



Application Owner: Hannah Rubalcava
Applicant Organization: Santa Barbara County Office of Arts and Culture

Grant Activity Period: October 01, 2022 to September 30, 2024.

APPLICANT INFORMATION

INSTRUCTIONS:

Please review current year guidelines at [California Creative Corps Guidelines](#) for complete program information and submission requirements.

Staff Assistance: Before contacting staff, check [FAQs](#) to see if application questions can be answered. If staff assistance is still required for guidance or clarification, email is the best way to contact Program Specialists. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. People who are Deaf, Hard of Hearing, Deaf-Blind, or have difficulty speaking may dial 711 to reach the California Relay Service (CRS). Large print is available upon request. Translation services may also be available upon request.

For assistance with this application please contact:
Kristin Margolis
creativecorpsgrant@arts.ca.gov

Application Deadline: June 02, 2022, 11:59 PM. Exceptions will not be made for any submission attempts after the stated grant deadline.

TOTAL OPERATING REVENUE

Total Operating Revenue from last completed fiscal year (TOR)

This amount must match the figure reported in your submitted Budget Snapshot, Total Operating Revenue field.

\$933,169.00

REQUEST AMOUNT

Organizations may request a minimum of \$1,000,000 up to a maximum of \$5,000,000 for the two year grant period.

GRANT REQUEST AMOUNT

\$5,000,000

SUMMARY

Provide a brief summary of your proposal indicating how CAC grant funds would be used. This description will be used to introduce your proposal to the review panel. If funded, this description may be used as the Scope of Work in your grant contract and will be binding. It may also be edited by CAC and used to summarize your proposal in public documents.

Please begin your summary with the following: "With support from the California Arts Council, Santa Barbara County Office of Arts and Culture will..."

With support from the California Arts Council, Santa Barbara County Office of Arts and Culture(SBCOAC) will partner with the five other county arts partners in the Central Coast Region to develop and administer the CA Creative Corps grant program for artists(creative strategists-CS) and nonprofits(NPO)/social service agencies(SSA).

ORGANIZATION DETAILS

Organization Name: Santa Barbara County Office of Arts and Culture

Primary Contact Name: Hannah Rubalcava

Primary Contact Email: contact@sbac.ca.gov

Business Address: 1100 Anacapa St, Santa Barbara, CA 93101

Mailing Address: PO Box 2369, Santa Barbara, CA 93120

County: Santa Barbara

Region: Central Coast

Executive Leader Name: Sarah York Rubin

Executive Leader Phone: (805) 568-3992 **Phone Ext (if applicable):**

Executive Leader Contact Email: sarah@sbac.ca.gov

Year organization began arts programs and/or services: 1977

Organization's Mission Statement and Purpose: The Santa Barbara County Office of Arts and Culture's mission is to enrich the quality of life for all residents by cultivating a rich and diverse arts and culture sector representative of our community.

SBCOAC is committed to:

- * Fostering equity, diversity and accessibility
- * Creating equitable access to arts and culture
- * Empowering artists and cultural practitioners
- * Connecting artists, government, cultural organizations, and the private sector
- * Convening local and regional leaders to foster countywide dialogue and growth
- * Advocating for the arts as an essential human right that enrich our vibrant community

Organization's Core Programs and Services: The Santa Barbara County Office of Arts and Culture is a government arts agency. The SBCOAC serves as an umbrella for County arts projects, programs and organizations; promotes art and arts education through workshops, programs, and outreach; assists communities through technical support; disburses development funding to organizations and artists; operates as a catalyst in increasing community engagement; and facilitates access to diverse cultural activities, festivals and events.

The office staffs 3 government public advisory bodies and their committees, including the County Arts Commission. The City of SB has contracted the SBCOAC annually since 1985 to provide re-granting and cultural arts services, programming, support and promotion.

SBCOAC curates 3 galleries and 2 outdoor art spaces, public art installations and programming, and maintains 6 collections of work by local artists.

HEALTH EQUITY

Describe your organization's capacity to identify organizations and artists with knowledge of effective health equity strategies to engage and respond to the needs of individuals and communities in the [California Healthy Places Index](#).

SBCOAC will draw upon the collective knowledge, relationships and capacity of the Central Coast Community Arts Partners (CCCAP) to identify organizations and artists with knowledge of health equity strategies to engage and respond to the needs of individuals and communities.

Understanding collective and distinctive HPI indicators in each geography will be the first step in developing outreach strategies, the application process, and panel review criteria. Already, CCCAP created a spreadsheet identifying specific indicators that most impact the lowest quartile CAHPI communities in the region. For example, 65% of the people in the lowest quartile of the CAHPI reside in Oxnard, Santa Maria, and Salinas. HPI data indicates that these densely-populated urban communities are 80% Latinx/indigenous immigrants with barriers to voting, affordable housing and healthcare access. These indicators, and their intersection with self-identified community priorities, will form the framework for identification of artists and organizational partners.

Additionally, the CCCAP's strong community-based relationships built on trust, effective communication, networking, and shared understanding will be critical to ensuring that this opportunity reaches artists and organizations that live, work, and/or focus on specific and relevant HPI focus areas in those communities.

CCCAP partners all currently work with artists and organizations from communities in historically underserved areas as defined by the CAHPI to support self-identified priorities. For instance, Arts Council Santa Cruz County established a community-led Stewardship Committee of diverse Pajaro Valley artists and stakeholders, to: establish trust, assess needs, develop vision, and publish recommendations. In July 2022, the collective will open a new 3,400 space dedicated to five Latinx-led and serving arts organizations.

The scoring criteria used by the community grant review panels to select NPOs/SSAs and artists will focus on their history within the specified communities as well as their knowledge or experience working with the identified focus areas.

Describe your organization's experience, knowledge, and capacity to develop programs that address health equity strategies to engage and respond to the needs of individuals and communities in the [California Healthy Places Index](#).

The six organizations that formed CCCAP are engaged in meaningful long-term partnerships and relationships to support, uplift, and amplify local communities. County partners work with communities to indicate where and how support would be most helpful. These relationships are expansive and serve as a framework for programs or projects. Our goal is to develop opportunities for artists and organizations to support self-determination.

We will work together to explain what the CAHPI is and how applicants can use it to inform the focus area they would like to develop in their outreach campaign. In addition, our goal is to use the CAHPI information to select NPOs/SSAs already working to improve those policy action areas that determine the HPI score.

Examples:

SBCOAC is currently working with County Planning and Development on an Environmental Justice Element program. Together, we identified a community with lower HPI scores specifically around environmental and health indicators, and developed an arts outreach program with an elementary school to teach students about conservation, food availability and health impacts. Artwork will be used in County Environmental Justice initiatives.

San Benito Arts Council has worked on two Clean California Projects that connected arts and focus areas through partnerships between artists and government agencies. SBAC also worked with local artists, government agencies, and nonprofits to develop public awareness campaigns around increasing COVID-19 Vaccines and participation (especially in Spanish-speaking communities) in the 2020 Census, and promoting Water Conservation & Awareness.

Arts Council Santa Cruz County implemented the annual Ebb & Flow River Arts Project, which centered on water conservation by partnering with nonprofits, City of Santa Cruz, artists, and river neighbors. They've connected artists with government agencies to increase voter participation. The Council's community-led work in Watsonville drives change in how city government values artists' contributions to community well-being.

ORGANIZATIONAL CAPACITY & READINESS

Please describe your organization's history of working in the nonprofit arts and culture sector in California, including at least two years of experience elevating communities residing within the lowest quartile of the [California Healthy Places Index](#) across the state or your region, and at least two years of grants management experience. Describe your organization's administrative and organizational capacity to administer grant programs, including application submission and review processes, financial tracking, and grants management capability.

Through this partnership, CCCAP is able to serve each community falling in the lowest quartile of the CAHPI through authentic relationships.

SBCOAC regularly partners with NPOs/SSAs such as Creative and Cultural Center of the Santa Maria Valley: Corazón del Pueblo (Corazón) serving as fiscal sponsor in 2018 until it established its own 501c3. SBCOAC continues to partner on projects including: Poetry Out Loud, outreach classes, and gallery exhibitions. The cultural hub of Santa Maria, Corazón is located in a neighborhood in the CAHPIs lowest 3rd percentile. Ventura County Arts Council supports arts NPOs such as Teatro de las Americas in Oxnard and Bell Arts Factory on the east end Ventura through grant funds, and consults with local artists on grant applications.

SLO County Arts Council granted CARES funding to Promotores Collaborative providing training, emotional support, and materials to empower a healthier Mixteco community.

CCCAP has extensive experience in grant management annually granting over \$1,000,000 combined. With over 30 years of regranting experience, SBCOAC will serve as the primary AO. Current staff have administered over \$3,000,000 in grant funds over the past 5 years, administering 4-6 grant programs and 60-100 contracts annually. Recognized for strong grant administration, SBCOAC is frequently contracted by organizations to administer grant programs. SBCOAC has a dedicated Grants Manager that will facilitate the grant program.

SBCOAC, a government agency, has high levels of oversight. Grantees will be under contract with the County of Santa Barbara. All payments and financial transactions will be issued by the County and tracked in the County's accounting software.

Panel selection and NPO/SSA applications will be administered through SBCOACs online software allowing for remote review and weighted scoring. CS applications will be administered through CaFE offering additional PD in submitting and searching for RFPs on CaFE.

Provide brief biographies of all project administrators, consultants, and other individuals to be compensated through this CAC grant award. Each biography should include the individual's proposed role, as well as their experience and expertise relevant to the development and implementation of grant programs.

Santa Barbara County Office of Arts and Culture

Hannah Rubalcava, Grants and Contracts Manager Santa Barbara County Office of Arts and Culture

Proposed Grant Role: Central Coast Creative Corps Grant Program Coordinator

Hannah is a Central Coast native and has over 15 years' experience working in government and nonprofit organizations. Annually, she administers at least four different grant programs annually, distributing over \$350,000 in grant funds. She also maintains all of the office's contracts, finances, and budget. Hannah staffs the grant subcommittees for each grant program creating, reviewing and editing the applications and guidelines, evaluating the review processes, and working to create equitable grantmaking strategies so that the communities that have historically been underserved have increasing access and resources.

Hannah is the Salesforce administrator managing the grant software as well as our CRM system and exhibition and collections content. Hannah is currently the president of the Santa Maria Arts Council and has served on two CA Arts Council grant panels. Hannah has a Bachelor's of Science from CSU Chico in Community and Commercial Recreation Management, and a M.B.A in Organizational Leadership from the University of La Verne.

Hannah will serve as the lead coordinator and contact for this grant program.

Sarah York Rubin, Executive Director, Santa Barbara County Office of Arts and Culture

Proposed Grant Role: Central Coast Creative Corps Grant Program Santa Barbara County Liaison

Sarah York Rubin works directly with the County Board of Supervisors and City of Santa Barbara Administration, as well as County Department Directors to create policies, procedures and programs for local government to support local artists and nonprofits to thrive. Sarah drafts legislative planks that the county uses to advocate for the arts on a local, state and national level; she communicates regularly with the County-appointed legislative liaisons in Sacramento and Washington DC. Sarah helped to establish the County Racial Equity Grant Program and serves as a founding member of the

County DEI Committee.

Sarah convenes with arts and culture nonprofit leaders to offer free consulting and facilitate dialogue about best practices, business models and sustainable practices. Sarah holds a B.A. from the University of Michigan Honors College, a M.A. from Carnegie Mellon University and an Executive Certificate in Nonprofit Management from Georgetown University's School of Public Policy.

**Kym Cochran, Consulting Artist, Santa Barbara County Office of Arts and Culture
Proposed Grant Role: Consulting Artist and Outreach Specialist**

After working as an Internal Financial Analyst, Kym Cochran has utilized her business background in managing projects ranging from \$30,000 to over 2 million, and estimated projects up to \$5 million in contract value. Since entering the theming industry in 1998, she has been an artisan for 4 AZA Exhibit of the Year projects, TEA Excellence Award for project management and numerous "Animal Planet's Ultimate Zoos".

Artistically, her works can be seen throughout the United States and in South America, creating theme parks and exhibits for millions to enjoy. Locally in Santa Barbara, Kym focuses on leveling the playing field for artists and smaller organizations by providing free assistance in budgeting, writing proposals and submitting RFPs and RFQs. Her blend of analytical and artistic attributes allows her to communicate effectively with varying demographics. Politically, she is active in promoting the economic benefits of arts and culture and public placemaking, and continuously strives to raise awareness of the environment through her art. She volunteers for the City's Emergency Operations and is part of the Certified Emergency Response Team.

Margarita Martin de Campo Muñoz, Translator and Interpreter, Santa Barbara County Office of Arts and Culture

Proposed Grant Role: Translator and Interpreter

Margarita Martin Del Campo is a professor in the Languages department at Santa Barbara City College. She has provided translation and interpretation services for the Office of Arts and Culture since 2016. She is passionate about Spanish and empowering students to reach their highest potential. Having been trained as a writer with journalistic skills, she seeks to tell the stories of women- from young children to elders. In teaching, she combines journalistic and administrative skills to help people find the information and strategies that best meet their needs for broader and more relevant communication. Margarita is also a published author of mystery novels.

Arturo Heredia Soto, Lead Exhibition Designer, Santa Barbara County Office of Arts and Culture

Proposed Grant Role: Consulting Artist, Outreach Specialist, and Exhibition Designer

Arturo Heredia Soto joined the Office of Arts and Culture as Lead Exhibition Designer in 2016. He is also the Lead Installer Exhibition Designer at the Museum of Contemporary Art Santa Barbara, a position he has held since 2014. A fine artist himself, Heredia Soto has nearly twenty years of experience working in the field of museography, specializing in exhibition design and installation, as well as in fine art restoration and conservation. He helped to restore the Diego Rivera murals at the Palacio Nacional in Mexico City. He is also bilingual, English/Spanish.

In his role as Lead Exhibition Designer, Arturo supports exhibition design and installation of exhibitions in both galleries and public spaces. Arturo has curated and led public art exhibitions throughout 13 municipalities in the County.

Arturo is co-founder of Lum Magazine, highlighting arts and culture bearers working in the Central Coast.

Arts Council for Monterey County

Jacquie Atchsion, Executive Director, Arts Council for Monterey County

Proposed Grant Role: Central Coast Creative Corps Grant Program Monterey County Liaison

Jacquie oversees the agency and has over twenty-five years of experience in non-profit executive management, including strong skills in Marketing, Communications and Program Development. She is responsible for the development of the Arts Council's ArtWorks program, a vibrant, cultural cooperative where Monterey County emerging artists work, collaborate and contribute to our local community. Under her leadership, the Arts Council has increased arts education programs in the schools by more than ten times. This program provides teaching artist residencies in 40 partner schools, reaching more than 25,000 students (89% of our students are BIPOC, with 82% Hispanic or Latino). Jacquie has Bachelor of Science from San Jose State University and completed MBA coursework from the University of Colorado, Boulder.

Klara Hickmanova, Grants & Exhibitions Coordinator, Arts Council for Monterey County

Proposed Grant Role: Community Outreach and Technical Assistance

Klara has been managing the Arts Council Grants programs since 2010, including training on

grantmaking software, and providing technical assistance to applicants. She administers approximately \$350K in five separate grant programs and is currently coordinating our county's Art & Economic Prosperity Study with the Americans for the Arts. She holds an A.S. from Monterey Peninsula College.

Arts Council Santa Cruz County

Sally Green, Strategy Director

Proposed Grant Role: Central Coast Creative Corps Grant Program Santa Cruz County Liaison

Sally is fired up about helping people and organizations get what they need to thrive. With 25+ years in nonprofit leadership roles in the arts, healthcare, social change, and as a Peace Corps Volunteer in Samoa, she dedicates herself to just that. Talking through ideas with teams, forging community connections, storytelling, and development strategy are her sweet spots. At the Arts Council she leads their Creative Economy strategy team, raises \$1.2M+ annually through grants, and leads foundation relations. Sally is a graduate of Leadership Santa Cruz and Focus Ag, and she holds a Masters in Nonprofit Management and Bachelor's in Business with an emphasis in PR and marketing.

Tamara Liu, Grants Program Manager

Tamara comes from a dynamic background in the arts. She holds a Bachelor of Music in Musicology and a Minor in Business from the University of Illinois at Urbana-Champaign; while in school she worked for Krannert Center for the Performing Arts as a production assistant and development intern. She's been an administrator with Opera Cultura, a Latinx opera company and the Cabrillo Festival of Contemporary Music. Tamara's wide array of skills and experience in the arts, combined with her deeply-seated values of equity and community, form the perfect foundation for her to serve and support artists and organizations countywide. She administers \$350K in grants annually and is currently managing our county's latest Art & Economic Prosperity Study in partnership with Americans for the Arts.

Mireya Gomez-Contreras, Deputy Director

Proposed Grant Role: Community Outreach

Leads the Arts Council's work in Watsonville. She is an intuitive collaborator and a skilled cultural interpreter, convener, and facilitator. She's deeply engaged in social justice and movement building. Mireya was the Director of Employment Programs at Community Action Board Santa Cruz County, established and managed the first Day Worker Center on the Central Coast, and served on the Watsonville Parks & Recreation and Planning Commissions. Born in Watsonville and raised in Mexico and the San Joaquin Valley with her farmworker parents, Mireya moved to the Pajaro Valley to stay at the age of 13. She has been deeply engaged in social justice and community building work ever since.

Jim Brown, Executive Director

Proposed Grant Role: Community Outreach

Jim builds communities that support authentic self-expression. A recovering software engineer, he's been Executive Director of the Diversity Center and the 418 Project and Program Officer & Grants Manager at Community Foundation Santa Cruz County, but returned to the Arts Council in 2017, to serve as Deputy and Tannery Director. As Tannery Director, Jim worked with his team to strengthen the Tannery community, create exceptional programming, and increase awareness of everything happening on campus. As Deputy Director, Jim worked with the Program Directors to execute strategic priorities. Now, as Executive Director, Jim works with the entire Arts Council team to advance our mission.

San Luis Obispo County Arts Council

Jordan Chesnut, Programs and Development Director

Proposed Grant Role: Central Coast Creative Corps Grant Program San Luis Obispo County Liaison

Sally is fired up about helping people and organizations get what they need to thrive. With 25+ years in nonprofit leadership roles in the arts, healthcare, social change, and as a Peace Corps Volunteer in Samoa, she dedicates herself to just that. Talking through ideas with teams, forging community connections, storytelling, and development strategy are her sweet spots. At the Arts Council she leads their Creative Economy strategy team, raises \$1.2M+ annually through grants, and leads foundation relations. Sally is a graduate of Leadership Santa Cruz and Focus Ag, and she holds a Masters in Nonprofit Management and Bachelor's in Business with an emphasis in PR and marketing. MFA Creative Writing, BA International Studies (Community Development) Certificate in Grant Writing and Nonprofit Fundraising

Energized and highly-trained non-profit professional with five years of experience in donor engagement, special events, major gift solicitation and fundraising, grant writing, and program development. Experienced in stewarding donors and building authentic relationships with partners,

businesses, community leaders, and foundations. Grounded in equity and social justice and influenced by emergent movements in the sector such as Edgar Villanueva's practice of "decolonizing philanthropy" and community-centric fundraising. Born and raised on the Central Coast with a background in student-centered education and both freelance art writing and creative writing that informs a passion for access to the arts.

San Benito Arts Council

Jennifer Laine, Executive Director

Proposed Grant Role: Central Coast Creative Corps Grant Program San Benito County Liaison

Sally is fired up about helping people and organizations get what they need to thrive. With 25+ years in nonprofit leadership roles in the arts, healthcare, social change, and as a Peace Corps Volunteer in Samoa, she dedicates herself to just that. Talking through ideas with teams, forging community connections, storytelling, and development strategy are her sweet spots. At the Arts Council she leads their Creative Economy strategy team, raises \$1.2M+ annually through grants, and leads foundation relations. Sally is a graduate of Leadership Santa Cruz and Focus Ag, and she holds a Masters in Nonprofit Management and Bachelor's in Business with an emphasis in PR and marketing. Jennifer Laine has served as Executive Director of the San Benito County Arts Council, a local arts agency based in Hollister, California, since 2010. She serves on the Board of Directors of Californians for the Arts/California Arts Advocates and recently completed a 6 year term on the Hazel Hawkins Hospital Foundation's Board of Trustees. Jennifer has a BA in Art History from UC Santa Cruz, a MA in Global Studies from the University of Leipzig, Germany and a background in modern dance.

Jennifer's most recent work includes building cross-sector partnerships between artists and government agencies through two Clean California Projects with Caltrans and the cities of Hollister and San Juan Bautista, bringing in over \$300,000 in public art funding to San Benito County. She also created the ART in Transit Project, working with local artists, government agencies and local nonprofits to develop public awareness campaigns around increasing COVID-19 Vaccines, promoting Water Conservation & Awareness, and increasing participation (especially in Spanish-speaking communities) in the 2020 Census. Finally, the San Benito County Arts Council was one of 6 arts agencies in California to be awarded the NEA Grant for Subgranting, bringing in another \$150,000 in ARP funds to support SBC's local arts & culture sector.

Ventura County Arts Council

Craig Rosen, Director of Programs & Program Development

Proposed Grant Role: Central Coast Creative Corps Grant Program Ventura County Liaison

Rosen's first work in non-profit and arts was with the Public Interest Video Network in Washington DC where he produced a documentary about PCP, featuring DC go go funk bands that aired on PBS and was used in public schools, funded by the Commission on Public Health. Following that, PIVN was contracted to reach African-American and Latinx communities as part of a city-wide AIDS awareness campaign. Rosen produced a PSA with DC go go and rap music. Rosen's passion is under-served communities and arts. In film school he produced a narrative short set in the Navajo Nation and a film set amidst the Amish. In LA, he assisted Leila Steinberg, Tupac Shakur's early mentor, with workshops at a group home in Long Beach. At VCAC, he teaches poetry in juvenile hall, manages the Arts & Youth Justice program and produces, 'Teen Centric,' a radio show that airs on an FM station in Ventura. As grant writer, Rosen forges most of VCAC's partnerships which have included, Camp Hope at the Family Justice Center, Kindling Studios representing adult artists with disabilities, MICOP representing the county's indigenous immigrants, Our Town Our Children, the Oxnard Performing Arts Center and Teatro de las Americas, among many others. Rosen has a B.A. in English from George Washington University, an M.F.A., from Columbia University film school. **Michelle Dumas, Director of Operations and Advancement**

Ms. Dumas is a multi-channel marketing specialist and fundraiser with deep experience building capacity, increasing engagement, leading community outreach efforts, and improving systems for non-profits and businesses across education, arts, healthcare and technology. She's worked with several universities and independent K-12 schools in advancement roles, including developing a communications strategy for the USC School of Social Work Alumni Association. She was marketing director of the UCLA Ziman Center for Real Estate, and a communications and community relations manager for Lynda.com. She also co-founded a marketing agency that helped numerous small businesses and nonprofits effectively execute manageable, sustainable marketing strategies. She has a Bachelor's in U.S. History from UCLA.

Michelle Dumas, Director of Operations and Advancement

Proposed Grant Role: Community Outreach Specialist

Ms. Dumas is a multi-channel marketing specialist and fundraiser with deep experience building capacity, increasing engagement, leading community outreach efforts, and improving systems for non-profits and businesses across education, arts, healthcare and technology. She's worked with



nonprofits and businesses across education, arts, healthcare and technology. She's worked with several universities and independent K-12 schools in advancement roles, including developing a communications strategy for the USC School of Social Work Alumni Association. She was marketing director of the UCLA Ziman Center for Real Estate, and a communications and community relations manager for Lynda.com. She also co-founded a marketing agency that helped numerous small businesses and nonprofits effectively execute manageable, sustainable marketing strategies. She has a Bachelor's in U.S. History from UCLA.

Michelle Glass, Creative Consultant

Proposed Grant Role: Consulting Artist and Outreach Specialist

Ms. Glass grew up in Moorpark and for over ten years she has worked as an artist in public practice, creating community-based art that considers the geographic and social/historic attributes of a site, acknowledges the contributions and histories of diverse groups, amplifies the voices of the people in the community and provides an opportunity for sustainable actions. In 2011, she worked on the De Colores Community Story Project to support the California Endowment's Building Healthy Communities Initiative. The project, created with community members of Arvin, addressed issues of immigration, labor, health and the environment. This led to a sculptural installation highlighting Arvin's history and later 1,000 Wildflowers and the Women of Arvin project which referenced the dwindling wildflower populations and women's labor. She was lead artist on The Nomadic Mural Project: A Tapestry of Woven Cultures and Customs, representing the topography and history of Arvin. Michelle has a B.A. in Education from the California State University, Los Angeles and an M.F.A. in Public Practice from Otis College of Art and Design.

Provide up to two (2) sample documents providing evidence to the grantmaking and outreach capacity of the organization.

 CCCAP_Outreach_Samples.pdf 964.6 KB - 06/02/2022 3:50PM
 SBCOAC_Grantees_Guidelines_Application.pdf 675.2 KB - 06/02/2022 3:50PM

Total Files: 2

PROGRAM DESIGN AND IMPLEMENTATION

Describe your plans for administering regranting funds to arts and social service organizations and to individual artists and cultural workers throughout the state or your region to develop media, outreach, and engagement campaigns that speak to the program Creative Corps goals.

In addition to the development of media, outreach, and engagement campaigns that reflect the program goals, the Central Coast Creative Corps Grant Program(CCCCGP) has three primary objectives:

Increase Art Accessibility- Provide outreach and support to potential panelists, NPOs/SSAs and CSs in the region.

Create Opportunities for Professional Development & Mentorship- Create an application process/program that will help artists learn skills to work with/in NPO/SSAs to create sustainable career paths in the arts.

Increase Visibility and Value of CSs- Work with NPO/SSAs and government agencies to demonstrate the value of hiring CSs to inform work and provide creative and strategic solutions.

To achieve the objectives, the CCCCGP will involve three competitive application processes:

Grant Panelists: There will be two grant panels, organized into geographic sub-regions, having one representative from each of the 3 counties in that region and two at-large representatives (5 total/panel). CCCAP will review panelist applications based on applicants' experience working with identified communities and experience working in the arts and/or identified CA Creative Corps guidelines focus areas.

Creative Strategists(CS): 24 CSs will be paired with selected NPO/SSAs to serve as a creative strategist for 18-months and will be paid \$100,000 throughout the duration. CSs will be selected using the following criteria:

- Experience working with the identified communities
- Artistic Merit
- Experience/knowledge of the selected focus area(s)

Nonprofit/Social Service Agencies(NPO/SSA):

-24 selected agencies will host a CS for 18 months and be paid \$66,667. NPO/SSAs will be selected using the following criteria:

- Experience working with the designated communities
- Experience with focused areas
- Capacity to host CS (including live/work space, staff mentor/liaison)
- Demonstrated relationships with other agencies

CSs and NPOs/SSAs will be connected through a collaborative interview process based on common interests in focus areas and the communities they serve.

Describe your plans for providing mentorship and professional development to individual artists, cultural practitioners, and nonprofit organizations over the course of the grant application, award, and activity period.

The CCCCGRP is an opportunity to provide professional development and mentorship on many levels throughout the application process and implementation period. Collectively, CCCAP have a wealth of knowledge and resources to support applicants and grantees. Based on each partner's area of expertise, each will offer at least two workshops and/or panel discussions for the entire region via zoom. To reduce barriers to access and reach new communities, each partner is committed to offering one-on-one support for applicants. This upfront work will increase levels of trust and deepen partnership with grantees throughout the activity period.

Professional Development Opportunities through the CCCCGRP Application Process:

All applying artists will have the opportunity to learn valuable career skills through a series of workshops to help complete their application. Translation services, including ASL, will be offered for all workshops. Workshops may include, but are not limited to:

- How to develop a grant application and resume/CV
- How to create a RFP and/or quote for services
- Accessibility, Inclusion, and Equity
- Understanding HPI
- Working with Government Agencies
- Evaluating Impact

Mentorship and Professional Development Opportunities During the Activity Period:

- Peer Mentorship
- Informed by feedback from similar programs, peer mentorships for both CSs and the NPO/SSAs are an invaluable opportunity for each cohort to learn and grow together. Monthly zoom check-ins will be facilitated by the CCCAP (zoom licenses will be covered by the AO).

Professional Development

Additional workshops will be offered throughout the program's 18-month course and may include the following topics.

- Developing effective Marketing/Outreach Campaigns
- How to reach and build trust with new and different communities
- Civic Engagement, Advocacy and Art- how to use arts to further social activism

Additional topics for workshops will be informed by the grantees' needs.

Describe your plans to increase visibility of the work of artists, cultural practitioners, and nonprofit organizations in their region and/or statewide.

CCCAP have confirmed the capacity and resources to offer the following opportunities to increase visibility of the work of artists, cultural practitioners, and nonprofit organizations in their region and/or statewide:

- Regionwide online art exhibition
- Traveling art exhibition to each county to be hosted in a public gallery
- Marketing bundles to be made available to government agencies and nonprofits
- Press releases and media partnerships
- Panel discussions around the focus areas as well as the opportunity to host creative strategists
- Partnering with government agencies to use the marketing materials for outreach around the designated focus areas
- Partnering with other selected region administering organizations to travel works between regions

Another area for professional development and mentoring will be the development of new outreach strategies to increase the visibility of the work of artists, cultural practitioners, and nonprofit organizations. Together, with CSs and the selected NPO/SSAs, the CCCAP will work to create additional opportunities to increase the visibility informed by the work done over the 18-month program. We are confident that over the duration of this program, our CSs and NPO/SSAs will develop an in-depth knowledge around their selected focus area and the best ways to get information disseminated and distributed depending on their choice of medium. We would like to offer the ability and space for that growth and experience as part of this program.

Additional opportunities that may be considered:

- Partnering with other arts organizations, museums, galleries to encourage exhibiting the works
- Creating a film documenting the projects
- Partnering with community (public) television for opportunities to share
- Partnering with non-arts business to display/promote local artists
- Collaborate with other organizations such as Convention and Visitors Bureaus and Chambers of Commerce to write blogs on the arts and cross-promote the arts, including Cultural Road Trips in our region.

Budget Snapshot (2 Years)

2-Years' Statement of Financial Activities

Click on the Calendar icon. First select Month and Year, then select Day. 06/30/2021

Revenue

	2019-2020 or 2020	2020-2021 or 2021
Earned	\$637,460.00	\$678,777.00
Contributed	\$211,070.00	\$254,392.00
Total Revenue	\$848,530.00	\$933,169.00

Expense

	2019-2020 or 2020	2020-2021 or 2021
Personnel	\$455,864.00	\$459,630.00
Operating/Production	\$392,666.00	\$404,137.00
Total Expense	\$848,530.00	\$863,767.00

Total Surplus(Deficit)

	2019-20 or 2020	2020-2021 or 2021
	\$0.00	\$69,402.00

Budget Notes

The surplus for 2020-21 is \$65,000 in grant funds from the Mellon Foundation that were received but used in FY 2022 for an Emergency Preparedness program. The remaining \$4,000 is City Grant funds that had to be rolled over due to COVID-19.

Grant Project Budget (no match)

Personnel Expenses

Expense Type	Job Title	# of Staff	Rate of Pay	CAC Request Amount
Artistic	Creative Strategists	24	100000	\$2,400,000.00
Administrative	Santa Barbara- Lead AO County Partner	5	212900 (combined)	\$212,900.00
Administrative	Monterey County Partner Org	2	154900 (combined)	\$154,900.00
Administrative	San Benito County Partner Org	1	154900	\$154,900.00
Administrative	San Luis Obispo County Partner	1	154900	\$154,900.00
Administrative	Santa Cruz County Partner Org	3	154900 (combined)	\$154,900.00
Administrative	Ventura County Partner Org	3	154900 (combined)	\$154,900.00
Administrative	Panelist Stipends	10	200	\$2,000.00
				\$3,389,400.00

Operating/Production Expenses

Expenses Description	CAC Request Amount
Translation and Interpretation Services	\$5,000.00
Documentation and Evaluation	\$5,000.00
Nonprofit/Social Service Agency Stipend	\$1,600,000.00
Call for Entries (CaFE) software	\$600.00
	\$1,610,600.00

Total CAC Request Amount

Total CAC Request Amount	\$5,000,000.00
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Additional Project Cost

Additional Project Cost	\$0.00
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Total Project Cost

Total Project Cost	\$5,000,000.00
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Budget Notes

<p>You may use this space to provide additional budget details, as necessary.</p>	<p>A minimum of one artist and one NPO/SSA will be awarded in each county. Remaining awards will be made proportionally based on population and HPI. Santa Barbara County will receive a slightly higher amount of the administrative budget for administering all payments and contracts. Each county is able to use their AO budget to staff how they best feel will support the overall program. A MOU was established between the county partners to equally share responsibilities and to provide support to each county equitably. 2 grant panels will be held: 1 serving the 2 northern counties (Monterey, San Benito, and Santa Cruz) and the other serving the southern counties (SLO, Santa Barbara and Ventura). Each panel will have 5 paid panelists (\$200 each) and will be facilitated by at least 2 county partners (one from each sub-region). Funds allocated for translation services will include making all printed an online materials available in Spanish as well as having translators available for webinars in multiple languages and ASL. The cohort of county partners is also allocating funds to hire an independent consultant to provide documentation and evaluation of the program. Creative Strategists paid monthly. NPO/SSAs will be paid monthly or quarterly depending on preference.</p>
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ACCESSIBILITY

The CAC is committed to making the arts accessible and inclusive for all Californians. All CAC-funded programs, services, information, and buildings and facilities where funded activities take place must be accessible.

Describe your organization's approach to ensuring the physical accessibility of programs and services for individuals with disabilities, as well as the accessibility of print and online materials. Consider organizational personnel and any partnering organizations, as well as beneficiaries of arts programming and services, and potential audience members in your response.

The six county arts partners are committed to accessibility and inclusion in all aspects of our work and to this specific program. We have a commitment to each other, our applicants, participants, and communities to ensure that everyone has access to our programs, including language, affordability, physical, and cultural access. We are committed to working together to assist individuals and organizations in every aspect of this program making it accessible and inclusive. In order to bring intersectional perspectives of community histories, immigrant, intergenerational, LGBTQ+ identities, along with a deep commitment to cultural equity, we ensure accessibility for those who are historically marginalized.

All programs and events offered will be free, ADA accessible, meeting ADA requirements. Accessibility signage is posted in clearly visible locations throughout all event spaces. In addition, all grants we administer will require that funded programs and events meet ADA accessibility guidelines.

Options to request accommodations and contact information for doing so are clearly stated on our website. Our printed materials are visually accessible with large fonts and image captions. In addition, SBCOAC has an on-staff translator who makes materials and our website available in Spanish. We have hosted live interpretation at events and community meetings, including bilingual (English-Spanish) and trilingual (English-Spanish-Mixtec) formats. In addition, ASL interpreters are available for programs upon request. We run promotional campaigns in a variety of formats, including free weekly publications and public radio.

As an Office of County Government, we consistently work with the County's accessibility coordinator to make sure that all new and existing events, programs, and grants meet ADA requirements as well as to continue learning about current best practices in this area.

SBCOAC contracts web developers to increase website accessibility for users with disabilities, including but not limited to image descriptions, alternative text, larger font sizes, and keyboard-only accessibility.

Identify the primary individual who will be responsible for managing accessibility for your organization. This may be a program manager, accessibility coordinator, or other staff member of the applicant organization. Include their name, title, phone number, and email address in the fields provided.

Contact First Name: Robert

Contact Last Name: Clark

Contact Phone Number: (805) 568-2829

Contact Phone Ext:

Contact Email: rclark@co.santa-barbara.ca.us

Confirm Contact Email: rclark@co.santa-barbara.ca.us

The NEA Office of Accessibility <https://arts.gov/accessibility/accessibility-resources/nea-office-accessibility> provides information and support to make the arts accessible for people with disabilities, older adults, veterans, and people living in institutions.

CAC encourages your organization to review the NEA Office of Accessibility website. Please verify that you have downloaded and reviewed their Brief Accessibility Checklist <https://www.arts.gov/sites/default/files/BriefChecklist-February2020.pdf>, an instructive tool created as a guide to ensure physical and communication access to organizations and projects.

Our organization has downloaded and reviewed the NEA Office of Accessibility Brief Accessibility Checklist.

CERTIFICATION & RELEASE

The undersigned certifies the following:

California Secretary of State Certificate of Status

Not applicable - applicant organization is not a nonprofit corporation

The undersigned certifies the following:

The represented organization has valid proof of tax-exempt status under sec.501(c)(3) of the Internal Revenue Code, or under sec. 23701d of the California Revenue and Taxation Code, or is a unit of government; or for grant programs allowing Fiscal Sponsors, is applying in partnership with a Fiscal Sponsor entity meeting all Fiscal Sponsor eligibility requirements as indicated in CAC Fiscal Sponsor Policy; that the applicant organization has been consistently engaged in arts programming for a specific number of years prior to time of application; has its principal place of business in California; and has completed prior contract requirements, if applicable; and has approval of the organization's board of directors or other governing body; and that the applicant organization and Fiscal Sponsor, if applicable, both comply with the Civil Rights Act of 1964, as amended; sec 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; observes provisions of the Drug Free Workplace Act of 1988; and California Government Code secs.11135-11139.5 (barring discrimination); complies with the Fair Labor Standards Act, as defined by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulation; the Americans with Disabilities Act of 1990; and the Fair Employment and Housing Act; that all information contained herein is accurate or represents a reasonable estimate of operations based on data available at the time of submission; and that there are no misstatements or misrepresentations contained herein or in any attachments; and is aware that modification of the proposal at any point may require a contract amendment, rescinding of a grant award or cancellation of contract.

The undersigned hereby releases the California Arts Council (CAC) and the State of California, their employees and agents, from any liability and/or responsibility concerning damage to or loss of materials submitted to the CAC and the State of California, whether or not such damage of loss is caused by the negligence of the CAC, the State of California, their employees and agents.

Yes, I certify

Applicant Name: Hannah Rubalcava

Application Submitted On: 2022-06-02 19:29:03