



PRESS RELEASE

FOR IMMEDIATE RELEASE

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www.sacmetroarts.org

APPLICATIONS NOW AVAILABLE FOR REVISED GRANT PROGRAMS

Sacramento, CA--The **Sacramento Metropolitan Arts Commission** (SMAC) announces the release of applications for the Marketing Grant and the Planning Grant. The Planning Grant is intended to aid arts groups and organizations in the development of planning documents, while the Marketing Grant is designed to fund new marketing initiatives. Both grants are part of SMAC's Arts Stabilization Program, which began in 1998 in an effort to provide arts groups and organizations with the scaffolding needed to thrive, thus enhancing Sacramento's art community and further establishing the region as a cultural destination.

Previously offered as Mini-Grants, the Planning Grant and Marketing Grant have both undergone significant restructuring in an effort to make them accessible to a larger segment of the Sacramento arts community. Both grants are now available to arts groups in addition to arts and cultural organizations, and applications will be accepted on an on-going basis and reviewed for funding quarterly.

The **Marketing Grant** is intended to improve and expand an organization or group's marketing efforts. Proposed projects should be a completely new idea for marketing, not part of an ongoing initiative or an existing initiative. This is an opportunity for organizations and groups to do something above and beyond their normal marketing efforts.

Designed to assist in the creation of planning documents that will guide organizational development, the **Planning Grant** allows arts organizations and groups to self-assess, establish goals, and develop a plan of action. The grant supports both ongoing and new projects that strengthen organizations by providing funds for the creation of a variety of essential planning documents, including business, communication, crisis management, financial, or marketing plans.

SMAC will accept applications for each grant through an online submission process. Maximum award amounts for both grants are \$5,000 and the current deadline for both grants is **Monday, October 6, 2008**. Applications and guidelines are available at www.smacgrants.org.

The **Sacramento Metropolitan Arts Commission**, a City/County agency, works to advance community through arts and culture. For more information on SMAC and its programs, please go to www.SacMetroArts.org or contact SMAC at 916-566-3992.

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