



**SUPPORT FOR  
PROFESSIONAL ARTISTS**

# BIG IDEAS

**PURPOSE**

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

**THIS GRANT IS OPEN TO:**

Professional individual artists.  
Groups of professional artists.

**AWARD AMOUNT:**

\$2,500

**EVALUATION/NEXT STEPS:**

Finalists selected based on originality, artist impact, and a community engagement.

Notifications of finalists will be emailed the month after the application was submitted.

**INITIAL PITCH DEADLINES:**

**Rolling application**

You may submit anytime  
between February 1 –  
October 31, 2021.

Applications will be  
reviewed in the month  
after they are received.

**STAFF CONTACT**

McKenzi Swinehart | 614-221-8746  
grants@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 artists should be focused on realizing their own creative or aesthetic ideas, rather than on documentation or journalism. 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 (one year).

### What types of projects or events are eligible?

- Performances, exhibits/exhibitions, film screenings, festivals, participatory public art projects, and arts events led by artists that:
  - Take place within the city of Columbus; and
  - 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
- Educational programs (including workshops) or youth programs
- Projects that use the arts as a tool to raise awareness
- Requests that overlap with Project Support, Operating Support, Individual Artist or Group grants

**NOTE:** If you are unsure if your project meets the eligibility requirements, please contact McKenzi Swinehart at [grants@gcac.org](mailto:grants@gcac.org) before starting the application.

### How much can I apply for?

All awards will be a flat \$2,500, regardless of the project scope. Applicants selected will receive a 1099 for awards \$600 and over.

### How often can I apply?

Applicants can receive one Big Ideas grant each year. If you submit an application and are not selected as a finalist, you may reapply in another month.

### When are applications due?

Big Ideas applications are accepted on a rolling basis beginning in February (with a February 28 due date). At the beginning of each month, applications submitted in the previous month will be reviewed and finalists will be selected to participate in a project discussion.

	Monthly Process	Timeline Example
<b>Application Due</b>	<b>Rolling Application Due by the end of each month</b>	Application submitted anytime in February (2/1-28)
<b>Finalists Selected</b>	All applications received by the end of the month will be reviewed in the first week of the following month	Receive notice if you are a finalist in the first week of March (3/1-5)
<b>Project Discussion with Finalists</b>	Scheduled with finalists during the month following the application submission	Finalists will have a call scheduled in March
<b>Applicants Notified</b>	By the end of the month following the application submission	Finalists receive notice of the grant decision by the end of March
<b>Final Report Due</b>	30 days after the Project End Date	30 days after the Project End Date

### What is the application process?

- **Step 1:** Online Application
- **Step 2:** Based on the Application, the strongest applicants will be scheduled to participate in a short Project Discussion
- **Step 3:** Project Discussions are scheduled for 15-20 minutes via Zoom

### What are the application questions?

- Title of project

- Approximate number of artists paid
- Describe your project in detail and include a rough timeline.
- What is **innovative** about your idea? What makes you excited about this project?
- How do you plan to promote the project? How many people do you expect to attend?
- What experience do you have leading this type of project? How will you involve other artists or collaborators?
- Upload your artistic resume or bio (PDF or Word only)

### 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

After the end of each month, the applications submitted during that month will be reviewed and the strongest pitches 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, exciting, and new (or a fresh take on a similar idea).
- **Artist Impact:** This is a new project for the artist(s) involved or elevates the artist’s current work; this will allow the artist(s) to reach a broader audience.
- **Community Engagement:** 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 virtual or in-person Project Discussion with an Arts Council staff. The discussion will include going over the details of the project plan and budget. The Arts Council will connect finalists to resources and provide guidance, as appropriate.

### Evaluation

The finalist applications are reviewed and evaluated by the Arts Council staff and confirmed by the Creative Advancement Committee. Ability to complete the project and manage the budget as proposed will determine if a finalist is awarded.

### Notification

Grant approvals are based on evaluations and available funding. Finalists will be notified by email of the application award status (approved, approved with contingencies, or declined).

## 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.

Big Ideas awardees should credit the Arts Council for all events associated with the activities detailed in the application utilizing website pages, social media posts and events, print materials, curtain speeches, e-newsletters and on-site signage, as feasible. 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.

Starting in 2021, all awards will be sent via ACH direct deposit, unless otherwise requested. Don't forget to **KEEP YOUR RECEIPTS**.

**NOTE:**  
Payments may  
take up to three  
weeks to be  
processed.

### 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](mailto:grants@gcac.org) to your email list for the project and make available two tickets for project events at the request of the Grants & Services team.

### Final Reports & Receipts

Final Reports, including receipts/paid invoices for all funds spent, are due 30 days following completion of the project. 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.