



ARTS

IN CALIFORNIA PARKS™

**2025 Grants Program
Informational Webinar**



Agenda

- » Introductions
- » Parks California
- » Arts in California Parks
- » Art in State Parks
- » 2025/2026 Grants Program
- » Letter of Intent
- » Resource Hub
- » Q&A





Leslie Hartzell
Chief, Cultural Resources Division,
California State Parks



Anne Bown Crawford
Consultant,
PlaceWorks



C.C. LaGrange
Senior Associate,
PlaceWorks



Myrian Solis Coronel
Director of Programs,
Parks California



Sarah Scheideman
Arts in California Parks Program Manager,
Parks California



Amanda Zhu
Grant Programs Coordinator,
Parks California



*To help strengthen parks
and inspire all to experience
these extraordinary places.*

Parks California's mission

Statewide Nonprofit Partner to CA State Parks

Innovative and meaningful partnerships between government, business, nonprofits and communities will make our parks the best in the world.

- Statutory partner to State Parks
- Joint priority setting with park leaders



PARKS®
CALIFORNIA

*Saved by Nature,
Santa Cruz
grantee*



Parks California grant programs:

- Route to Parks
- Career Pathways
- Santa Cruz Communities
- Arts in California Parks



*Save the Redwoods
League, Career Pathways
grantee*



*Lowell CDC,
Route to Parks
grantee*



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Vision

We envision creating spaces that nurture, educate, and inspire both individuals and communities.

We're excited to make California's parks more **engaging and accessible** for everyone.



2022 Growing Together Day at
Candlestick Point State Recreation Area
Parks California

Mission

Arts in California Parks is on a mission to bring people, communities, and nature closer together across our beautiful state.

We do this by:

- **Empowering** California Native American tribes, artists, and communities to create inspiring artwork that reflects on our past and present, while sparking imagination for our future.
- **Creating** art installations and programs in State and local parks that foster lasting community bonds and promote health and happiness for all.

Together, we're painting a brighter, more **connected** California!



Mural art creation at
Candlestick Point State Recreation Area
Parks California

Goals

- **Welcome:** Our parks are open to everyone! We're creating projects that reflect and embrace California's amazing diversity.
- **Empower:** We're paving the way for exciting creative careers through mentorship and job opportunities.
- **Heal:** Experience the healing potential of arts and nature! We're tapping into their power to boost your well-being and bring communities together.
- **Connect:** Dive into unforgettable experiences that link you to our beautiful parks, blend culture with nature, and weave our communities closer.
- **Inspire:** Get ready to unleash your creativity! We're celebrating California's rich heritage and honoring the cultural significance of our parklands.



Dia de Los Muertos messages
California State Parks, Brian Baer

Program Partners



Advisory Committee

- 15 members
- Diverse geographic, multicultural, and organizational perspectives.
- Expertise in a range of art forms



Advisory Committee members at the Department of Parks and Recreation/California Natural Resources Agency HQ
Parks California

Capacity Building

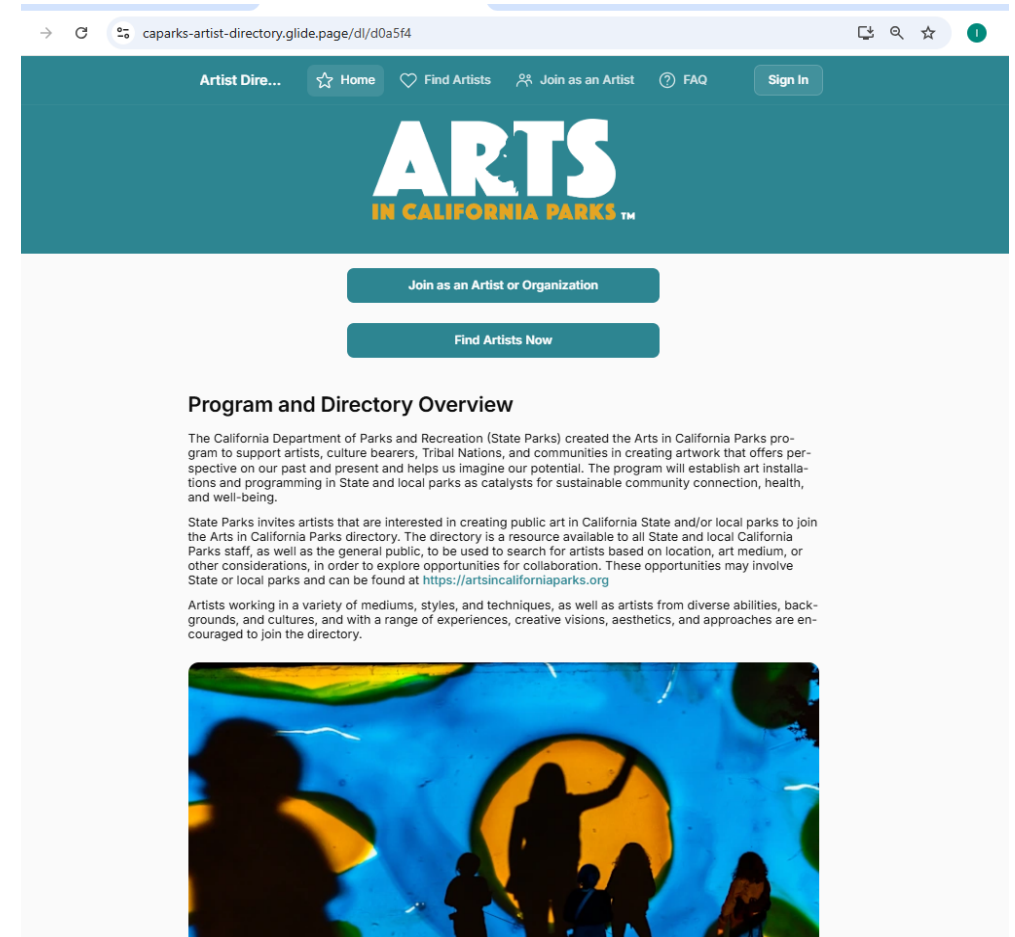
Goal: Strengthen program foundation and sustainability by:

- Growing artist capacity for working with park entities
- Growing State Parks staff capacity for working with artists and incorporating art into current practices

2025 Priorities:

- Develop resources and tools to support park and artist communities to envision and implement impactful projects

Example tool: Artist Directory!



Art in State Parks

Pilot Projects (funded by AiCP)

- Parks staff engage with CAC networks, nonprofit partners, and community members to host projects and events
- 2023/2024- 15 projects implemented; together offering 31 events/programs
- 2025- Poetry, Music, and Artist in Residency offerings

Aligned Projects (other funding sources)

- Projects in State Parks that align with AiCP goals will be included as part of AiCP to:
 - Expand AiCP Program reach and visibility
 - Uplift projects with tools, resources, and outreach support.



Pond Farm Pottery Artist in Residence

Weaving natural materials near Armstrong Redwoods State Natural Reserve
Stewards of the Coast and Redwoods



Arts in California Parks Grants Program

Grants Program

The Arts in California Parks Grants Program revitalizes local parks with diverse experiences that foster creativity, community connection, and transform them into vibrant **hubs of art, culture, and nature**.

In 2024, more than **\$2.8 million** was invested to **support 31 grant recipients** across California.

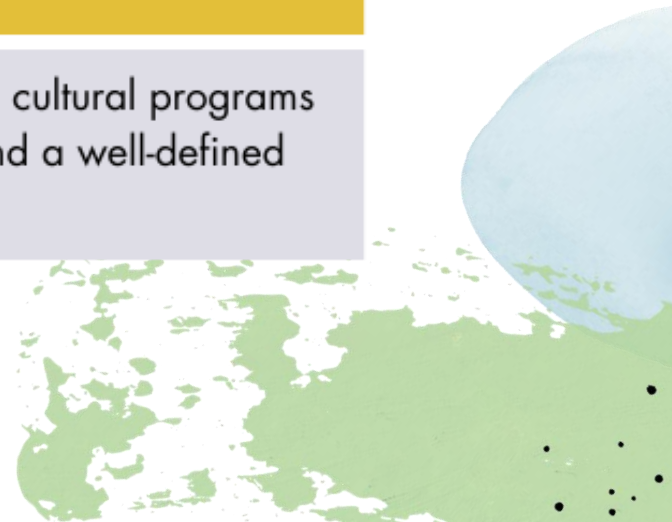
These innovative programs will bring art and cultural activities to local parks, transforming them into dynamic spaces that celebrate California's **cultural heritage** and provide memorable experiences for visitors and residents alike.



StoryWalk with Carmen Bogan,
Author of *Where's Rodney* and *Tasha's Voice*
Parks California

2025-2026 Grant Cycles

Planning & Development Grants	Objectives
8-month grant cycle October 2025 - May 2026	Support the early stages of project development with a focus on building partnerships, artist selection and developing artist plans.
Implementation Grants	Objectives
12-month grant cycle October 2025 - September 2026	Supports the execution of art and cultural programs with community engagement and a well-defined partnership.



Minimum Requirements	Planning + Development	Implementation
Applications must be submitted by a 501c3 non-profit organization, fiscally sponsored community organization, California Native American tribe, Native 7871 organization, foundation, land trust and/or local government agency (city, county, regional*).	X	X
Projects must facilitate a partnership between nonprofit(s), artist(s) and local public park manager(s). Partnerships may include 501c3 non-profit organizations, fiscally sponsored community organizations, California Native American tribes, Native 7871 organizations, foundations, land trusts and/or local governments.	X	X
Projects must contribute to community health, well-being, social cohesion, and place-making, fostering sustainable connections between people and parks.	X	X
Eligible projects must be free and open to the public.	X	X



Eligible Projects

The Arts in California Parks Grants Program intends to foster community connections to California's diverse cultural history and natural areas beyond state park boundaries.

Eligible projects help enhance connections to **local cultural history, local parks***, **open space or natural areas** through **community events, programming or installations**.

Local Parks Definition*

Projects may be located on **land that is owned or managed by a:**

- local city
- county park or community service district
- land trust
- regional park or open space district
- non-profit organization or foundation
- any other entity other than federal and state agencies

Both indoor and outdoor spaces can be considered.

Partnership Requirement

Coordination with project partner is required prior to application.*

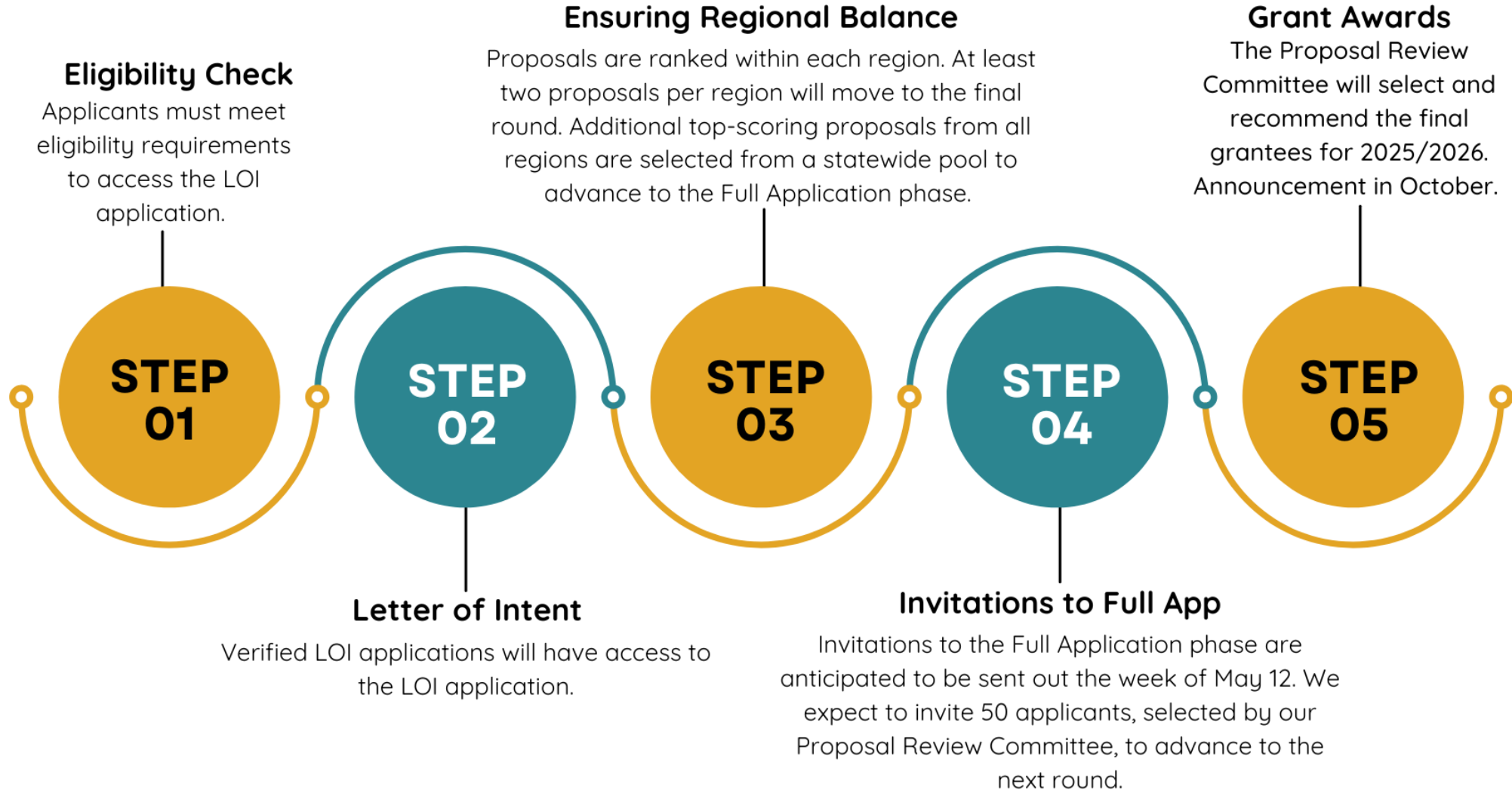
You will be asked to list your project partner organization(s) and include the names and titles of the key people who will work closely on the project.

** If invited to submit a Full Application, be prepared to provide supporting documentation (emails, signed letters, etc.) that your organization has received approval from relevant stakeholders for your proposed activities.*



2022 Growing Together Day at
Candlestick Point State Recreation Area
Parks California

Application Selection Process



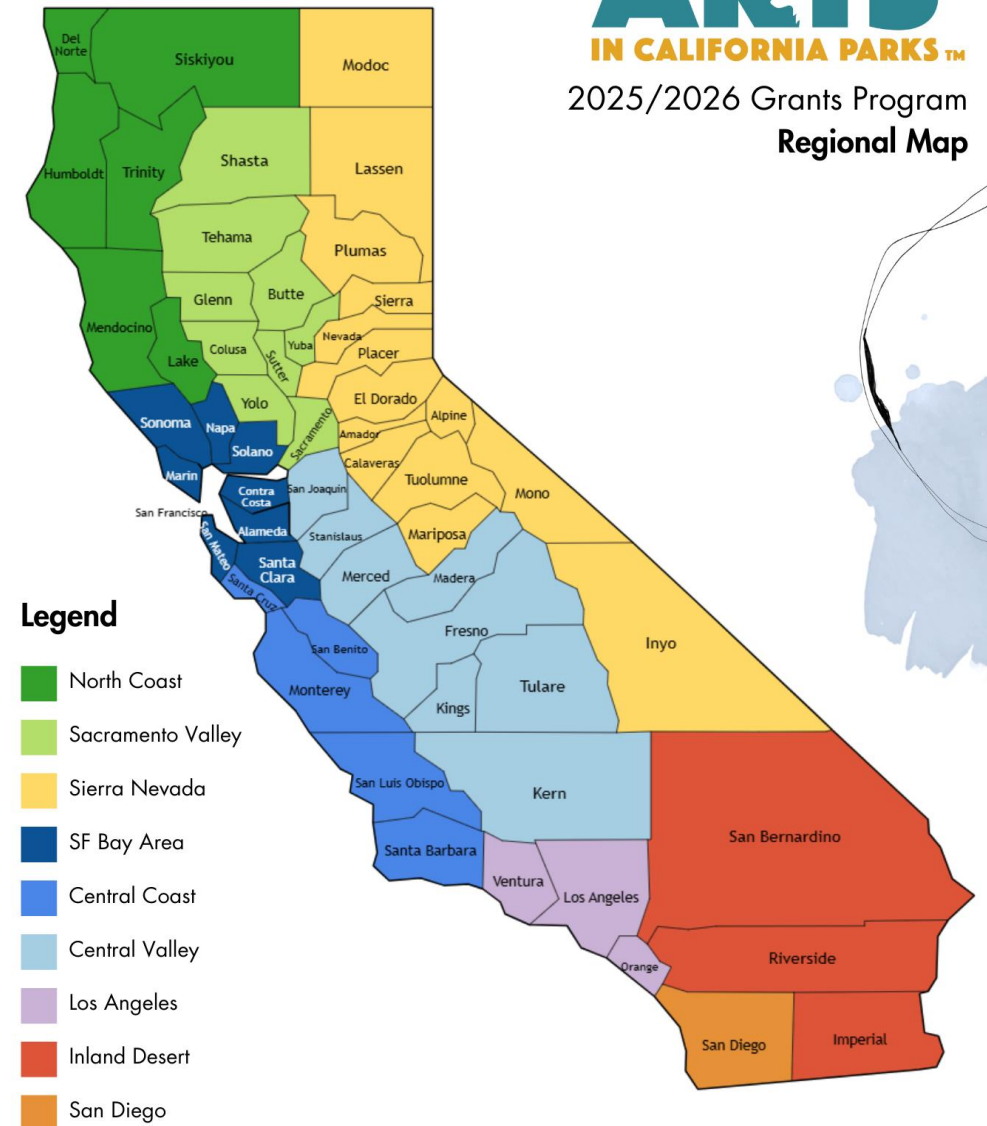
2025/2026 Regional Map

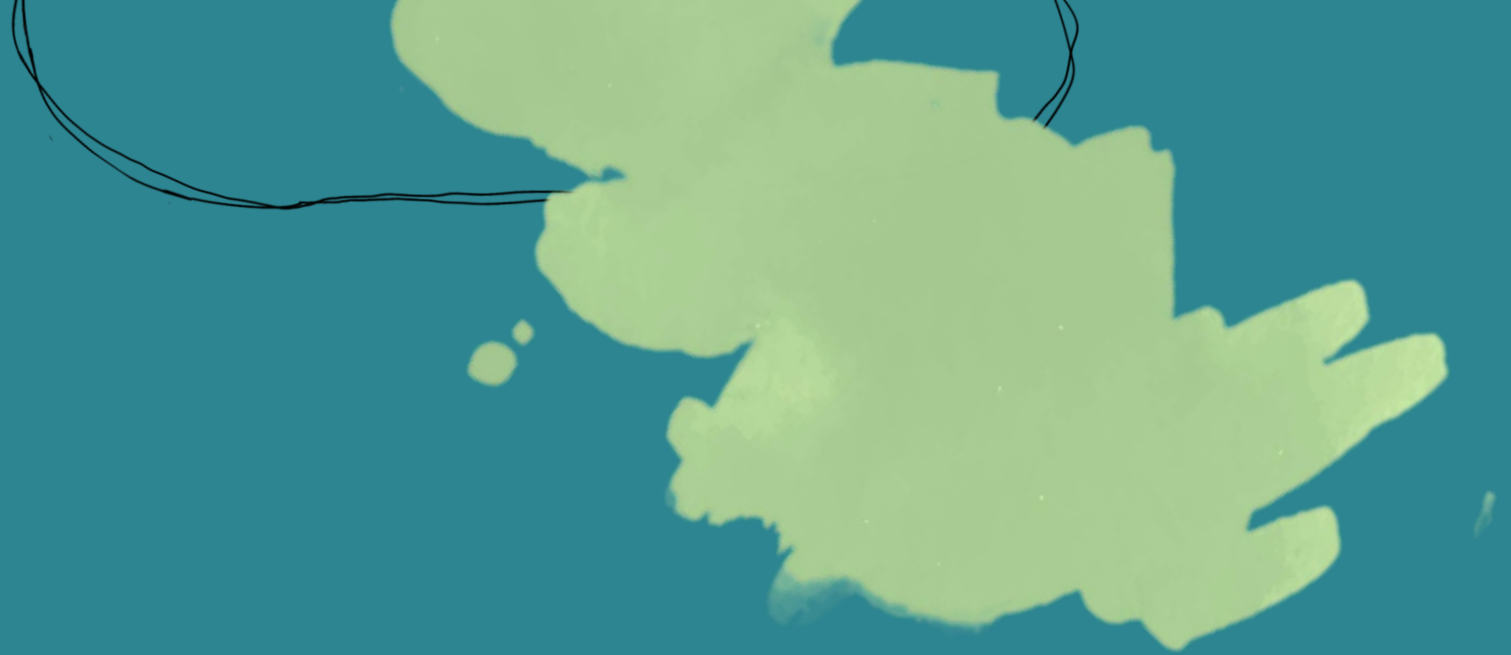
Equitable Distribution: To support a statewide approach, proposals will be ranked within their region. A minimum of two projects will be funded per region.

Focused Support: Additional outreach and technical assistance will be provided to uplift traditionally underrepresented regions such as the North Coast, Sacramento Valley, Sierra Nevada, Central Coast, Central Valley, Inland Desert, and California Native American tribes' ancestral lands.



2025/2026 Grants Program
Regional Map





Arts in California Parks

2025 Letter of Intent (LOI)



Grant Management Software

1. Login

Logon

Email Address*
username@organization.org

Password*
.....

[Log On](#) [Create New Account](#)

[Forgot your Password?](#)

Welcome to the Parks California's Online Portal.

New Users: Select "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Enter your credentials and log in. Use the "Forgot your Password" link to the left to reset your password.

Other Questions? Please contact Parks California's Grants Team at grants@parksca.org.

Resources

- [Applicant Tutorial](#)
- [Evaluator Tutorial](#)

2. Open applications

[Home](#) [APPLY](#) [ORGANIZATION HISTORY](#)

3. Complete Eligibility Questionnaire

Eligibility - 2025 Arts in California Parks

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Interested in the Arts in California Parks Grant Program? This eligibility questionnaire will help you determine if your organization is eligible for either the Planning and Development or Implementation track.

Please note, if any of your responses are "No" upon submission, you will be ineligible to apply and unable to enter the LOI stage of this program.

[Preview](#) [Start Eligibility Quiz](#)

4. Enter LOI Phase

Applicant Dashboard

Organization Name

Active Requests **1** | Historical Requests **0**

Form Name	Status	Create Date	Link to Eligibility Quiz
Eligibility - 2025 Arts in California Parks	Submitted	02/18/2025	View Eligibility Quiz

Process: 2025 Arts in California Parks - Implementation Grant

LOI	Draft	02/24/2025	Due by 03/19/2025 05:00 PM PDT	Edit LOI
Decision	Undecided			

5. Complete LOI application

- » Collapsible Columns
- » Downloadable packets
- » Abandon, Save, and Submit

Eligibility | LOI | [LOI Packet](#) | [Question List](#)

Due by 03/19/2025 05:00 PM PDT.

Fields with an asterisk (*) are required.

> About Arts in California Parks

> Letter of Intent (LOI) Application

Due by 03/19/2025 05:00 PM PDT.

[Abandon Request](#) [Save LOI](#) [Submit LOI](#)

Application Questions

Park Locations - Primary & Multiple

Please list the **name and address of the primary local park** where the project will take place.

Example: Rainbow Park, 100 Capital Drive. Arcadia, CA, 91000

If your program has **more than one primary park** location, please list the names and addresses of the additional local parks.

Partnership

List your project partner organization(s) and include the names and titles of the key people who will work closely on the project.

If invited to submit a full application, letters from your project partners explaining their roles will be required.



Application Questions, cont.

Project Summary

- Provide an **overview of your project**, including the intended audience, confirmed locations, and key activities.
- **Describe how the project aligns** with your goals and timeline, specifying whether it will take place once or multiple times during the grant period.
- If any **aspects are still being finalized**, explain how this phase will support the project's successful implementation.

Community Engagement

How will community engagement activities (e.g., workshops, surveys, public meetings) shape the project/program while promoting **inclusivity and accessibility**?



Growing Together Day at Candlestick Point State Recreation Area
Parks California

Application Questions, cont.

Artistic Focus

What is the **artistic vision** of your project, and how does it align with your goals and community engagement efforts?

Artist or Organization Selection Process

What was your **artist selection process and key priorities** for partnering with an artist(s) or the organization responsible for leading artistic aspects of the project?

Cultural Relevance

How does your project engage with the **historical, contemporary, and/or future narratives of the local community**, and how will it ensure **cultural relevance** within the region?



Procession at Los Angeles Historic State Park
California State Parks, Brian Baer

Application Question, Project Budget

Provide a **high-level budget** by entering estimated costs that will be dedicated to the following program categories. These numbers are directional and not binding. However, if invited to the next round, your budget should remain within 10% of the overall amount provided. *If no cost is associated with a specific category, please input "0".*

Estimated Budget Requests

Based on 2024 applications and awards, **Planning & Development grants** are expected to average **\$50,000**, and **Implementation grants** around **\$100,000**. However, all applicants should request the amount needed for project success.

Category	Estimated Budget by Category (\$)	Justification/Details
Salary & benefits	#* <input type="text"/>	A <input type="text"/>
Fees associated with artist(s) selection processes	#* <input type="text"/>	A <input type="text"/>
Artist fees	#* <input type="text"/>	A <input type="text"/>
Art materials and/or installation costs	#* <input type="text"/>	A <input type="text"/>
Communications and community engagement	#* <input type="text"/>	A <input type="text"/>
Indirect costs	#* <input type="text"/>	A <input type="text"/>
Matching grant funds	#* <input type="text"/>	A <input type="text"/>
Total Budget (\$)	<input type="text"/> (Calculates automatically)	A <input type="text"/>

Examples of Eligible Activities & Costs

Planning and Development program expenses could include but are not limited to costs associated with:

- Workshops, community engagement activities, staff time, planning, materials, other forms of equitable artist selection practices

Implementation program expenses could include but are not limited to costs associated with:

- Events, community engagements activities, artist fees, staff time, installations, exhibitions, rentals, permits, maintenance cost during the grant period



Procession

Los Angeles Historic State Park

[Photo Credit: California State Parks, Brian Baer]

Ineligible Costs

Ineligible costs - Both

Fundraising, grant writing, lobbying/advocacy, costs outside grant performance period, and costs outside the approved grant scope

Indirect costs policy - Both

- Colleges, Universities, Government Agencies: up to 15%
- Non-profit organizations: No fixed minimum or maximum rate for indirect costs



Candlestick Point State Recreation Area 2022
Parks California



Planning & Development: Final Project Plan

- Goals and project objectives
- Scope
- Budget
- Defined alignment with the Arts in California Parks program goals
- Tangible outcomes and success metrics
- Partner roles and responsibilities
- Milestones
- Deliverables
- Timeline for implementation



Implementation LOI Scoresheet

Scoring Category	Value %
Alignment with Program Goals Demonstrates alignment with the Arts in California Parks program goals.	32%
Community Engagement Approach Clear and inclusive strategy for community participation, outreach, and accessible programming that reflects the project's cultural and social landscape.	17%
Artist Selection Process Process and priorities for selecting artist(s) emphasizing equity, inclusion, and alignment with the project's goals.	17%
Cultural Relevancy Integrates inclusive community engagement strategies in the development of art and culture programming to enhance cultural and social relevance.	17%
Project Budget Alignment between the budget and the project's scope and objectives.	17%
Bonus Scoring Opportunities	Points
Recurring Experiences Offer multiple opportunities for participants to return to the park for art programming on more than one occasion	5
Matching Contributions Additional funding or in-kind support to enhance impact and sustainability.	5
Project in a Focused Support Region As identified on the 2025/26 Arts in California Parks Regional Map, focused support regions receive additional support.	5

Planning & Development LOI Scoresheet

Scoring Category	Value %
Alignment with Program Goals Demonstrates alignment with the Arts in California Parks program goals.	32%
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Project in a Focused Support Region As identified on the 2025/26 Arts in California Parks Regional Map, focused support regions receive additional support.	5



Resource Hub

Website

ArtsinCaliforniaParks.org



ABOUT

GRANTS PROGRAM

ARTS IN STATE PARKS PROGRAM

EXPLORE PROJECTS

NEWS & UPDATES

RESOURCE HUB

Grants Program

The Arts in California Parks Grants Program revitalizes local parks with diverse experiences that foster creativity, community connection, and transform them into vibrant hubs of art, culture, and nature.

In 2024, more than \$2.8 million was invested to support 31 grant recipients across California. These innovative programs will bring art and cultural activities to local parks, transforming them into dynamic spaces that celebrate California's cultural heritage and provide memorable experiences for visitors and residents alike.



Hip Hop for Change Camp at Candlestick Point SRA © 2021 Hip Hop for Change.

2025/2026 Grant Cycle: What's New?

Letter of Intent

Application opens: Tuesday, February 18, 2025

Application due: Friday, March 14, 2025



ARTS
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Resource Hub

- Before You Start Checklist
- LOI & Grant Applications
- LOI & Grant Scoresheets
- Frequently Asked Questions
- Artist Directory
- 2025/2026 Regional Maps
- Project Plan Template
- Online Resources and Links
- Information Webinar Recordings
- Foundant Resources

ArtsinCaliforniaParks.org/resource-hub/grants-program-resources-hub/



Grants Program Resources

To support Arts in California Parks Grants Program applicants, a wide range of tools and resources are available on this page.

Letter of Intent Application

[APPLY NOW!](#)

Application Open: Tuesday, February 18, 2025 at 9:00am.
Application Due: Friday, March 14, 2025 5:00pm.

Information Webinar

[RSVP NOW!](#)

Information Webinar
Tuesday, February 25, 2025 at 3:00pm.
Click [here](#) to join the meeting.



Dos Rios State Park opening day attendees. Photo by California State Parks.

Artist Directory

Available to all State and local California Parks staff, as well as the public, to be **used to search for artists** based on location, art medium, or other considerations.

The screenshot shows the top navigation bar with links for Home, Find Artists, Join as an Artist, and FAQ, along with a Sign In button. The main header features the 'ARTS IN CALIFORNIA PARKS' logo. Below the header are two prominent buttons: 'Join as an Artist or Organization' and 'Find Artists Now'. The main content area is titled 'Program and Directory Overview' and contains three paragraphs of text describing the program's purpose and how to use the directory. At the bottom of this section is a photograph of a colorful art installation with silhouettes of people.

Artist Dire... ☆ Home ♥ Find Artists 👤 Join as an Artist ⓘ FAQ Sign In

ARTS IN CALIFORNIA PARKS™

Join as an Artist or Organization


Find Artists Now

Program and Directory Overview

The California Department of Parks and Recreation (State Parks) created the Arts in California Parks program to support artists, culture bearers, Tribal Nations, and communities in creating artwork that offers perspective on our past and present and helps us imagine our potential. The program will establish art installations and programming in State and local parks as catalysts for sustainable community connection, health, and well-being.

State Parks invites artists that are interested in creating public art in California State and/or local parks to join the Arts in California Parks directory. The directory is a resource available to all State and local California Parks staff, as well as the general public, to be used to search for artists based on location, art medium, or other considerations, in order to explore opportunities for collaboration. These opportunities may involve State or local parks and can be found at <https://artsincaliforniaparks.org>

Artists working in a variety of mediums, styles, and techniques, as well as artists from diverse abilities, backgrounds, and cultures, and with a range of experiences, creative visions, aesthetics, and approaches are encouraged to join the directory.



The screenshot shows the search results page. It features the same navigation bar and header as the homepage. Below the header is a 'Search for Artists' section with a brief description and a 'Click on each result to learn more' instruction. To the right is a photograph of the Watts Towers. Below the text is a search bar with a search icon and a filter dropdown. The main content area is a grid of 16 search results, each with a category (Organization or Individual) and the name of the artist or organization.


Artist Dire... ☆ Home ♥ Find Artists 👤 Join as an Artist ⓘ FAQ Sign In

ARTS IN CALIFORNIA PARKS™

Search for Artists

Looking for an individual artist or an organization to partner with to bring art to your park? Search by keyword or use the filters to find what you're looking for.

Click on each result to learn more about each artist or organization and get contact information.



Watts Towers of Simon Rodia State Historic Park.
Photo ©2012 California State Parks

Q Search Filter

ORGANIZATION 11:11 Projects	INDIVIDUAL A. Laura Brody	ORGANIZATION A.B.O. Comix	INDIVIDUAL Adam Perez
INDIVIDUAL Adriana Lopez-Ospina	INDIVIDUAL Adrienne De Guevara	ORGANIZATION Afro Urban Society	INDIVIDUAL Alaina Murphy
INDIVIDUAL Ale Uzarraga	INDIVIDUAL Alexander Hanson	INDIVIDUAL Alexis St. John	INDIVIDUAL Alkaaby Fine Art
INDIVIDUAL Allie Rigby	INDIVIDUAL Allie Sullberg	INDIVIDUAL Allison Spreadborough	INDIVIDUAL Ally Kraus

Technical Assistance

ArtsinCaliforniaParks.org/resource-hub/grants-program-resources-hub/ --> "Resources and Templates" drop down --> Technical Assistance

Community Office Hours

-  **2/27 at 3 PM** – Northern regions (North Coast, Sierra Nevada, Sacramento Valley)
-  **3/5 at 2 PM** – Central regions (Sacramento Valley, San Joaquin Valley)
-  **3/6 at 3 PM** – Eastern regions (Sierra Nevada, San Joaquin Valley)
-  **3/10 at 10 AM** – Inland Deserts
-  **3/12 at 2 PM** – West Coast applicants

1:1 Virtual 15-min Meetings

-  **2/26** – 11 a.m. to 12 p.m.
-  **3/5** – 11 a.m. to 12 p.m.
-  **3/6** – 10 a.m. to 12 p.m.
-  **3/11** – 3 p.m. to 4 p.m.



Important Dates

Community & 1:1 Office Hours

(Please refer to Technical Assistance slide for details)

February 26 - March 12, 2025

LOIs Due

March 19, 2025 at 5pm PST

Full Application Round

Invitations: Mid May 2025
Applications Due: Anticipated June 13, 2025

Grantee Awardees Notified

Early September 2025

Grant Term (Project Periods)

Planning and Development: October 2025 - May 2026
Implementation: October 2025 - September 2026

Arts in California Parks Grant Program

Q&A

Please submit your questions in the Q&A box!

If you have any program/organization-specific questions, please contact grants@parksocalifornia.org. Unanswered questions will be utilized to update the Arts in California Parks Resource Hub – FAQs.



Thank you!