



# **PUBLIC ART GRANT PROGRAM GUIDELINES & APPLICATION**

**APPLICATIONS DUE BY  
JANUARY 31, 2020  
BY 5:00 PM**

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**TECHNICAL ASSISTANCE WORKSHOP  
Wed, January 8, 2020 at 5:30pm  
PCS Conference Room  
231 Union Street, Watsonville**



## **Purpose of Public Art Grant Program**

To promote, support and increase the creation of public art within the City of Watsonville to provide an opportunity for personal and community reflection, promote the City's attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees and visitors.

## **Grant Program Objectives**

The City of Watsonville is offering four (4) grants up to one thousand dollars (\$1,000) each for public art projects that are proposed to be located on publicly or non-profit owned property. These grants are intended to:

- Support the creation of any form of visual and performing arts that can be appreciated by residents of Watsonville.
- Decrease the barriers to create public art in Watsonville by providing financial support
- Engage new audiences in the arts

## **Eligibility Criteria**

Eligibility of the applicant will be based on the following criteria:

1. Applicant must be a City of Watsonville resident (if applying as an individual), or be located within the City of Watsonville (if applying as an organization).
2. Planned project must be completed within one year of grant award and be fully accessible by the public (for example, can be viewed from public right-of-way and free admission);
3. Planned project must be located on/in publicly or non-profit owned property within the City of Watsonville; and
4. For visual arts projects, must comply with the City of Watsonville Public Art Guidelines and application process.

## **These Grants Do Not Fund**

- Classes and training sessions as the end product of the project
- Projects not advertised or open to the public
- Programs executed before grants are awarded
- Capital improvements, construction, or renovation projects
- Research, foundations, debt retirement, fundraising or benefit events, social services, scholarship or tuition assistance, or political or religious advocacy
- Organizational operating budgets and should not be used to supplant existing funded projects

## **Review Process**

Complete applications will be reviewed and scored by the City of Watsonville. Applications scoring 70 points or above will be forwarded to the Parks and Recreation Commission for final review and selection for grant awards. The Parks and Recreation Commission will ensure compliance with City of Watsonville Public Art Guidelines prior to approving any grants.



## Scoring Criteria will be as follows:

- Project Description – **15 points**
- Artistic excellence – **25 points**
- Capacity to administer and implement the project – **15 points**
- Community support – **15 points**
- Social impact – **5 points**
- Accessibility of project to Watsonville residents – **10 points**
- Completeness and clarity of application – **10 points**
- Realistic budget – **5 points**

## Award

The maximum grant award is \$1,000. Applicants may only submit one (1) Grant during a twelve-month period.

## Restrictions

Grants are provided for direct use by the awarded applicant. These funds are not transferable to other organizations or individuals. As much as possible, funded projects must be executed as described in the grant application. Please inform City Staff of any significant program or schedule changes. Unused funds or funds not used in accordance with the grant agreement must be returned to the City of Watsonville.

## Grantee Responsibilities

- Recognize the City of Watsonville in promotional materials
- Provide the City with seven (7) complimentary tickets (available at will-call) to any events supported by the grant
- Submit a final report at the completion of the grant period
- Retain financial records for the funded project in the event that they are required for an audit

## How to Apply

Complete grant application and provide all required attachments. The deadline for applications is January 31, 2020 by 5pm by email at [pcs@cityofwatsonville.org](mailto:pcs@cityofwatsonville.org) or by mail or in person at **231 Union Street, Watsonville, CA 95076**

All documents or other materials received by the City of Watsonville shall remain the property of the City without restriction or limitation upon their use.

If you encounter problems or have questions, please contact Adriana Flores, Sr. Administrative Analyst at (831) 768-3240.

## Technical Assistance to Complete Application

The City will host a technical assistance workshop to answer questions and provide necessary guidance to complete a successful application on Wednesday, January 8 at 5:30 pm at the Parks and Community Services Conference room located on 231 Union Street, Watsonville CA 95076.



# CITY OF WATSONVILLE PUBLIC ART GRANT APPLICATION

**Applicant Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Non-Profit Organization (if applicable):** \_\_\_\_\_

**Tax ID #:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City, State, Zip Code:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Proposed Project Title:** \_\_\_\_\_

**Proposed Project Location:** \_\_\_\_\_

**Brief Description of Project:**



## Please answer the following questions as an attachment:

1. Project Description. Describe in detail the proposed project. If the project includes a permanent art installation, such as a mural, painting or sculpture, applicant must complete the City of Watsonville Public Art Program Application for Public Art Review (see attached guidelines and requirements). If the project includes any type of performing art, please describe the event, audience, estimated attendance and venue. **(max. 500 words)**
2. Background/Experience. Please describe the applicant's relevant background and experience. **(max. 250 words)**
3. Community Support. Describe any partners on the proposed project. Include any non-profit organization groups, community based organizations, volunteers, etc. and their role in the project. Include any community input solicited in creating the project. **(max. 250 words)**
4. Social Impact. Describe how the proposed project will impact the community in the short term (during project implementation) and in the long term (after project completion). **(max. 250 words)**
5. Accessibility. Please describe how the project will be available for the enjoyment of Watsonville residents. **(max. 250 words)**
6. Project Budget. Please use budget template provided to provide a detailed project budget. Include all costs, fees, materials, labor that will be incurred for the proposed project only.
7. Applicant Capacity. Provide a project timeline that includes the applicant's proposal for marketing, outreach, community engagement, and implementation. Include details on how applicant will collaborate with others as well as leverage additional resources. **(max. 250 words)**
8. Support Material. Provide no more than nine (9) items to support your proposed project. City Staff recommend the following:
  - Work samples (6). These serve as the key indication of the artistic excellence of the proposed project. High quality video is encouraged (where possible) as well as audio, images and writing samples.
  - Resume or bio (1). These can speak to the experience and professionalism behind the proposed project.
  - Reviews, letters of support, brochure, program, or flyer (2). These materials serve to demonstrate the impact and effectiveness of the applicant's community outreach.
  - If project includes art installation such as a mural, painting or sculpture, support materials must also include all required materials must complete the City of Watsonville Public Art Program Application for Public Art Review.

# ATTACHMENT - PROJECT BUDGET



**Income: List any additional funding sources and amount received:**

<b>Funding Source</b>	<b>Amount</b>	<b>Notes</b>

<b>Expenses</b>	<b>Amount</b>	<b>Notes</b>
<b>Artist Fee</b>		
<b>Supplies &amp; Materials</b>		
<b>Tools</b>		
<b>Work Space</b>		
<b>Other</b> (Please describe in notes)		
<b>Total Project Expenses</b>		

**Grant amount requested must equal project expenses.**