



CREATE CHULA VISTA ARTS GRANT APPLICATION GUIDELINES

The City of Chula Vista is excited to support local performing and visual arts through the Create Chula Vista Arts Grant. “Create Chula Vista” is our new brand for cultural arts programs. We are looking for arts projects that provide enriching and accessible cultural opportunities for the City’s residents and visitors. Chula Vista individual artists, arts organizations, and small businesses are encouraged to apply.

It is strongly recommended that grant projects are collaborative, promote cultural equity and inclusion, and address community aspirations.

Award amounts:

Up to \$10,000 per project.

Application and funding process:

The Create Chula Vista Arts Grant funding will be awarded through an ongoing competitive application process while funds last. All applications and application materials will be reviewed for completeness by staff prior to being reviewed by the grant review committee. The grant review committee will be comprised of City staff and Cultural Arts Commissioners. Projects will be rated and awarded based upon established criteria and scoring.

Eligible to apply:

- Individual artists who reside in Chula Vista.
- Tax-exempt, non-profit organizations located in the City of Chula Vista. NOTE: Organizations not located in Chula Vista may be eligible if the arts project is held in Chula Vista.
- Educational institutions located in the City of Chula Vista.
- Religious organizations located in the City of Chula Vista. NOTE: Religious organizations not located in Chula Vista may be eligible if the arts project is held in Chula Vista.
- Performance groups, visual arts groups or other cultural arts-related groups and organizations affiliated with Chula Vista educational institutions (e.g., choirs, bands, etc.).
- City of Chula Vista departments, boards, and commissions.
- For-profit businesses located in the City of Chula Vista. Businesses must be a legally operating business located in a commercial or industrial space and independently owned and operated with the principal office located within the City of Chula Vista city limits.

Not eligible to apply:

- Individual artists who are not Chula Vista residents.
- Businesses not located in the City of Chula Vista.
- Publicly traded companies and franchised businesses.

What the grant may be used for:

- Funding to artists for performances, exhibitions, or other creative events that are free to attend and open to the public.
- Materials for a creative event (e.g., supplies, paint, paper, marketing materials, costumes) that is free and open to the public.
- Art, music, theatre, and/or dance projects in schools.

What funds may not be used for:

- Projects that are not held in the City of Chula Vista.
- Capital outlays, such as land acquisition, purchasing buildings or construction, major equipment purchases.
- Personnel expenses for non-artists such as administrative staff, program and project managers, and support staff.
- Programs that charge admission fees.
- Programs not accessible to the public.
- Trust/endowment funds.
- Membership dues.
- Indirect costs, such as travel expenses or food.
- Projects that will use offensive language or messaging that promotes or are likely to incite violence.
- Any purposes prohibited by laws governing the use of public funds, including but not limited to, religious, political campaigning, or purely private purposes or activities.

Qualifying artistic disciplines:

- **Dance:** This discipline includes a full range of dance artistry and represents a multiplicity of forms, styles, techniques, and histories including ballet, modern, avant-garde, jazz, tap, hip-hop, and other contemporary forms.
- **Design Arts:** This field encompasses many disciplines including, but not limited to, architecture, communications and graphic design, fashion design, historic preservation, industrial and product design, interior design, landscape architecture, planning, universal design, rural design, and urban design.
- **Media Arts:** For the development, production and distribution of films, animation, digital arts, video, and audio art, including experimental and narrative works, as well as electronic manipulation, and broadcast. This discipline would also include screen-based and print projects presented via film, television, radio, audio, video, the Internet, interactive and mobile technologies, video game consoles, transmedia storytelling, and satellite as well as media-related printed books, catalogues, and journals.
- **Museums and Exhibitions:** Broad range of activity that interprets visual material through exhibitions, residencies, publications, commissions, public art works, curation, conservation, documentation, services to the field, and public programs.
- **Music:** Musical performance and composition including orchestral music, opera, jazz, hip-hop, pop, rock, choral, electronic, and other contemporary music forms.
- **Photography:** The use of the photographic medium as the primary vehicle of artistic expression resulting in works produced for, but not limited to, archival, resource documentation, or exhibition purposes. Photographic work produced for commercial, advertising, industrial, scientific purposes or for inclusion in a non-art publication are ineligible for funding.
- **Theater:** All forms of theater including professional, regional companies and schools, experimental, street, puppets, mime/children's ensembles, musicals, comedy, and storytelling.

- **Traditional and Folk Arts:** The traditional, authentic, artistic activities and expressive customs indigenous or rooted to any group that shares the same ethnic heritage, language, religion, occupation, or geographic region. Genres of artistic activity include, but are not limited to, music, dance, crafts, and oral expression.
- **Visual Arts:** All forms of visual arts including sculpture, painting, installation art, drawing, printmaking, crafts, and artistic books.
- **Interdisciplinary:** This category is for projects that incorporate one or more arts disciplines or for projects that combine non-performing and visual arts disciplines with performing and visual arts disciplines (e.g., live art with open mic poetry, storytelling with media arts). The Interdisciplinary category also includes performance art and non-traditional formats and processes that transcend distinct art disciplines. In an interdisciplinary project, each art discipline interdependently contributes an essential element, which, without one arts discipline or the other, may otherwise be incomplete.

Application review process:

Applications will be accepted on an ongoing basis until grant funds are depleted. All applications and application materials will be reviewed for completeness by staff prior to being reviewed by the grant review committee. Incomplete applications will not be eligible for funding. Only one grant application per project will be accepted.

All eligible applications will be evaluated by the grant review committee. The grant review committee will be comprised of City staff and Cultural Arts Commissioners. The grant review committee reserves the right to request additional information as needed to determine grant eligibility. All projects will be rated based upon established criteria and scoring.

Each committee member will be provided with eligible applications to review on their own and score each according to a scoring rubric. The committee will convene monthly to discuss each of the scored applications. After discussion, the committee will vote on a final score and make the decision whether to award each application with grant funding.

Grant review committee selections will be presented to the Cultural Arts Commission and then forwarded on to the City Council.

Submission requirements:

- Completed Create Chula Vista Arts Grant Application.
- Relevant supporting materials:
 - Letter(s) from project partner(s) of intent to collaborate if project involves partners.
 - Two letters of professional recommendation.
 - Appropriate artistic work samples.
- All materials must be submitted via the online application.

Application:

Applications will be judged based on the following criteria and 100-point system. Applications should address all elements in each section and provide as much detail as possible in a clear and concise manner.

Application criteria and scoring:

- Section 1: Project Proposal (Maximum 20 points)
Projects will be awarded points in this category based on completeness and clarity of the project details, including any collaborations and cultural equity and inclusion efforts.

- **Section 2: Community Engagement (Maximum 20 points)**
Projects will be awarded points in this category based on project relevancy to the stated target audience, what community aspiration(s) are being addressed, and how well the project provides access to the community. Points will also be awarded for the strength of the proposed marketing and promotions plan. All projects must have a component of providing access to the public.
- **Section 3: Artistic Merit and Capacity (Maximum 20 points)**
Strong answers will demonstrate innovation, creativity, will provide relevant information regarding the applicant's track record or ability to produce successful projects of similar size and complexity, and ability to leverage resources. Samples of artistic work are strongly recommended.
- **Section 4: Project Budget (Maximum 20 points)**
Strong answers will break down the total project budget in a clear and concise manner listing all expenses with a short description. If the project budget exceeds grant request amount, please note what expenses are proposed to be paid by the grant. Expenses proposed to be paid by the grant must be qualifying expenditures (see previous section "What funds may not be used for"). Information should be provided in an easy-to-follow format such as a spreadsheet and shall include all applicable expenses including but not limited to space rental, artist fees, production costs, printing costs of promotional material or production materials, etc.
- **Section 5: Measures of Success (Maximum 20 points)**
Responses should consider what the project was intended to accomplish and if and how well that was accomplished. Strong answers will provide both qualitative and quantitative measures and will include a good mix of each measure and a clear description of how they will be implemented.

Grant completion requirements:

Grant recipients must produce their awarded project within 12 months of receiving grant funds and must submit the complete Final Grant Report within 30 days after project completion.

NOTE: Any grant applicant found to have provided false information to the City, and any grant recipient found to not have spent the funds as described in the application, that does not produce their awarded project within 12 months of funding or submit the required reporting documentation completely or within 30 days after project completion shall be ineligible to apply for this as well as any upcoming City arts grant programs funding for a minimum of one year.