



2017 Next Level Music Grant Application Help Tool

Supporting Creativity in Sonoma County

Online Application Opens: Monday, May 15, 2017
Deadline to apply: Friday, June 30, 2017 11:59pm PST
Awards announced: Monday, July 31, 2017
Funding period: August 2017-July 2018

Applicant Q&A Sessions (Optional): Tuesday, June 6, 2017
12:00-1:30pm OR 5:30-7:00pm
141 Stony Circle, Suite 110, Santa Rosa, CA, or
Dial in at 707.565.8996 (no code necessary)

Questions?

Email Samantha Kimpel, Samantha.kimpel@sonoma-county.org,
or Gloria Rubio, Gloria.rubio@sonoma-county.org



Next Level Grants Application Help Tool

Please review the Next Level Grant Guidelines located at www.CreativeSonoma.org/next-level-music-grants prior to completing the application. The Guidelines provide detailed eligibility requirements of applicants under which funding may be awarded.

All applications must be submitted online via the Creative Sonoma Submittable account (<https://creativesonoma.submittable.com/submit>). Paper-based, handwritten, or incomplete applications will not be reviewed. Please use this tool as a guide to preparing materials for and answering the online application.

Items with an asterisk are required. Please note the items with word limits.

SECTION I: WHO ARE YOU AND HOW DO WE COMMUNICATE WITH YOU?

1. Applicant (Musician or Group Name)*
2. Contact Person (if different than Applicant)
3. Email Address*
4. Mailing Address*
5. Phone Number*
6. CreativeSonoma.org Profile Page Link (if applicable)
 - If the Applicant has a profile on the CreativeSonoma.org "Creatives at Work" directory, please enter the link here. Those awarded grants will be required to create a profile.
7. What do you consider your primary genre (i.e., rock, jazz, classical, etc.)?*
8. Please fill in the following information (as available) regarding Applicant's online presence.

PLATFORM	ADDRESS, CHANNEL, @NAME, OR TITLE	NUMBER
Website (# monthly hits)		
Twitter (# of followers)		
Facebook (# of followers)		
Instagram (# of followers)		
YouTube (# of total views)		
Highest # of downloads for single track		

9. Sonoma County Supervisorial District in which the Applicant is based (based on your mailing address).

- District listing, by physical address, can be found at www.sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/
- NOTE: Applicants must be full-time residents of Sonoma County. If Applicant is a band, 51% of the band including the band leader must be Sonoma County residents.

SECTION II: DESCRIBE YOUR PROPOSED PROJECT

- Title of the project for which funds are being requested.*
 - Please name your project here.
- What are the estimated dates of your project?*
- Briefly describe the project for which funds are being requested, including overall planned activities and the manner in which they will be accomplished.* (Word Limit: 500)
- Please list the professional areas you feel would be most beneficial to you for one-on-one consulting to help you maximize the impact of these grant funds.* (Word Limit: 100)
- Briefly describe you/your group's career history highlighting key milestones to date. Include how long you have been performing as the individual or group that is applying.* (Word Limit: 200)
- Please list three things that you have done in the past 3 years that have had most significant impact on bringing your music career to the level where you are today.* (Word Limit: 200)
- Describe your music career goals, the challenges you face, and how this grant will help you move forward. Please be as specific as possible.* (Word Limit: 500)
- Briefly state what you think is your (or your group's) greatest strength that will help you capitalize on this grant and the professional consulting provided.* (Word Limit: 100)
- Do you consider that you or your group play(s) a role in the overall creative community of Sonoma County? If yes, please describe what that is. If no, please describe why not.* (Word Limit: 200)
- How will you know that the funds have made a difference (i.e., what are the measures by which you will gauge the growth and success that has occurred because of the grant funds and expertise)?* (Word Limit: 200)
- What didn't we ask that you would like us to know about you?*(Word Limit: 200)
- UPLOAD a total of three recent (no older than 2014) videos/audio tracks, in any combination of video (MP4, AVI, MOV, MPG, WMV, M4V) or audio (MP3, M4A, WAV, AIFF, WMA). These samples will be our best way to assess your artistic excellence.
 - Please make sure that the sample reflects the applicant, i.e., do not send a solo track if a group is applying, and best represents where you are now in your career and relevance to the project for which you are applying.

- Although we are not asking for professionally produced audio/video, please make sure that what you send is reasonably reflective of your quality, aesthetic, etc.

For EACH of the three uploads, include the following information:

- Title
- Length of video or track
- Where was it recorded?
- When was it recorded?
- List all performers.

22. ATTACHMENTS: Please upload both REQUIRED and optional attachments (PDF or JPG).

- REQUIRED: Individual bio and/or group bio to show the experience of the Applicant(s) – 1 page. If this information is contained in your bio for your EPK (electronic press kit), you may provide that bio.
- REQUIRED: Two outside letters of support that help demonstrate you/your group’s commitment to your music goals – 1 page each
- OPTIONAL: Up to 5 pages of additional documentation (i.e., press clippings, flyers, etc.) to give a view into the effectiveness and extent of your marketing activities

23. Please give us some information about your finances as currently connected to your music for the last calendar year. *We are **not** asking for specific dollar amounts.* This section is to help us gauge which of the varying revenue streams in music you are actively in pursuit of and to what level you are benefitting from them. This question helps us understand the context of your music career -- there are no right or wrong answers.

Total for the 2016 Calendar Year	
Revenues	
What percentage of your total music revenues was earned in the categories below last year? (approximately)	
Sonoma County Gigs (club dates, festivals, etc.)	%
Touring (outside Sonoma County)	%
Merchandise	%
Music Sales	%
Advertising	%
Licensing	%
Other	%
TOTAL	100%
Expenses	
What percentage of your total music expenses did you spend in the categories below last year? (approximately)	
Group Salaries	%
Touring (travel, etc.)	%
Merchandise	%
Recording	%
Marketing/Advertising	%
Other	%
TOTAL	100%

24. If you placed a percentage in either of the "Other" categories under Revenues or Expenses, please describe here. *(Word Limit: 100)*
25. Next Level Project Grant Budget: Please list the items/activities on which you plan to spend the grant award, and the method for calculation. For example, if you are planning to spend all \$2500 on studio time, please list the number of hours and personnel, and their rates, in order to total \$2500. Fill in only as many lines as are necessary to describe your project.

Item	Description Method of Calculation	Sub-Total
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
	TOTAL (\$2,500)	\$

BEFORE YOU HIT SUMBIT

Please check off each of the following items to ensure that you have included all the required elements before you submit.

- All application questions answered (REQUIRED)
- Finances and Project budget completed (REQUIRED)
- On-page performer, group, or band bio (REQUIRED)
- Two letters of support (REQUIRED)
- Three video or audio files uploaded (REQUIRED)
- Up to five press clippings or marketing pieces (optional)

SUBMISSION (must check to accept “Terms of Use” in Submittable)

By checking the Terms of Use box, I declare that I have carefully examined the Next Level Grant Guidelines and agree that if funds are awarded, to contract with the County to furnish the services as specified, in accordance with this grant application, including creating a Creative Profile Page on CreativeSonoma.org.

I also verify that I am a resident of Sonoma County (if applying as band, I verify that the 51% of the band including the band leader are Sonoma County residents).

**Next Level Grants are made possible with generous support from
The William and Flora Hewlett Foundation, Lagunitas Brewing Company,
and the County of Sonoma.**