

## Comparison of Creative California Communities and Creating Places of Vitality

	<b>Creative California Communities</b>	<b>Creating Places of Vitality</b>
<b>CAC program purpose</b>	Harnessing arts and culture as a key economic development or arts service strategy for communities of all sizes.	Encouraging creative innovation and engagement in meaningful arts and cultural activities that can transform neighborhoods and communities to create a distinct sense of place.
<b>Project goals</b>	<p>Applicants' projects to address one or more of:</p> <ul style="list-style-type: none"> <li>● revitalizing neighborhoods &amp; communities using arts as central activity</li> <li>● fostering new or expanded arts activity/elements</li> <li>● stimulating increased participation/engagement in cultural and creative activities by residents and/or visitors</li> <li>● bringing together local arts, business and government entities to build relationships</li> <li>● increasing opportunities for CA artists</li> </ul>	<p><b>Applicants identify one for application:</b></p> <ul style="list-style-type: none"> <li>● Foster attractive &amp; livable neighborhoods/communities</li> <li>● Encourage economic and community development</li> <li>● Provide greater arts access for individuals, families, communities</li> <li>● Support safe, creative opportunities for youth</li> </ul>
<b>Applicant eligibility</b>	<ul style="list-style-type: none"> <li>● Applicant must be an arts nonprofit org or local arts agency</li> <li>● History of arts programming of last 2 years</li> </ul>	<ul style="list-style-type: none"> <li>● History of arts programming for last 2 years</li> <li>● Non-arts orgs must have arts component of min. 50% of budget</li> </ul> <p><b>Must be either:</b></p> <ul style="list-style-type: none"> <li>● <u>Rural applications</u>: arts orgs and local arts (see county list in guidelines) <b>OR</b></li> <li>● <u>Underserved community</u> applications: arts orgs with budgets of \$700,000 or less</li> <li>● Local arts agencies which are units of govt. may not apply.</li> </ul>
<b>Fiscal receiver</b>	Not allowed	Allowed

	<b>Creative California Communities</b>	<b>Creating Places of Vitality</b>
<b>Project requirements</b>	<ul style="list-style-type: none"> <li>● Project activities tied to econ. goals &amp; objectives for applicant, partnership and/or community</li> <li>● Funding plan showing project viability, community support, leveraging relationships</li> <li>● Clear plan for audience development/access or for tapping the arts for economic development</li> <li>● Projects created through a partnership with at least one other entity,</li> </ul>	Place-based project with a public component
<b>Partnership requirements</b>	<ul style="list-style-type: none"> <li>● Partnership must have a min. of 2 partners (including applicant) with defined project &amp; decision-making responsibilities</li> <li>● At least one partner must be an arts nonprofit or local arts agency</li> <li>● Partner commitment letter(s) required at time of application</li> </ul>	<ul style="list-style-type: none"> <li>● Arts org applicant must apply with at least one primary partner (preferably from different sector)</li> <li>● Additional partners encouraged</li> <li>● Partner commitment letter(s) required at time of application</li> </ul>
<b>Activity period</b>	Late June 2014 – June 30, 2015 A discrete phase of a multi-year project is allowable if all proposed phase activities are fulfilled by June 30, 2015.	Late June 2014 – May 31, 2015
<b>Program funding</b>	\$750,000; may be more with remainder funds	\$615,950 budget; may be more with end of year monies
<b>Grant size</b>	<ul style="list-style-type: none"> <li>● Requests may be made in an amount from \$50,000 to \$100,000; more than \$100,000 with very strong case made</li> <li>● Awards for full request amount only</li> </ul>	<ul style="list-style-type: none"> <li>● Requests may be for any amount up to \$10,000</li> <li>● Award decreases with descending rank</li> </ul>
<b>Match</b>	No match required. Applications more competitive with a match.	<ul style="list-style-type: none"> <li>● 1:1 match required</li> <li>● No state or federal funds as source of match</li> <li>● In-kind as match OK with staff approval</li> </ul>
<b>Restrictions RE: other CAC grants</b>	Award of a grant through this program does not preclude receiving a grant from other CAC programs.	Underserved community category: may only receive one grant per year of either CPV or AIS programs, if applying for both.

	<b>Creative California Communities</b>	<b>Creating Places of Vitality</b>
<b>Review criteria</b>	<ul style="list-style-type: none"> <li>● Artistic quality</li> <li>● Use of California artists</li> <li>● Project’s uniqueness tailored to a particular community/site/defined geography</li> <li>● Quality of partnership</li> <li>● Innovation of approach</li> <li>● Impact on community and/or visitors</li> <li>● Managerial and fiscal competence of applicant</li> <li>● Ability to complete proposal</li> <li>● Plan for documentation</li> </ul>	<ul style="list-style-type: none"> <li>● Artistic quality</li> <li>● Quality of project addressing a distinct sense of place</li> <li>● Community impact</li> <li>● Ability to complete proposal</li> </ul>
<b>Most competitive</b>		Partnerships with non-arts sectors
<b>Council considerations</b>	<ul style="list-style-type: none"> <li>● Leveraging of additional resources</li> <li>● Creativity of the projects</li> <li>● Status as “shovel-ready”</li> <li>● Inclusion of partner(s) from different sectors</li> <li>● Outreach to new/different communities</li> <li>● Overall statewide geographical distribution of funded proposals</li> <li>● Variety of projects</li> <li>● Anticipated economic impact</li> <li>● Likelihood of demonstrating the value of the arts to Californians, and their communities and legislators</li> </ul>	