



# 2023 Arts Impact Grants for Organizations

## APPLICATION PACKET

*Supporting and Advancing Creativity in Sonoma County*

**Application Opens:** August 3, 2022

**Application Workshop:** August 24, 2022, 1:00-2:30pm PT

**Application Deadline:** September 14, 2022, 11:59pm PT

**Awards Announced:** Early October 2022

**Funding Period:** January – December 2023

### Questions?

Email [CreativeSonoma@sonoma-county.org](mailto:CreativeSonoma@sonoma-county.org) or call 707-565-6121

*Arts Impact Grants for Organizations are funded by the  
County of Sonoma and the National Endowment for the Arts.*

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## OVERVIEW

With funds from the County of Sonoma, Creative Sonoma supports cultural arts activities across Sonoma County. For the 2023 grants, this program is also supported by funding from the National Endowment for the Arts.

This grant program, the Arts Impact Grants for Organizations (AIGO), is designed to help sustain Sonoma County's creative community and to demonstrate the power of the arts to contribute to the social cohesion of our communities. Applications are being solicited to advance that broad objective.

All applications will be reviewed with a lens of their commitment to providing equitable access to and participation in their project or program through one of the following impact areas:

**County Impact:** Investing in the broad cultural community making arts and culture opportunities accessible to County residents and visitors. These projects must demonstrate activities specifically designed to reach the entire county (or 3-4 districts), including new audiences.

**Neighborhood Impact:** Supporting arts and cultural organizations for arts programs and projects that advance our communities' connection to and appreciation of arts, culture and creativity. These projects must demonstrate activities specifically designed to reach a local area – town, neighborhood, etc.

**Student Impact:** Investing in TK-12 students through arts and cultural experiences including arts practice and arts career training. These projects must demonstrate programs that engage students in arts and creative activities. Applicants must track participants to demonstrate reach and impact.

**[OPTIONAL] Environmental Sustainability Impact:** Given the urgency of Sonoma County's climate change challenges – from drought to fires to floods – applications for projects in any of the three areas outlined above that utilize the arts to advance the community's awareness and understanding of environmental sustainability are encouraged.

For all projects, applicants must identify how they will track participants to demonstrate the project impact and reach.

## ELIGIBILITY

Applicants may include Sonoma County nonprofit arts and culture organizations and culturally specific nonprofit organizations that produce arts and culture programs and services.

### To be eligible to apply:

- Organization operates as a 501(c)(3) nonprofit and is headquartered and/or maintains a physical location in Sonoma County
- Minimum three-year history of consistent arts programming and/or services prior to the application deadline (September 2022). Collectives or companies that operated before they became a nonprofit entity may count programming that pre-dates nonprofit status.
- **NEW FOR 2023:** Due to funding from the National Endowment for the Arts, applicants must attest that all activities and services that would be funded by AIGO are accessible according to federal law, including but not limited to Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA), and any implementing regulations.

### The following are NOT eligible to apply:

- County of Sonoma departments, divisions, or their related foundations

- Schools, school districts, parent-teacher organizations, or their related foundations
- Municipalities or their related foundations

### **APPLICATION AND PROGRAM RESTRICTIONS**

Applicants may not submit more than one application, and/or may not be listed as lead organization for more than one application.

#### **AIGO funds may NOT be used to pay for:**

- Re-granting to other organizations or individuals
- Cash awards for contests or competitions
- Projects that support political rallies or election campaigns or that are primarily religious in nature or intent
- Enrollment or membership programs that are limited to certain individuals or groups
- Fundraising events or galas
- Programs not accessible to the public

### **GRANT AMOUNTS**

Applicants may request up to \$10,000.

### **EVALUATION CRITERIA**

A peer review panel, drawn from experts outside of Sonoma County, will assess these grants on the following criteria, which can include but are not limited to the following criteria:

#### **Artistic Excellence and Merit**

- Quality and scope of the organization’s programs; expertise and experience of key artistic personnel; reputation and history of the organization, its programs and services

#### **Impact**

- High quality, active participation and enriching experiences for participants; effectiveness in utilizing the arts to create positive, stimulating and experiences for community participants; clear description of how the impact on participants will be measured

#### **OPTIONAL: Environmental Sustainability Impact**

- Evidence of planning process with artists, environmentalists and nonprofits with expertise in the field; scope of planned activities and potential to affect change in understanding and awareness of climate change and sustainability

#### **Equitable Access and Participation**

- Demonstrated activities to engage and solicit participation, guidance, and partnership with representatives of underserved and marginalized communities

#### **Capacity to Administer and Implement the Program**

- Expertise and experience of key administrative personnel; capacity to attract additional outside support – financial, in-kind, volunteer, etc.; financial stability of the organization and/or previous project(s); ability to document evidence of audience engagement and outcomes; ability to document evidence of committed partners or collaborators.

#### **Completeness and Clarity of Application**

To limit conflicts of interest and to ensure impartiality, peer review panelists are drawn from your peers outside of Sonoma County and change annually. Reviewers are experts in art, creativity and/or philanthropy but are rarely familiar with your work or your organization; be sure to clearly describe yourself, your organization and project, even if the same or similar project has been funded in the past.

## HOW TO APPLY

Consider registering for and attending (in-person or via conference call) the General Information and Application Workshop on **August 24, 2022, 1:00-2:30pm PT**. The first half of the workshop will include review of the program along with questions & answers, followed by a line-by-line review of the application for those that want or need more in-depth assistance. The workshop will be recorded and posted on the grant webpage. Register via the grant website, [www.CreativeSonoma.org/aigo](http://www.CreativeSonoma.org/aigo).

In addition to reviewing these Guidelines, make sure to thoroughly review the Application Help Tool (pages 5-10 of this document) which lists all application questions and includes instructions and tips on how to answer them.

- Either click the SUBMIT button or go to Creative Sonoma's Submittable account (<https://creativesonoma.submittable.com/submit>) to begin, work on, and save an application, which will appear in the list of open grants on **August 3, 2022**.
- You may save a draft of your application but must officially submit your final version no later than **Wednesday, September 14, 2022** at 11:59 pm PST.
- If you do not have access to the internet, please call 707-565-6121.

### The online application requires the following uploads:

- Resume of Project Manager
- Six (6) Creative Portfolio work samples
- IRS Tax Exempt Determination Letter\*
- Organizational By-Laws\*

*\*EXEMPTION: if the organization has received funding from Creative Sonoma previously, the items with an asterisk above are NOT required*

## GRANT AWARD NOTICE, PAYMENTS, AND FINAL REPORT

Grantees will receive an electronic grant award notification packet which will include a grant agreement (Contract). The Contract must be completed, signed and returned within 2 weeks of receiving it in order to receive payment of 90% of the grant award; the final 10% will be paid upon receipt of the Final Report. The Final Report document will require the Grantee to document the results and outcomes of the project and must be submitted no later than **January 31, 2024**. Future funding from Creative Sonoma will not be provided to any grantee who has not completed a Final Report.

## STATEMENT OF NON-DISCRIMINATION

Creative Sonoma is committed to providing services and making resources available to every resident of Sonoma County without regard to ethnicity, color, creed, religion, age, gender, gender identity and expression, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, or source of income.

## APPLICATION HELP TOOL

All applications must be submitted online via the Creative Sonoma Submittable account (<https://creativesonoma.submittable.com/submit>). Paper-based, handwritten, or incomplete applications will not be reviewed.

**ELIGIBILITY FORM (IN SUBMITTABLE):** The first time you access the application, the Eligibility Form will appear. If you are uncertain about your organization's eligibility, please email [CreativeSonoma@sonoma-county.org](mailto:CreativeSonoma@sonoma-county.org) before beginning the application.

- A. Sonoma County nonprofit arts and culture organizations, and culturally specific organizations that provide arts and culture programs and services are eligible to apply for this grant. Choose ONE of the following options. We are: (Choose one)
- a 501(c)(3) arts and culture nonprofit: 51% or more of mission and/or programming is arts and/or culture focused
  - a 501(c)(3) culturally specific nonprofit grounded in and/or serving BIPOC communities with arts and culture programs
  - NOT a 501(c)(3) nonprofit
  - NOT an arts and/or culture or culturally-specific nonprofit
    - If you choose either of the last two options, you will see a message that you are not eligible to apply.
- B. Due to funding from the National Endowment for the Arts for these grants, applicants must attest that all activities and services that would be funded by AIGO are accessible according to federal law, including but not limited to Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA), and implementing regulations. Will your services and programs comply with accessibility requirements?
- Yes
  - No
    - If you choose "No" you will see a message that you are not eligible to apply.

## SECTION I: WHO ARE YOU AND HOW DO WE COMMUNICATE WITH YOU?

The use of "Project" throughout the application refers to the activities proposed in this application for which you are seeking funding and can include ongoing or recurring programs and services (such as a Performance Season), and/or recurring and special events. *Items with an asterisk are required.*

1. Organization Name\*
  - State legal organization name, followed by any "doing business as" (dba) name if applicable.
2. Organization Physical Address\* (street, city, state, zip code)
  - If the applying organization is headquartered outside of Sonoma County but maintains a Sonoma County physical location, enter the address of the Sonoma County location here.
3. Organization Mailing Address, if different from Physical Address (street, city, state, zip code)
4. Organization Website\*
5. Organization CreativeSonoma.org Profile Page Link (if applicable)
  - If the Arts Organization has a profile on the CreativeSonoma.org "Organizations & Enterprises" directory, enter the link here.

6. Executive Director – Full Name\*
7. Executive Director – Email Address\*
8. Executive Director - Daytime Phone Number\*
9. Project Lead (if other than Executive Director) – Full Name and Title
10. Project Lead (if other than Executive Director) – Email Address
11. Project Lead (if other than Executive Director) - Daytime Phone Number
12. In addition to the user account email that was utilized to submit this application, to whom should communications be sent, including contracting materials if a grant is awarded?\* (Choose one)
  - No additional designees, just send to user account email (default)
  - Executive Director email
  - Project Lead email
  - Both Executive director and Project Lead emails
  - Other (If you choose this option, you must answer:)
    - 12A. If other, please list that person's name, title, and email address, or if you have any other instructions, please list them here.

*NOTE: By default, all communications regarding your application will be sent to the user account that submitted this application. If that account is NOT the email for the Executive Director or Project Lead, we will notify your designee(s) in ADDITION to user account email, per your request.*

13. Enter the year end date, total revenues, and total expenses for the Organization's most recently completed fiscal year. The deficit or surplus are calculated automatically.\*

<b>MOST RECENTLY COMPLETED FISCAL YEAR SCHEDULE</b>	<b>DATE</b>
Fiscal Year End Date (MM/DD/YY)	
<b>MOST RECENTLY COMPLETED FISCAL YEAR BUDGET</b>	<b>TOTALS</b>
Total Revenues	
Total Expenses	
<b>Amount of Deficit or Surplus (if Deficit, describe in #14)</b>	0

14. If a deficit shows in #13, briefly state why and the plans for remedying it. Additionally, if there have been recent changes in leadership or financial stability, briefly describe them and, if an issue, any major steps taken to resolve them.\* (Word Limit: 150)
  - If no deficit is shown or there have been no recent changes in leadership or finances, please write "not applicable" in this field.
15. What year was the Organization established?\*
16. Enter the Organization mission and vision statements.\*
17. Does your organization intentionally serve any of the following populations, either as integrated in your organizational mission or through your programs or services?\* (check all that apply)
  - Geographically isolated
  - LGBTQIA+
  - Low income

- Racial or ethnic minorities
- Persons with disabilities
- Other specific underserved population
- None of the above

17A. Briefly describe the programs and/or services that serve populations as checked in #17.\* (Word Limit: 150)

18. Sonoma County Supervisorial District **in which the Organization or its local site is located.\*** (Choose one item from the drop-down menu)

- District listing, by physical address, can be found at: [www.sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/](http://www.sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/).

19. Sonoma County Supervisorial District(s) for **sites at which the project will occur** (check all that apply).\* (Choose from checkbox list – use lookup tool listed in #18.)

- **NOTE:** Choose only sites where you perform or present programs (such as at your main facility, plus any other locations where services or activities take place – this is NOT about from where your attendance is drawn).
- This may be a repeat of #18: this is to denote organizations that have traveling shows or multiple performance or service sites.

20. Has your organization received Creative Sonoma funding in the past? (Check all that apply.)

- Arts Impact Grants for Organizations 2022
- COVID-19 Arts Relief Grants for Organizations Phase 3 (via Creative Sonoma)
- COVID-19 Arts Relief Grants for Organizations Phase 2 (via Creative Sonoma)
- COVID-19 Arts Relief Grants for Organizations Phase 1 (via Community Foundation)
- Cultural Arts Grants FY19-20
- Summer Arts Youth Program Grants FY19-20
- Other earlier grant(s)
- No, we have not received a Creative Sonoma grant previously. (If you choose this option, number 20A will appear)

20A. FILE UPLOAD: Nonprofit Organization IRS Tax Exempt Letter and Organizational By-Laws.

- If your organization has NOT received funding from Creative Sonoma in the past, you are required to upload as \*separate\* PDF files: 1. IRS Tax Exempt Letter, and 2. Organizational By-Laws

21. Because this grant utilizes federal funding, grantees will be required to provide a SAM (System for Award Management) number, which can be obtained via <https://sam.gov/content/home>. If you have already obtained a SAM number, enter it here.

- If you have not obtained a number by the time you submit this application and are awarded a grant, you will need to obtain your SAM number by December 2022 when contracting occurs.

## SECTION II: DESCRIBE YOUR PROPOSED PROJECT

22. Project Title\*

- Should you be funded, this title will be utilized on CreativeSonoma.org, in media and promotional materials, and in reports to the County Supervisors.

- If the project does not have a title, please create a general one. [EXAMPLE: 2022-2023 Mainstage Season.]
23. Provide a 2-sentence description of the project.\* *(Word Limit: 60)*
- Should you be funded, this description will be utilized on CreativeSonoma.org, in media and promotional materials, and in reports to the County Supervisors.
  - EXAMPLE: Theatre XYZ celebrates its 25th mainstage season in 2022-2023. The theme for this anniversary year is resilience, and all six shows address an aspect of human ingenuity in the face of challenges.
24. Amount of Grant Request (maximum of \$10,000)\*
- Most grants are expected to be in the \$5,000-\$7,500 range.
25. This grant requires you to state whether the project has primarily youth impact, neighborhood impact, or county-wide impact. Under which category is your project? (Choose one.)
- Youth impact
    - If the project is produced primarily or entirely for youth, the youth element over-rides the county-wide or neighborhood impact.
  - Neighborhood impact
    - Audience and participants are primarily drawn from 2 or fewer Supervisor districts. An example could be a community arts center that primarily serves the adult or whole-family residents of the town where it is located, or any organization project that is targeted to a hyper-local geographic area.
  - County-wide impact
    - Audiences or participants are drawn from 3 or more Supervisor districts. Examples could include some of the larger performing arts presenters and museums applying for projects or regular seasons that are adult or whole-family oriented.
26. Does the project address environmental sustainability, climate change, or a related issue?\*(Choose one)
- Yes
    - If yes, be sure to include the description of the project in #27 Main Narrative.
  - No
27. MAIN NARRATIVE: Describe the project for which funds are being requested. Be sure to address the elements listed in the description below.\* *(Word Limit: 750)*
- Be sure to include:
    - Whether this is a new or recurring project (if recurring, how many years?)
    - Project goals and art form(s) involved
    - Activities and manner in which they will be accomplished
    - Who it serves (residents, visitors, youth, adults, etc.) and estimates of how many people will be reached or will participate/attend.
    - **If you checked yes in #26**, description of environmentally themed project.
28. If this project involves underserved populations or serves communities with limited access to arts and culture, briefly describe your efforts to recruit participation from them.\* *(Word Limit: 150)*
- If the project is not intentionally designed to involve or serve these groups, please write "not applicable" in this field.



29. How will you track and evaluate whether or not you achieve the intended impact chosen in #24 and the goals elaborated in the narrative for this project?\*( *Word Limit: 150*)
- You may include any combination of qualitative (anecdotes, stories) and quantitative (statistics) measures for evaluation.
  - Impact can include many elements and types, including attendance/participation, beautification/improvement, skill attainment, collective experience (joy, community cohesion), artistic excellence, and more. Choose what best aligns with your project intention and goals.
30. Briefly describe the background of the Project Lead, highlighting the qualifications that demonstrate their ability to produce the project.\* (*Word Limit: 150*)

**SECTION III: DEMOGRAPHICS, PROJECT BUDGET AND UPLOADS**

31. PARTICIPANT DEMOGRAPHICS: What is the **projected** demographic break-down by percentage of project participants? Make sure each section totals 100%.\*

<b>AGE</b>	<b>PERCENTAGE</b>
Youth 18 and under	
Adult 19-59	
Adult 60 and over	
<b>AGE TOTAL (to equal 100%)</b>	<b>0</b>
<b>GENDER</b>	<b>PERCENTAGE</b>
Female	
Male	
Other	
<b>GENDER TOTAL (to equal 100%)</b>	<b>0</b>
<b>RACE/ETHNICITY</b>	<b>PERCENTAGE</b>
American Indian / Alaska Native	
Asian	
Black / African American	
Hispanic / Latinx	
Native Hawaiian / Other Pacific Islander	
White / Caucasian	
Other	
<b>RACE/ETHNICITY TOTAL (to equal 100%)</b>	<b>0</b>

32. PROJECT BUDGET: Enter the budget for your project. The total Revenues must equal the total Expenses, and the balance should therefore be zero. Totals and the balance calculate automatically.\*
- Lines with asterisks require additional information; enter in Project Budget Notes #33.
  - You do not need to account for in-kind goods or services in the Project Budget, but please briefly describe them in #34.

<b>PROJECT REVENUES</b>	<b>TOTAL</b>
1. Creative Sonoma AIGO Request	
2. Other Grants*	
3. Corporate Sponsors/Partners*	
4. Fundraising Events/Activities	
5. Earned Income (tickets, etc.)*	
6. Individual Donations	
7. Cash on hand	
8. OTHER Revenues*	
<b>TOTAL REVENUES</b>	<b>\$ -</b>
<b>PROJECT EXPENSES</b>	<b>TOTAL</b>
9. Artistic Personnel*	
10. Administrative Personnel*	
11. Materials and Supplies	
12. Legal, Insurances, Licenses	
13. Marketing *	
14. General Office*	
15. OTHER Expenses*	
<b>TOTAL EXPENSES</b>	<b>\$ -</b>
<b>REVENUES/EXPENSES BALANCE</b>	<b>\$ -</b>

33. Explanatory Project Budget Notes\* (Word Limit: 250)

- Descriptions are REQUIRED for budget line items marked with an asterisk in #32. Reference the budget line number when entering descriptions. (If none of the items below apply, please write "not applicable" in this field.)

**REVENUES:**

- 2. OTHER GRANTS: Describe anticipated or confirmed items
- 3. CORPORATE SPONSORS/PARTNERS: Describe anticipated or confirmed items
- 5. EARNED INCOME: Describe any class or registration fees, ticket sales, etc.
- 8. OTHER REVENUES: Fully describe any revenues entered in this line

**EXPENSES:**

- 9. ARTISTIC PERSONNEL: Describe hourly or project rates of pay
- 10. ADMINISTRATIVE PERSONNEL: Describe hourly or project rates of pay
- 13. MARKETING: Describe if over \$1000
- 14. GENERAL OFFICE: Describe if over \$1000
- 15. OTHER EXPENSES: Fully describe any additional expenses entered in this line

34. If any in-kind contributions will support your project (including material goods, services, and staffing), state an estimate for their dollar value and briefly describe below. (Word Limit: 150)

- EXAMPLES:

- 10 volunteers for 8-hour event x \$24 per hour = \$1,920
- Portable sound system rental fee waived = \$1,200

35. FILE UPLOAD: Creative Portfolio\*

- Six (6) items that support the creative and artistic excellence relevant to your project are REQUIRED for this application (submitting less than 6 will disqualify the application).
- **DO NOT** upload more than one item per file, such as collages of images.
- **MAKE SURE each file has a descriptive title**, such as "2019 Festival Performance Video" or "Garcia Artwork oil painting" or "2020 Event Flyer" (i.e., do **NOT** upload items that are numbered and have no description, such as 12345789.jpg).
- File types accepted can include any mix of documents (PDF), audio (MP3, WAV or AIFF), video (MP4, MOV, or WMV), or images (JPG, PNG, TIFF, or GIF).
  - Per-video file upload maximum size is 400MB

36. FILE UPLOAD: Project Lead Resume\* (PDF)

**BEFORE YOU SUBMIT:** Please check that all the items marked ALL APPLICANTS below have been completed, and if you are required to submit items in #20A that both have been uploaded. Incomplete applications will not be reviewed.\*

- ALL APPLICANTS: Participant Demographics completed in #31
- ALL APPLICANTS: Project Budget completed in #32
- ALL APPLICANTS: Creative Portfolio uploaded in #35
- ALL APPLICANTS: Project Lead Resume uploaded in #36
- IF APPLICABLE: IRS Tax Exempt Letter uploaded in #20A
- IF APPLICABLE: By-Laws uploaded in #20A

**Submission (must check to accept “Terms of Use” in Submittable)**

The submitter of this application declares they have carefully examined the Arts Impact Grants for Organization Guidelines and agrees that if funds are awarded, to contract with the County of Sonoma to furnish the services as specified.