



City of Salinas

Public Art Event Grant Application

Fiscal Year 2024-2025

Release Date: April 1, 2025 **Application Deadline:** May 16, 2025

OBJECTIVE:

The Public Art Event Grant was established to support new or existing Public Art Events in Salinas by offering grants of up to \$5,000 through reimbursement to put on a community art event with free admission. A public art event is an event open to the public that promotes the arts. The arts include, but are not limited to painting, sculpture, literature, music, theatre, dance, and cinema.

INTRODUCTION:

The City of Salinas offers a cultural event reimbursement grant opportunity for the promotion of free-admission public art community events through an allocation of \$20,000 from the Municipal Art Fund. The goal of this funding is to help maintain and expand public art events and to provide local artists in the City of Salinas an opportunity to engage with the public and showcase their work.

WHO SHOULD APPLY?

Any Salinas resident, group, or organization that is planning a new or existing Public Art Event is eligible to apply. The Public Art Event Grant is a reimbursement grant providing funding to grant recipients after receipts have been provided to the City of Salinas. Grant award recipients will be required to submit an IRS W-9 Form and the City of Salinas will issue an IRS 1099-G Form.

HOW TO APPLY:

Proposals may be mailed, e-mailed, or submitted in person:

City of Salinas
Attention: Monica Sardina
320 Lincoln Ave
Salinas, CA 93901

QUESTIONS AND APPLICATIONS:

Contact: Monica Sardina, Community Services Manager
Email: monicas@ci.salinas.ca.us
Phone: 831-758-7238

DEADLINE:

This Public Art Plan Grant application cycle is open from April 1, 2025, until May 16, 2025. The deadline to apply for this funding opportunity is **May 16, 2025**.

GRANT REIMBURSEMENT:

The Public Art Plan Grant is a reimbursement grant. Grant award recipients will request reimbursement after expenses have been incurred and provide receipts showing proof of payment to the City of Salinas. Reimbursement payments will be disbursed through check after the submission of the final report and receipts which must be submitted 30 days after the end of the event.

GRANT REQUIREMENTS:

1. Submit a complete online or paper application for a Public Art Event in the City of Salinas that is open to the public, promotes the arts, and does not charge admission.
2. Events are subject to the City of Salinas special event process and must have an approved special event permit to earn reimbursement.
3. The event meets the selection scoring criteria (see below).
4. All funds will be awarded by reimbursement when proof of expenditures is provided to the City of Salinas along with the final report.
5. Grant award recipients will be required to submit an IRS W-9 Form.
6. The event must occur, and funds must be expended by **December 31, 2025**.

SELECTION PROCESS:

Proposals will be reviewed by a committee and will be evaluated using the defined selection scoring criteria. Applicants will be ranked according to their score and grants will be awarded starting with the highest scoring application and then the next highest scoring application and so on until all funds are expended.

SELECTION SCORING CRITERIA:

Criteria	Maximum Points
1. The project meets the definition of a free Public Art Event: A free event open to the public that promotes the arts and does not charge an admission fee. The arts include, but are not limited to painting, sculpture, literature, music, theatre, dance, and cinema. The event occurs before December 31, 2025.	25

2. Vital & Relevant Cultural Impact: Artistic, cultural, and community influence and impact with consideration as relevant to the project of historically marginalized people of Salinas.	25
3. Organization, staff experience, and capabilities: The program and staffing design have shown previous success in Salinas or another jurisdiction with an ability to adhere to Financial and Programmatic Management and requirements of the Request for Proposal (including insurance requirements).	25
4. Cost-effectiveness: The budget is clear and identifies adequate funds to successfully administer the event.	15
5. New Public Art Event A <i>new</i> Public Art Event is defined as an event operating for two years or less.	10
Total	100



City of Salinas

Public Art Event Grant Application

Fiscal Year 2024-2025

APPLICANT INFORMATION:

(Applicant is the organization or individual requesting funding)

Organization or Individual Name: _____

Primary Contact: _____

Address: _____
(Street Number) (Street Name) (City) (State) (Zip Code)

Phone: _____ **Cell:** _____

E-Mail: _____

Amount Requested for Public Art Event Grant: \$ _____

The City of Salinas will reimburse the awarded amount after the project has been completed.

EVENT INFORMATION:

Event Name: _____ **Expected Attendance:** _____

Event Date: _____ **Event Time:** _____ (Start) _____ (End)

Event Location: _____
(Venue Name) (Street Number) (Street Name) (City) (State) (Zip Code)

Free-Admission Event: ____ Yes ____ No **Event Open to the Public:** ____ Yes ____ No

EVENT DESCRIPTION:

Purpose and Benefit to the City of Salinas:

EVENT CRITERIA:

Free Public Art Event

Free-Admission Event: ____ Yes ____ No

Event Open to the Public: ____ Yes ____ No

Promotes the Arts:

- | | | | | |
|------------------------------------|-------------------------------------|---------------------------------|---------------------------------|---------------------------------------|
| <input type="checkbox"/> Painting | <input type="checkbox"/> Literature | <input type="checkbox"/> Acting | <input type="checkbox"/> Poetry | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Sculpture | <input type="checkbox"/> Music | <input type="checkbox"/> Dance | <input type="checkbox"/> Cinema | |

Vital and Relevant Cultural Impact

Describe the artistic, cultural and community influence and impact with consideration as relevant to the project of historically marginalized people of Salinas.

Organization, Staff Experience, and Capabilities

Describe the program and staff capabilities to implement your event.

Cost-effectiveness

List your budget and funding sources summary.

Budget and Funding Sources Summary

Funding Source Description (Grant Funds, Private Funds, etc.)	Budget Line-Item Description	Amount
Total Event Cost:		\$

(Reminder: include any City of Salinas permit or fees required for this event)

CITY OF SALINAS AGREEMENT:

I have read, understand, and agree to abide by the rules and regulations as outlined by the City of Salinas. To secure funds for reimbursement, event expenditures must reflect the budget line items in the proposed budget and cannot be modified after grant has been awarded.

Print Name	Signature	Date
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City of Salinas

Public Art Event Grant Final Financial Report

Fiscal Year 2024-2025

GRANT RECIPIENT INFORMATION:

Organization or Individual Name: _____

Primary Contact: _____

Event Name: _____ Award Amount: \$ _____

FINAL REPORT SUMMARY:

A final report with original receipts must be submitted for reimbursement.

Organization or Individual Name: _____

The City of Salinas requires all grant recipients to prepare a final report on project activity and expenditures. This report serves as a valuable learning tool for both program staff and grantees.

Project Summary – Provide a 1-2 paragraph overview including the projects goals and outcomes:

Community Participation:

How many community members participated in your event?

☐ Less than 100 ☐ 100-150 ☐ 150-200 ☐ More than 200

REIMBURSEMENT REQUEST:

Reimbursement Request Amount: _____

Use the following form to document your event expenses and submit all receipts.

