overview

The Investing in Artists grants program is designed to enhance the working lives and creative environment for California artists by funding tools and market strategies that will allow them to create their best work more consistently, and distribute that work more broadly to new audiences.

Investing in Artists provides grants in two funding categories: **1) Grants for Artistic Equipment and Tools**, and **2) Grants for Presenting and Marketing Work**. Through a competitive application process conducted over three initial rounds of funding, a combination of planning grants up to \$5,000 each, and implementation grants up to \$15,000 each, will be awarded to California artists over two years. Round I and Round II of the grants program were completed in September 2007, and March 2008, respectively. Round III grant funding is still available, with applications due by the June 6, 2008 deadline.

CCI recognizes that the number of artists applying for grants will far exceed the number of awards that can be given. Therefore, to enhance the value of the Investing in Artists program CCI will offer related entrepreneurial training and mentoring workshops, sponsor artist-to-artist learning and networking opportunities, and promote access to other innovative financial tools and cost-saving programs geared to the needs of artist applicants and grantees alike.

In doing so, CCI will not only give grants but also empower artists to share knowledge, build community and secure other funding mechanisms that can help sustain their creative lives.

Applicant Eligibility

The Investing in Artists grant program is designed to support diverse working artists in California in the performing, visual, literary, media, design and cross-disciplinary fields. As such, applicants representing a wide range of artistic practices, geographic regions and cultural expressions are encouraged to apply.

For the purposes of this grant program, "working artists" who are eligible to apply are defined as adults who have received training in an artistic discipline or tradition, spend ten or more hours a week on their artwork, self-define as professional artists, and attempt to derive income from work in which they use their expert artistic practices and skills.

While serious artistic activity performed as a hobby or as part of volunteer community service may, in some cases, be considered technically eligible, successful applicants will have demonstrated a history of artistic accomplishment and a sustained commitment to deepening and expanding their artistic work.

Eligibility Criteria:

- Application must be submitted by an individual working artist (see definition above); organizations cannot apply.
- Must show proof of permanent residency in California for at least three (3) consecutive years prior to the application deadline.
- Must maintain permanent residency in California during the grant award period.
- Must be 18 years or older at the time of the application deadline.
- Cannot be a full-time, matriculated student.
- Must have exhibited, performed, presented and/or published artistic work in a public context within the last three years.
- Only one application may be submitted per individual during each round of funding; individuals who receive implementation grants are not eligible to re-apply to the program in subsequent funding rounds.

NOTE: Proof of California residency will be required if you are selected to receive a grant. Proof of residency may include: copy of Voter Registration Card, Driver's License or State Issued ID, and/or Utility Bill.

Funding Categories

1) Artistic Equipment and Tools – This category provides one-time implementation grants up to \$15,000 each (with the average grant being closer to \$10,000) for individual artists to acquire tools, materials or equipment that will strengthen their long-term capacity to create work. Proposed capital acquisitions must be completed within 12 months of grant award start date.

Funds may be used for:

- One-time acquisition of artistic equipment, performance materials or technical supplies necessary to advance the creation of future artistic work.
- One-time capital improvements to enhance artist's studio, rehearsal, production or presentation space.
- Professional fees for qualified technical, production or design consultants required to implement capital improvements or acquisitions.

Ineligible costs:

- Routine rent or overhead expenses for artist's housing, office, studio or retail space.
- Artistic or administrative salaries, stipends or performance fees.
- Real estate purchase, including mortgage payments.
- Personal debt repayments.

Review Criteria for Artistic Equipment and Tools:

- Demonstrated record of artistic achievement and quality of work.
- Clarity and readiness of proposed acquisitions or capital improvement project, including identification of specific costs, tools and materials, and vendors or consultants (if any), required to carry out the project.
- Evidence that funding comes at a "critical juncture" in the artist's career, and will enhance the artist's long-term capacity to create work.
- Significance of the artist to a geographic community, tradition or art form in California.

2) Presenting and Marketing Work – This category provides two types of funding: A) Planning Grants up to \$5,000 in Rounds I and II only; and B) Implementation Grants up to \$15,000 in Rounds II and III only, for individual artists to expand the distribution of their existing artistic work to reach new audiences, communities, collaborators or investors. Planning projects must be completed within 6 months of grant award start date. Implementation projects must be completed within 12 months of grant award start date. Only individuals who have received a Planning Grant are eligible to apply on a competitive basis for an Implementation Grant in this funding category.

A. Planning Grants – Presenting and Marketing Work

Funds may be used for:

- Professional fees for qualified consultants to conduct business planning, audience research, or develop new marketing ideas or distribution strategies for the work of artists.
- Travel and meeting expenses for artist to investigate promising models, meet with potential collaborators, or conduct other planning activities in the field.
- Out-of-pocket costs of supplies, printing, postage or telephone directly associated with the planning activity.

Review Criteria for Planning Grants:

- Demonstrated record of artistic achievement and quality of past work.
- Strength of project concept and need, including how the proposed planning activity will lead to increased distribution of the artist's work to intended audiences or communities.
- Timeliness and clarity of planning elements identified, including budget, timeline and identified consultants (if any).
- Significance of the artist to a geographic community, tradition or art form in California.

B. Implementation Grants – Presenting and Marketing Work

Funds may be used for:

- Costs associated with the presentation or distribution of artist's finished work to the public.
- Costs associated with remounting, reproducing or repackaging existing artistic work for broader public distribution.
- Design, production or distribution of marketing materials (including print, digital and web-based) used to promote artists and their work to potential new customers and investors.

Ineligible costs:

- Fees associated with the planning, commissioning or creation of new work.
- Administrative or program expenses incurred by sponsoring organizations to present or produce the artist's work.
- Please note that you must first receive a Planning Grant to be eligible to apply for an Implementation Grant in the Presenting and Marketing Work funding category.

Review Criteria for Implementation Grants:

- Quality and readiness of the artistic work identified for this proposal.
- Clarity of proposed project based on previous planning, including identification of specific costs, collaborators, consultants (if any) and timeline required to bring the project to successful completion.
- Evidence that project funding comes at a "critical juncture" in the artist's career, and will have impact on the artist's outreach and long-term sustainability.
- Significance of the artist to a geographic community, tradition or art form in California.

Review Process

A grant review panel consisting of at least 5 members will be convened following the close of each round of applications to make recommendations to CCI on final grant recipients. Additional field experts may also be used to advise on technical proposals, or to conduct site visits with applicants to assess artistic practice, context or work settings.

Deadlines

Round III

Applications accepted in two Funding Categories only:

- 1) Artistic Equipment and Tools – Implementation grants up to \$15,000 each.
- 2) Presenting and Marketing Work – Implementation grants up to \$15,000 each.

April 18, 2008	Round III guidelines announced
June 6, 2008	Application deadline
Mid-July 2008	Panel meeting
August 1, 2008	Project start date

How to Apply

Individual artists who meet the program's eligibility criteria may submit a completed Application Form by the established deadlines of **August 3, 2007, January 11, 2008, and June 6, 2008**, respectively.

Investing in Artists grants program information and application materials may be seen and downloaded from the Center for Cultural Innovation's website at: www.cciarts.org/funding

Printed guidelines will also be mailed following receipt of your request to:

Emily Sevier, Programs Manager
Center for Cultural Innovation (CCI)
651 Brannan Street, Suite 410
San Francisco, CA 94107
Toll-free: (800) 418-1671
Email: grants@cciarts.org

Submission Instructions:

1) Application packets must include an application checklist, application cover sheet, project narrative, budget, and required attachments. A basic application checklist showing the number of copies required for each item is provided below. Please consult the individual project applications for further attachment instructions. CCI may request additional information during the application review process.

2) **Completed applications must be received by the established deadline in CCI's San Francisco office at:**

Center for Cultural Innovation
651 Brannan Street, Suite 410
San Francisco, CA 94107

3) Please collate your application materials and do not staple. Paper clips are okay. Please, no binders or folders. Excess materials will be discarded. Electronic or faxed applications will not be accepted.

4) An incomplete application (see checklist) will result in automatic disqualification of the applicant.

A Completed Application Includes:

- Application Checklist (one copy).
- Application Cover Sheet (six copies).
- Project Narrative and Budget Template (six copies). Different templates are required for the different grant categories; make sure you have completed the correct template.
- Artist Resume (six copies).
- Work Samples labeled with your name (four copies).
- Work Sample Cover Sheet (six copies).
- Copies of Planning Documents. Only required for Implementation—Presenting and Marketing Work (one copy).
- Self Addressed Stamped Envelope, if you want work samples returned.
- Optional Attachments (copies as specified in the application form).