

**Central
Coast
Creative
Corps**

Application Deadline: May 1, 2023

March 8, 2023:
Community Partner Application Period Opens

May 1, 2023:
Community Partner Application Period Closes

Central Coast Creative Corps

Community Partner
Guidelines



OVERVIEW



Aiming to uplift the creative workforce and improve community health outcomes, the Central Coast Creative Corps Program will fund 23 working partnerships between community-based organizations and local artists, creative workers, or culture bearers for a one-year duration from September 2023 - August 2024. The deadline to apply is May 1, 2023.

Applicants must be based in the Central Coast Region (Monterey, Santa Cruz, San Benito, San Luis Obispo, Santa Barbara and Ventura counties). This grant opportunity is open to:

- **Nonprofit and fiscally sponsored organizations**
- **Government agencies, or**
- **Tribal governments**

Grantees will receive a total award of \$140,000 to hire an artist or artist collective to develop media, outreach, and engagement initiatives centered on one or more of the following themes:

- 1. Public Health** awareness messages to stop the spread of COVID-19
- 2. Climate Impact** public awareness related to water and energy conservation, climate mitigation, and emergency preparedness, relief, and recovery
- 3. Civic Engagement** including election participation
- 4. Social Justice** and community engagement

Of the funding award, \$100,000 is to be disbursed as artist compensation for full-time or full-time contract equivalent work with the organization; \$20,000 is to be allocated for supplies, space rental, media buys, compensation, etc.; and up to \$20,000 may be used by the grantee organization for program administration.

To ensure the best possible experience for everyone, grantees (who will be referred to as “Community Partners”) will receive support throughout the duration of the program. The first phase of the grant period will be dedicated to building a foundation for a successful working relationship between the Community Partner and the Artist. Community Partners will have access to a directory of Central Coast Artists expressing interest in program participation. The searchable directory will include artists’ resumes, media or medium, years of artistic practice, geographic location, area of geographic interest, work samples, and community engagement experience. Creative Corps Artists will also have access to support services.

The Central Coast Creative Corps Region includes Monterey, Santa Cruz, San Benito, San Luis Obispo, Santa Barbara, and Ventura counties. Program development and administration is managed by the Central Coast Arts Coalition, a collective of the region’s state-designated local arts agencies in each county:

- **[Santa Barbara County Office of Arts and Culture](#)** (Lead Administering Organization)
- **[Arts Council for Monterey County](#)**
- **[Arts Council Santa Cruz County](#)**
- **[San Benito County Arts Council](#)**
- **[San Luis Obispo County Arts Council](#)**
- **[Ventura County Arts Council](#)**

VISION



The Central Coast Arts Coalition envisions a Central Coast where all communities thrive through artistic, creative, and innovative solutions for civic, historic, and cultural injustices.

Central Coast Creative Corps seeks to invest in Central Coast Artists and Community Partner organizations to catalyze community-driven solutions for sustainable social change. By centering communities' lived experiences, cultures, and values, partnering with on-the-ground service providers, and amplifying artists' capacity to transform realities, we nurture and build a new type of collective power.

We are inspired by the tireless efforts of our community-based organizations, which have intensified in response to the emergencies, disasters, and social tragedies of recent times. We believe that the opportunity to work with a creative collaborator will energize, galvanize, and inspire employees, volunteers, and constituents to carry out their mission-driven work. However, we also recognize that meaningful collaboration requires time, resources, and care.

The Central Coast Creative Corps program represents an intentional departure from standard grant and fellowship models to one of greater abundance. By investing in and resourcing labor, process, and relationship development as much as product, we create the foundation for a more lasting impact. Through this holistic lens, we are committed to supporting Community Partners through multiple channels; funding for artist employment, compensation for administration, a budget for materials, an extended timeline, and ongoing opportunities for cohort-building and professional development.

This program is designed to:

- Develop new models for mutually-beneficial collaborations between Community Partners and Artists
- Deepen Community Partners' ability to work for and with communities and constituents
- Fund creative outreach and engagement to facilitate dialogue, interrupt systems, and identify new solutions
- Increase community awareness of, and access to, opportunities and resources
- Support new platforms for communities to define their needs and help to co-develop response strategies
- Improve health outcomes, resilience in the face of climate change and natural disasters, and social justice and equity across communities throughout the region
- Foster solidarity between diverse community leaders, including artistic, cultural, civic and social leaders
- Offer first-hand education and experience of Artists' unique skills as problem-solvers and trusted community messengers

Reframing the “success” paradigm:

- We value process over product
- We commit to paying Artists a living wage
- We resource both Community Partners and Artists for their work
- We offer mentorship and support for participating Community Partners and Artists
- We invite communities to engage and dialogue throughout the program

BACKGROUND & CONTEXT



A once-in-a-century pandemic has highlighted and exacerbated pre-existing inequities and breakdowns in our nation’s social support infrastructure, with undeniable roots in racism and discrimination.

The Central Coast Creative Corps Program prioritizes the neighborhoods most disproportionately impacted by racial and health inequities as indicated by the California Healthy Places Index (HPI). HPI is determined by mapping 23 key drivers of health outcomes — like education, job opportunities, and clean air and water. [\(Click here for more information on HPI\).](#)

Funded through a one-time allocation from the California State Budget to the California Arts Council, the program is inspired by local workforce development initiatives such as the Works Progress Administration (WPA) for federal arts projects, the Comprehensive Employment and Training Act (CETA) for arts employment, and regional arts-based programs, such as El Teatro Campesino, which was established by the United Farm Workers for community education.

By recognizing and amplifying the unique abilities of artists, creative workers, and culture bearers to facilitate collective imagination and drive social change, the Central Coast Creative Corps Program will build new pathways for centering community voices in the development of community solutions.

PROGRAM COMMITMENT & OPPORTUNITIES



Serving as a Community Partner requires a significant commitment. Community Partners should anticipate spending at least 5-10 hours per week on the collaboration to support the full-time (or full-time contract equivalent) Creative Corps Artist. The Community Partner should also have the capacity to be an active collaborator with their selected Artist for a 12-month period. The Artist should have access to a designated staff member and regular access to and communication with executive leadership.

Collaboration should center on the co-development of programs and activities that engage the community around the theme selected by the Community Partner. Elements may include interventions, approaches, programs, and activities that engage and uplift the voices of the community/ies being served.

Additional Community Partner participation commitments include:

- Attending meetings and workshops
- Participating in ongoing documentation and evaluation
- Supporting a final exhibition or event

Meetings and Workshops

Community Partners will attend a series of meetings and workshops between June 1 - August 18, 2023, to provide support to select an artist, and to structure the foundation for a successful partnership experience.

Topics covered will include but are not limited to:

- How to utilize the Artist Directory
- Training to best support and benefit from a working Artist

- Identifying and creating shared understanding of collaboration goals
- Real-time examples for successful partnership models

After artist work begins, Community Partners will meet quarterly with the Central Coast Arts Coalition to review collaboration status and updates. Peer advising and support will also be available for both Community Partners and artists.

Ongoing Evaluation and Documentation

Community Partners will be asked to complete periodic online surveys. Additionally, they will be responsible for submitting a brief interim and final narrative report.

Documentation of the campaign development and/or implementation will also be required, and essential. Information collected will be shared with the California Arts Council and other outlets.

Optional Opportunities

Professional development, educational, and peer mentorship opportunities will be available to Community Partners and Artists throughout the grant period (15 months)

Artists will have access to artist mentors and can choose to participate in a cohort of Creative Corps Artists for peer support throughout the length of the grant period

Community Partners will be invited to regional network-building opportunities

ELIGIBILITY



To be eligible to serve as a Community Partner, applicants must meet the following eligibility criteria:

- 501(c)(3) organization as applicant or fiscal sponsor - Nongovernmental applicant organizations must demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code, or section 23701d of the California Revenue and Taxation Code.
- Local government – A unit of municipal or county government; or a tribal government.
- Applicant organizations using fiscal sponsors - An applicant organization that is without nonprofit status must use a California-based fiscal sponsor with a federal 501(c)(3) designation to apply for funding. For-profit businesses and individuals may not use a fiscal sponsor to apply for CAC organizational grants. Types of applicant organizations eligible to apply using a fiscal sponsor include, but are not limited to artist collectives, guilds, and 501(c)(6) organizations.
 - A Letter of Agreement between the fiscal sponsor and the applicant organization must be signed by a representative from both parties and submitted with the application. A blank signature field will not be accepted. If a grant is awarded, the fiscal sponsor becomes the legal contract holder with the Santa Barbara County Office of Arts and Culture.
 - A fiscal sponsor change is not permissible during the Grant Activity Period, except in extenuating circumstances based on staff assessment.
 - Fiscal sponsors must have a minimum two-year history of consistent engagement in arts programming and/or services prior to the application deadline.
- Have a minimum two-year history of consistent engagement in community programming and/or services prior to the application deadline

- Operate a principal place of service/business in the Central Coast Creative Corps Region: Santa Cruz County, Monterey County, San Benito County, San Luis Obispo County, Santa Barbara County, or Ventura County
- Work in one of the 4 issue areas outlined by the California Arts Council for the Central Coast Creative Corps Program:
 - **Public Health** awareness messages to stop the spread of COVID-19
 - **Climate Impact** public awareness related to water and energy conservation, climate mitigation, and emergency preparedness, relief, and recovery
 - **Civic Engagement** including election participation; and
 - **Social Justice** and community engagement
- Serve or commit to increase service levels to one or more communities that fall in the lowest quartile of the California Healthy Places Index as denoted on the [Central Coast Arts Coalition's Map](#) OR serve a population that has been systematically excluded from accessing, or unable to receive equitable access, to health-supportive resources such as those identified by the [HPI drivers](#).

Eligibility Restrictions

- Organizations may only submit one application per EIN for the Central Coast Creative Corps Program

SELECTION CRITERIA & REVIEW PROCESS



Central Coast Creative Corps is committed to equitable distribution of funds. Selection will be balanced to ensure:

- Geographic distribution across the six counties in the Central Coast Region, including equitable fund disbursement based on county population and relative number, or people residing in the lowest quartile of the HPI
- A range of organizational missions and objectives
- A range of approaches to collaboration

Additionally, applications will be evaluated on the following criteria:

A. Organizational Capacity and Program Design

1. Does the applicant demonstrate the capacity to prioritize collaboration with an Artist for a one-year period? Considerations include but are not limited to:
 - a. Ability to establish a contract, payment structure, and safe working space as needed
 - b. Provide subject matter education
 - c. Sufficient time, staff, and resources to co-develop an outreach and campaign
 - d. Commitment to providing an appropriate designated staff member and access to executive leadership
2. Is the applicant able to identify a current need, area of improvement, and/or opportunity for artist collaboration?
3. Does the selected issue align with the applicant's mission and/or scope of work?

B. Readiness to Support an Artist

1. Can the applicant define or describe what success might look like?
2. Does the applicant demonstrate openness to allocating time and resources to trying new ideas and concepts, even if they don't work?
3. Does the applicant have a history of cross-sector collaboration, and/or collaborating with Artists?
4. Is the applicant willing to create a line of communication between the Artist and Leadership?

C. Community Engagement

1. Is the proposed campaign theme responsive to needs and opportunities identified of/by/for the community served?
2. Does the applicant demonstrate a strong relationship with the community they serve?
3. Does the applicant demonstrate an understanding of the cultural practices and values of the community/ies they serve?

D. Health Equity

1. Does the applicant:
 - a. currently serve a community/ies in the lowest quartile of the HPI, or can the organization demonstrate the need to increase service to community/ies located in the lowest quartile of the HPI OR
 - b. demonstrate that they serve a population/s that has been systematically excluded from accessing, or unable to receive and/or pursue equitable access to, health-supportive resources such as those identified by the HPI indicators
2. Can the applicant articulate how this opportunity will change the trajectory of its engagement with those community/ies?

E. Accessibility

1. Does the applicant shape services in a way that is responsive to the constituency served (e.g., language and cultural competencies, modifying print and/or online materials for accessibility)?
2. Does the applicant produce programs in spaces that are physically accessible for all constituents?
3. Does the applicant produce print or web collateral informed by accessibility standards?

Application Review Process

Applications will be reviewed by the Central Coast Arts Coalition for completeness and confirmation of eligibility. Applications determined to be complete and to meet eligibility criteria will be assessed by a panel of artists and community leaders who have experience working in their geographic regions. Panels will send recommendations to the Coalition for final approval.

HOW TO APPLY



Applications must be submitted online at bit.ly/cccc-apply by **May 1, 2023 (5:00 p.m. PST)**.

For assistance in Spanish, dedicated translators are available. Please contact Anthony Rocha grantsprogram@artscouncilsc.org or 831-475-9600 x30 to be connected to application assistance in Spanish.

A reference application is available at: centralcoastcreativecorps.org.

Information Sessions

The Central Coast Arts Coalition will host online program information sessions to offer guidance and address questions throughout the application period. In-person Q&A sessions will also be offered in each county. Visit centralcoastcreativecorps.org for the most up-to-date schedule and session registration instructions.

Application Support

Assistance for applicants will be available throughout the application process. Applicants should contact the arts agency from the county where they reside with any questions about the program, including but not limited to: access to broadband or Wi-Fi; support for applicants with disabilities; clarification of program application questions or content; and translation or interpretation.

To receive support in your area, please contact:

Monterey County: info@arts4mc.org

San Benito County: info@sanbenitoarts.org

San Luis Obispo County: office@slocountyarts.org

Santa Barbara County: contact@sbac.ca.gov

Santa Cruz County: grantsprogram@artscouncilsc.org

Ventura County: info@vcartscouncil.org

For technical questions about the application web page or software, email klara@arts4mc.org.

USE & DISTRIBUTION OF GRANT FUNDS



If awarded, the organization will receive a total grant of \$140,000 to work with an Artist or Artist Collective to develop a media, outreach, and/or engagement campaign. Funds are to be used as follows:

- \$100,000:** Compensation to an Artist or Artist collective of the community partner's choosing; artist rate is commensurate with the median income in the Central Coast Region.
- \$20,000:** To support artist-community relations, campaign materials, artist working space and/or venue fees, as well as other costs incurred for production and/or implementation.
- \$20,000:** Funding for Community Partner to collaborate with Artist; co-develop campaign; attend meetings, workshops, and events; participate in ongoing documentation and evaluation; and provide any related administration.

Each Community Partner will be able to determine their own payment method (stipend/contract/hire/grant, etc.) to pay their selected Artist for the one-year period. Community Partners will also be responsible for ensuring compliance with state and federal employment laws and regulations. Community Partners assume all responsibility for development of contract paperwork. If a Community Partner elects to hire an Artist, benefit costs and payroll taxes may be deducted from the \$100,000 artist allocation.

Fund Disbursement Process

The Santa Barbara County Office of Arts and Culture will disburse funds to Community Partners in six payments. The first payment of \$10,000 will be issued once all contract paperwork is complete, an Artist has been selected, and an invoice has been submitted. Regular installments of \$32,000 will be made quarterly based on completion of designated deliverables and submission of an invoice. The last payment of \$2,000 will be issued at the end of the program upon submission of any required final reports and invoices.

ARTIST SELECTION



One of the tenets of this program is workforce development, especially for Artists who haven't had opportunities to earn sustainable income from their creative practice. Community Partners will be able to interview and select an Artist or Artist Collaborative of their choosing to work with in a full-time capacity. The Coalition encourages the selection of Artists who identify with or are reflective of the community the Community Partner serves.

Artist Directory

The Central Coast Arts Coalition is developing a Directory of Artists, Creative Workers, and Culture Bearers across the region. It is recommended that Community Partners use this directory as a resource for hiring Artists, though it is not required. The Community Partner may also elect to hire an Artist Collective.

Each listing will include the Artist's media or medium, years of artistic practice, geographic location, area of geographic interest, community engagement experience, and additional related information.

Artists can update their information as needed. The directory is available at centralcoastartists.org and will be updated in real-time. Artists wanting to be considered for the Central Coast Creative Corps program must have their online profile complete by 5 p.m. May 31, 2023.

Central Coast Creative Corps Program "Artist" Definition

An Artist, Creative Worker or Culture Bearer is someone who regularly engages in artistic or cultural practice to:

- Express themselves with the intention of communicating richly to or sharing with others;

- Pass on traditional knowledge and cultural practices or offer cultural resources to their communities;
- Co-organize and co-create within communities for social impact; and
- Maintain a commitment to continuing their practice.

For the purposes of this program, artistic and cultural practice disciplines include but are not limited to Craft and Folk Artifacts; Culinary Arts; Dance; Design; Film; Literary Arts; Mixed Media & Interdisciplinary Arts; Music; Oral and Storytelling Traditions; Social Practice; Theater; Performing Arts; and Visual Arts.

Artist Selection Restrictions

Artists must reside in the 6-county Central Coast Region.

This program is intended to establish new positions, not backfill current or recently eliminated positions. Employees or contractors that have been on the Community Partner's payroll in the six months preceding the application submission may not be selected as artists funded directly with this funding.

PROGRAM TIMELINE



Community Partner applications are due no later than 5:00 p.m. on Monday, May 1. **Late applications will not be accepted for any reason.** Applicants will be notified of all decisions no later than **June 1, 2023.** The program grant activity period is from **June 1, 2023 - August 31, 2024.** Community Partner organizations must commence work with artists no later than **September 1, 2023**

TIMELINE

Applications Open	MAR 8 2023
Community Partner Applications Due	MAY 1 5PM
Deadline for Interested Artists to Register for Directory	MAY 31 5PM
Announcement of Community Partners	JUNE 1 2023
Community Partner Orientation & Artist Selection	JUN-AUG 2023
Artists Hired and 12-month Projects Begin	SEPT 1 2023
12-month Projects Conclude	AUG 31 2024

Acknowledgments

The Central Coast Arts Coalition developed the Central Coast Creative Corps program with the support of numerous artists and organizations. The program is also informed by Artist-in-Residence models throughout the United States, including but not limited to:

- Community Arts Training Institute (St. Louis)
- Los Angeles Department of Arts & Culture Creative Strategist Program
- NYC
- Louisville
- Boston

We would like to thank the following for their help, guidance, and information in the development of this grant program:

- California Arts Council
- LA County Department of Arts & Culture
- Animating Democracy/Americans for the Arts
- Barbara Schaffer Bacon
- Springboard for the Arts
- Third Way Creative