2018 Pop Up Creativity Grants GUIDELINES

Supporting Creativity in Sonoma County

Deadline to apply: Wednesday, August 15, 2018, 11:59 pm
Awards announced: Mid-September 2018
Funding period: October 2018 – March 2019

Grant Info Session (Optional):
Tuesday, July 17, 2018, 12:00-1:15pm
141 Stony Circle, Suite 110, Santa Rosa, CA

Application Workshop (Optional):
Thursday, August 2, 2018, 5:30-7:00pm
141 Stony Circle, Suite 110, Santa Rosa, CA

Questions?
Email Kristen Madsen, Kristen.Madsen@sonoma-county.org,
or Samantha Kimpel, Samantha.Kimpel@sonoma-county.org

Creative Sonoma · 141 Stony Circle, #110 · Santa Rosa, CA · 95401 · 707.565.6121

Pop Up Creativity Grants
GUIDELINES

CREATIVE SONOMA MISSION

To support and advance the creative community of Sonoma County.

OVERVIEW

Pop-Up Creativity Grants (PUCG) will fund projects that are temporary creative experiences, installations, or objects that are accessible and/or located in public places or within public view. Projects may occur on streets, sidewalks, alleys, plazas, or interior public spaces. Projects in locations that demonstrate a need for creative experiences are eligible. These projects should be on a scale that they can be planned, developed, and executed within a 3-4 month production schedule. Projects can last for as little as one day or as long as one season.

Funds are best used for the interactive presentation of professional creative work. Payment of artist's and/or creative's fees is a priority. Engaging community members in art making and the art making process is encouraged; however, projects that are solely designed as creative workshops will not be considered to meet the criteria.

Program Goals and Objectives

- Support innovative creative place-making projects in communities across Sonoma County
- Support the individuals who do this work
- Build Sonoma residents' sense of our shared creativity
- Increase the visibility of Creative Sonoma

Sample Project Ideas

- An ice cream shop transforms a parking lot into a "Tastes like…" flavor making experiment, i.e., Tastes Like Home, Tastes Like the Ocean, Tastes Like Love
- A consortia of visual creators creates a Sidewalk Treasure Hunt in their neighborhood, linking together chalk art clues, to highlight hidden stories and jewels of the neighborhood
- A group of musicians create a "tour" of porch concerts over 4 weekends in October in a single neighborhood

ELIGIBILITY

PUCG recipients produce and present projects during **October 2018 – March 2019**. Applicants may include individuals, creative groups/collectives (applying under the name of a single creative leader), limited partnerships, non-profit organizations, or commercial businesses.

If applicants have any questions about eligibility, project parameters, or regarding any of the following requirements and considerations, we encourage contacting Creative Sonoma staff to discuss your proposed idea.

To be eligible to apply:

- Individual applicants must be residents of Sonoma County, age 18 or older
- Organization, business and group applicants must be located in Sonoma County

The following are NOT eligible to apply:

- County of Sonoma departments, divisions, projects, commissions and boards
- Programs not accessible to the public
- Applicants that receive funding from Creative Sonoma in Fiscal Year 2018-19 (July 1, 2018 – June 30, 2019)
    - At present, this includes grantees of the 2018 Summer Arts Youth Program Grant
- Projects that are ongoing (annual events, seasonal series, etc.)
- Projects that involve construction of long-term improvements and purchase of permanent equipment, including permanently installed public art sculptures and murals.
- Projects that could be considered part of an Applicant's regular activities
    - EXAMPLE: A production company applying to produce a concert must demonstrate how the project is new or different from its regular or ongoing activities.

Additional requirements and considerations:

- Grantees will be required to assess and abide by any zoning regulations, permitting requirements, fees, etc. that are applicable to the project. Permits do not have to be evident at the time of the application but will be requested before payment is released. Creative Sonoma will help advise, as is possible, on this process.
- Projects that occur in communities that are economically or artistically underserved are encouraged. You will be able to make the case for how your project meets this criteria on the application.
    - Events that require an admission are encouraged to provide some number of complimentary tickets to underserved members of the intended audience.
- Grant funding may not be utilized to support fundraising events or galas.
- Applicants may not submit more than one application, and/or may not be listed as lead artist for more than one application.

EVALUATION CRITERIA

- Innovation and creativity of idea
- Feasible timeline and realistic budget
- Community partnerships and/or alliances
- Potential impact on community
- Completeness and clarity of application

GRANT AMOUNTS

Applicants may request up to $5,000. Funding is limited and applicants must demonstrate the administrative, programmatic, fiscal and technical capacity to implement the project and to manage the amount of their request responsibly.

RESTRICTIONS

Grant dollars may be used only for expenses directly related to the proposed project. These funds are not transferable to other organizations or individuals. As much as possible, funded projects must be executed as described in the grant application. Applicants should inform Creative Sonoma of any significant project or schedule changes. Unused funds or funds not used in accordance with the grant agreement must be returned to Creative Sonoma. Grantees will be required to sign a Letter of Agreement with the County of Sonoma, no later than October 15, 2018, for the award of funds.

Grantee Responsibilities

- Agree to research and comply with any required fees, permitting or approval from other city processes such as: public works approvals, street closures, city event designations, etc. It is the applicant's responsibility to ask for advice and pursue these separate approval processes independently after funds are awarded.
- Demonstrate evidence of appropriate insurance coverage for the project.
- Submit a final report at the completion of the grant period (required to receive payment of the final 10% of the grant award).
- Retain financial records for the funded project in the event that they are required for an audit.
- Recognize Creative Sonoma, County of Sonoma, and the Hewlett Foundation in printed and promotional materials.
- Document the project through photos, video, stories and testimonials for inclusion in the final report.

HOW TO APPLY

Consider registering for and attending the Grant Info Session (in person or via phone) on **Tuesday, July 17, 2018**, 12:00-1:15pm, as well as the Application Workshop on **Thursday, August 2, 2018**, 5:30-7:00pm. Both session take place at the Creative Sonoma office, 141, Stony Circle, #110, Santa Rosa or call in at 707-565-8996. RSVP via the grant website.

In addition to reviewing these Guidelines, go to www.CreativeSonoma.org/pop-up-grants/ to thoroughly review the Application Help Tool (which lists all application questions and includes instructions and tips on how to answer them).

- Either click the SUBMIT button or go to Creative Sonoma's Submittable account (https://creativesonoma.submittable.com/submit) to begin, work on, and save an application. You may save a draft of your application, but must officially submit it no later than **Wednesday, August 15, 2018** at 11:59 pm PST.
- If you do not have access to the internet, please call 707.565.6121.

The online application requires the following uploads:

- Resume of Project Manager
- Two (2) Letters of Recommendation
- Portfolio: Include six (6) total images, drawings, video or other examples of relevant prior creative experience. File types accepted can include any mix of documents (PDF), audio (MP3, WAV or AIFF), video (MP4, MOV, or WMV), or images (JPG, PNG)

Additional application considerations:

- Applications are NOT required to raise matching funds for the project, but indication of additional funds including crowd-funding, sponsorship, etc., are welcome as indication of community support.
- Applicants are required to give the exact addresses of their projects or a range of addresses (example: a block party that runs from 2000 to 2001 on X Street).
- Applicants must include two letters of recommendation: one from the site owner/operator at the location where the activity will occur, and one from another stakeholder in the project e.g., a neighborhood group, local business, business improvement district, chamber of commerce, etc. If the applicant is the site owner/operator, include two letters from other stakeholders. **PLEASE NOTE:** ***Paid participants in the project, business partners, or family***

members are not eligible to write letters of support – submitting letters from those parties will result in your application being denied.

- Applicants should discuss and plan their project ideas with neighborhood groups and businesses of the jurisdiction in advance of the application. Applicants should not propose projects that would be "surprises" to the immediate entities surrounding the site.

QUESTIONS

RSVP via the grant webpage (www.CreativeSonoma.org/pop-up-grants/) to attend the Q&A session, live or via phone, on Tuesday, July 17, 2018, 12:00-1:15pm, at Creative Sonoma, 141 Stony Circle, Suite 110, Santa Rosa, CA 95401, or dial in at: 707.565.8996 (no code necessary). Additional questions may be addressed to Kristen Madsen, kristen.madsen@sonoma-county.org or Samantha Kimpel, Samantha.kimpel@sonoma-county.org.

DATES AND DEADLINES

Tuesday, July 17, 2018	Grant Info Session (optional), 12-1:15pm
Thursday, August 2, 2018	Application Workshop (optional), 5:30-7:00pm
Wednesday, August 16, 2018	Applications Due 11:59pm PST
Mid-September 2018	Grant Awards Announced

GRANT AWARD NOTICE, PAYMENTS AND FINAL REPORT

Grantees will receive an electronic grant award notification packet which will include a grant agreement (contract) and a Final Report form. The Contract must be completed and signed in order to receive payment. The Final Report document will ask Grantee to document the results and outcomes of the project and is required to be submitted no later than April 30, 2018. Future funding from Creative Sonoma will not be provided to any grantee who has not completed a Final Report.

STATEMENT OF NON-DISCRIMINATION

Creative Sonoma is committed to providing services and making resources available to every resident of Sonoma county without regard to ethnicity, color, creed, religion, age, gender, gender identity and expression, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, or source of income.

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