



**SUPPORT FOR
PROFESSIONAL ARTISTS**

BIG IDEAS

PURPOSE

Uplift artist ideas and projects that bring art to the public.

INITIAL PITCH DEADLINE:

**February 5, 2020
5:00 p.m.**

**June 5, 2020
5:00 p.m.**

**October 5, 2020
5:00 p.m.**

THIS GRANT IS OPEN TO:

Professional individual artists.
Groups of professional artists.

AWARD AMOUNT:

Up to \$3,500.

EVALUATION/NEXT STEPS:

Scored grant - three levels of funding.
After the initial pitch, selected finalists will participate in a project discussion and final application.

STAFF CONTACT

McKenzi Swinehart | 614-221-8746

mwinehart@gcac.org

Big Ideas - Purpose

Uplift artist ideas and projects that bring all art forms out into the community

Who is eligible to apply?

This grant program is for individuals across disciplines who meet the following criteria:

- Are professional, working artists (age 18 and older);
 - Definition: individuals who devote a significant portion of their time to the creation of personal artwork. The professional artist is likely paid for performances, sells their artwork, or shares their independent body of work with the public on a regular basis. Individuals working in a creative industry primarily producing commercial work are not eligible. The term “artist” applies broadly across disciplines, including performing, visual, literary, film, fashion and multi-disciplinary artists.
- Live in Franklin County OR live in a county bordering Franklin County AND primarily exhibit, perform, produce or present artistic work in the city of Columbus;
- Have had residency in Franklin County or a county bordering Franklin County for at least one year prior to the date of application;
- Are NOT enrolled as degree-seeking undergraduate students.

NOTE: Award recipients must remain residents of Central Ohio for the entire grant period (1 year).

What types of projects or events are eligible?

- Performances, exhibits/exhibitions, film screenings, festivals, and arts events led by artists that:
 - Take place within the city of Columbus
 - Demonstrate payment to professional artists involved; and
 - Are open and promoted to the public (free or ticketed).

What types of projects or events are NOT eligible?

- Previously completed activities (no reimbursements)
- 501(c)(3) nonprofit led projects (artists cannot submit on behalf of a nonprofit)
- Fundraising events
- Temporary or permanent public art
- Educational programs (including workshops) or youth programs
- Arts therapy programs or projects that use the arts as a tool to raise awareness
- Requests that overlap with Project or Operating Support grants
- Requests that overlap with Individual Artist or Group grants

NOTE: If you are unsure if your project meets the eligibility requirements, please contact McKenzi Swinehart at mswinehart@gcac.org before starting the application.

How much can I apply for?

Up to \$3,500.

How often can I apply?

Applicants can receive one Big Ideas grant each year. If you submit an initial pitch and are not selected, you may reapply in another round.

When are applications due?

Big Ideas applications are accepted over three rounds.

| | ROUND 1 | ROUND 2 | ROUND 3 |
|--|-------------------------------------|----------------------|-------------------------|
| Initial Pitch Due | February 5, 2020 | June 5, 2020 | October 5, 2020 |
| Finalists Selected for Next Round | February 7, 2020 | June 10, 2020 | October 9, 2020 |
| Project Discussion with Finalists | February 11-14, 2020 | June 15-18, 2020 | October 13-16, 2020 |
| Application Due from Finalists | February 21, 2020 | June 25, 2020 | October 23, 2020 |
| Applicants Notified | End of March | End of July | End of November |
| Final Report Due | 30 days after your Project End Date | | |

What is the application process?

- **Step 1:** Initial Pitch – very short online application
- **Step 2:** Based on the Initial Pitch, the strongest applicants will be invited to complete a full online application and scheduled for a short Project Discussion.
- **Step 3:** Project Discussions are scheduled for 20-30 minutes; applicants may attend in person or call into the meeting.
- **Step 4:** Complete the full application based on recommendations from the Project Discussion.

What are the application questions?

INITIAL PITCH

- Title of project
- Estimated total project cost
- Grant request amount
- Approximate number of artists paid
- Give a short description of the project, including a rough timeline, venue/location ideas, and artists who may be involved.

FULL APPLICATION (invited finalists only)

- Tell us more about your project. What makes you excited about this project? What is innovative about your idea?
- What experience do you have leading this type of project? How will you involve other artists or collaborators?
- How do you plan to promote the project? How many people do you expect to attend?
- If approved for a partial award or less than requested, how would the project be impacted?
- UPLOAD in Word or PDF
 - Your artistic resume or bio

How do I complete the budget section of the full application?

Click on the “Add/View Budget” button. Think about all of your costs related to your project from start to finish (venue, marketing, print materials, contractors, insurance, supplies, artist fees), add a line by clicking the plus (+) button for each expense you will have. Estimate the costs based on your research. If your project will generate income (ticket or merchandise sales, sponsorships, donations, etc.), enter a line for each income source. It is not required that you have an income source outside of grant funds.

AFTER SUBMITTING THE INITIAL PITCH – NEXT STEPS

Initial Review

Following the deadline, the Initial Pitch will be reviewed and the strongest pitches (up to 6) will be notified that they have made it to the next step and are considered finalists. A strong pitch consists of a compelling idea with potential to be brought to fruition based on the following:

- Originality- This idea is innovative, new or different from similar ideas.
- Artist impact- This is a new project for the artist(s) involved or elevates the artists' current work; this will allow the artist(s) to reach a broader audience.
- Community impact- This will be available or open to the public; this project will reach a historically marginalized and/or otherwise underserved community.

Project Discussion

Finalists will be asked to sign-up for a Project Discussion with Arts Council staff and a trustee. The discussion will include going over the full application questions, budgeting process, and details of the project plan. The Arts Council will connect finalists to resources and provide guidance, as appropriate.

Full Application

Following the Project Discussion, finalists will have a week to complete a full application in the online system based on the meeting. The application will be sent to the Creative Advancement Committee.

Evaluation, scoring, and voting

The Initial Pitch and Full Application are reviewed, evaluated and scored by the Creative Advancement Committee and later approved by the Board of Trustees.

- Score A - \$3500 award
- Score B - \$3,000 award
- Score C - \$2,500 award
- No Award

Notification

Grant approvals are based on evaluations and available funding. Following a vote from the Board of Trustees, applicants will be notified by email of the application award status (approved, approved with contingencies, or declined). You will receive reviewer/committee notes and a score that determines grant award amount in the notification email.

AFTER YOU ARE AWARDED

Grant Agreement

Following the approval of a grant, a grant agreement specifying the terms of the grant will be available in GoArts under the “Requires Attention” heading. To accept the award, review the grant agreement and digitally sign by the date indicated. No major changes in the project can then occur, either in activities, leadership, or finances, without prior written approval from the Arts Council. Failure to properly notify and/or obtain approval could result in the cancellation of the remaining grant.

Publicity/Donor Acknowledgement

Once you are awarded, say “Thanks!” in a public way. The Arts Council requires that all organizations and artists receiving funding demonstrate the public value of the arts by making others aware of awards received and acknowledging public funders. Refer to [APPENDIX A](#) for details of the contractual publicity requirements.

Payments

Awarded applicants will receive 90% of their grant award following the receipt of a digitally signed Grant Agreement. The remaining 10% will be paid following receipt and approval of the Final Report. Don't forget to **KEEP YOUR RECEIPTS**.

NOTE:
Checks may take
up to four weeks
to be processed
and mailed.

Invitation & Tickets

The Arts Council makes an effort to engage with as many grantees as possible by attending events and activities funded through the grants program. Please add grants@gcac.org to your email list for the project and make available two tickets for any events that are part of the project at the request of the Grants & Services department.

Final Reports & Receipts

Final Reports, including receipts/paid invoices for all funds spent, are due 30 days following completion of the grant period as indicated in your Grant Agreement. To complete your Final Report, login to GoArts, scroll down to “Requires Attention” and click on the “Reports” tab. Extensions may be requested in writing before the final report due date. Failure to submit a final report within 90 days of the due date may result in the cancellation of the remaining grant disbursement. Overdue or failure to submit final complete reports may affect eligibility and impact grant awards in future applications.