



2019 Next Level Grant for Musicians GUIDELINES and APPLICATION HELP TOOL

Online application opens: Monday, February 11, 2019

Deadline to apply: Friday, March 29, 2019, 11:59pm

Awards announced: May 2019

Funding period: July-December 2019

Grant Information Sessions:

Wednesday, February 27, 2019, 12:00-1:00pm -OR- 5:30-6:30pm
141 Stony Circle, Suite 110, Santa Rosa, CA

Application Workshop:

Wednesday, March 13, 2019, 5:30-7:00pm
141 Stony Circle, Suite 110, Santa Rosa, CA

Questions?

Email: CreativeSonoma@sonoma-county.org

Phone: 707-565-6121



2019 Next Level Grant for Musicians GUIDELINES

OVERVIEW

The Next Level program is designed to celebrate the musical talent and exploration occurring across Sonoma County and to provide resources to help musicians move their careers forward.

Program Goals and Objectives

- To build the capacity of Sonoma County musicians who have demonstrated readiness to take their career to a new level
- To recognize artistic excellence
- To cultivate public awareness and appreciation of the role of creativity in our community

ELIGIBILITY CRITERIA

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 any of this information before applying.

To be eligible to apply, applicants must:

- Be residents of Sonoma County (if Applicant is a band, 51% of the band **including the band leader** must be Sonoma County residents)
- Be at least 21 years old
- Have a demonstrated track record in music as evidenced in the application materials
- Be able to complete the funded project within the established funding period (July-December 2019)

The following are NOT eligible to apply:

- Non-commercial music groups, such as community-based choral groups, college or school-based music groups, or non-profit music endeavors
- Staff of the Economic Development Board, its Board of Directors, or the Creative Sonoma Advisory Board
- Creative Sonoma grantees or contest winners of the following programs:
 - 2016 and 2017 Next Level Grant for Musicians
 - 2017 and 2019 Next Level Songwriting Contest
 - 2018 Summer Arts Youth Program Grant
 - 2018 Pop Up Creativity Grant
 - 2019 Arts Education Innovation Grant
 - 2019 Discovered Emerging Visual or Literary Arts Awards

Additional requirements/considerations:

- Applicants may not submit more than one application, and/or may not be listed as lead artist for more than one application (e.g., if a band leader applies for their band, they may not apply as an individual musician as well)
- Grant funding may not be utilized for:
 - Fundraising events or crowdfunding campaigns
 - Completed projects or expenses incurred before the grant is awarded

REVIEW CRITERIA

The following criteria will be used to evaluate each application:

- Artistic excellence
- Demonstrated capacity to manage and implement the project
- Anticipated impact of proposed project on the applicant's professional growth
- Demonstrated commitment of applicant to advancing their career
- Completeness and clarity of application

GRANT AWARDS

- Grantees will receive the following cash and services:
 - \$2,500 cash grant
 - Up to 10 hours of one-on-one consulting time with professional experts in areas that align with the applicant's grant activity request

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 for the award of funds.

GRANTEE RESPONSIBILITIES

- Attend up to two meetings with all grantees for specific professional development training and to share updates, challenges, progress reports
- Recognize Creative Sonoma in printed and promotional materials (if any)
- Submit a final report at the completion of the grant period
- Retain financial records for the funded project in the event that they are required for an audit

HOW TO APPLY

- Thoroughly review these Guidelines as well as the Application Help Tool (which lists all questions and provides further instructions), which are found on pages 5-9 of this document or at www.CreativeSonoma.org/next-level-grants-for-musicians/.
- Consider registering for the following sessions (RSVP/registration links on the webpage):
 - **Grant Information Sessions** (in person or via phone) on Wednesday, February 27, 2019, at either 12:00-1:00 or 5:30-6:30pm, Creative Sonoma, 141 Stony Circle, Suite 110, Santa Rosa or dial in at 707.565.8996 (no code necessary)
 - **Application Workshop** on Wednesday, March 13, 2019, Creative Sonoma, 141 Stony Circle, Suite 110, Santa Rosa
- Prepare your Required Attachments (see below and in the for upload
- Go to www.creativesonoma.submittable.com/submit and complete the Next Level Grant for Musicians application (open on February 11, 2019). If you do not have access to the internet, please call 707-565-6121.

APPLICATION SUPPORT MATERIALS

The following materials are REQUIRED with your online application:

- Three work samples (video or audio, or any combination thereof), which will serve as the key indication of the artistic excellence of the musician or group

- Individual bio and/or group bio to show the experience of the applicant(s) – 1 page maximum
- Two outside letters of support that help demonstrate you/your group’s commitment to your music goals – 1 page each maximum. **PLEASE NOTE: Paid participants in your proposed project/activity, business partners, band members, and family members are not eligible to write letters of support.**
- OPTIONAL: Up to 5 pages of additional documentation (i.e., press clippings, flyers, etc.) that provide a view into the current stage of your professional music career

DATES AND DEADLINES

Monday, February 11, 2019	Application Opens Online
Wednesday, February 27, 2019	Grant Info Sessions (Optional), 12-1pm or 5:30-6:30pm
Wednesday, March 13, 2019	Application Workshop (Optional), 5:30-7pm
Friday, March 29, 2019	Application Deadline 11:59pm PST
Early May 2019	Grant Awards Announced
July-December 2019	Funded Projects Occur

GRANT AWARD NOTICE, PAYMENTS, AND FINAL REPORT

Grantees will receive an electronic grant award notification packet which will include a grant 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 30 days following completion of the project. Future funding from Creative Sonoma will not be provided to any grantee who has not completed a Final Report. A payment schedule will be created for grantees based on the description and timeline of the project.

QUESTIONS

Please send questions to CreativeSonoma@sonoma-county.org or call 707-565-6121.

PUBLIC RECORDS

Creative Sonoma keeps information submitted as part of grant applications confidential unless disclosure is required by law.

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.

**Next Level Grants are made possible with support from the
National Endowment for the Arts.**

2019 Next Level Grant for Musicians APPLICATION HELP TOOL

Please carefully read the Guidelines, found on pages 2-4 of this document or at www.CreativeSonoma.org/next-level-grants-for-musicians/, which 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)*
 - If you are applying as an individual performer and use a stage name, please enter the stage name here.
2. Applicant Mailing Address: Street, City, State, Zip Code*
3. Contact Person's Name*
 - The Contact Person should be the person with whom Creative Sonoma will work with for all contracting and marketing communications.
 - If this person is the same as the Applicant in #1, please REPEAT the name in this box.
 - If you've listed a stage name in #1, please enter your legal name here.
4. Contact Person's Email Address*
5. Contact Person's Daytime 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 is the Applicant's PRIMARY musical genre (i.e., rock, jazz, classical, etc.)?*
8. Please fill in the following information (as available) regarding Applicant's online presence.
 - For the "highest # of plays for a single track," please list where the track resides (your website, SoundCloud, YouTube, etc.).
 - If you have no presence online, leave this table blank.

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 plays for single track		

9. Provide information about your finances as currently connected to your music for the last calendar year. We are **not** asking for specific dollar amounts – please estimate a percentage of how the Applicant earns or spends finances.*
- 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 benefiting from them. This helps us understand the context of your music career -- there are no right or wrong answers.

Total for the 2018 Calendar Year	
Revenues (Income)	
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%

10. If you placed a percentage in either of the "Other" categories under Revenues or Expenses, please describe here. (*Word Limit: 100*)

11. 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

12. Project Title*
 - Create a short project title.

13. What are the estimated dates of your project?*

 - The funding period for this grant is July-December 2019; the project for which you are applying must occur during that time frame.

14. 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: 250)*

15. Next Level Project Grant Budget: Please list the items/activities on which you plan to spend the grant award, and the method for calculation. Fill out as many lines as necessary to describe your project expenses. The total of all lines should be \$2,500.*
 - EXAMPLE: If you are planning to spend part of the grant on studio time, please list the number of hours and personnel, and their rates:
 - "ITEM: Studio time; DESCRIPTION: 10 hours of engineer at \$50 p/hour; SUB-TOTAL: \$500"

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

16. List the professional areas you feel would be most beneficial to you/your group for one-on-one consulting to help you maximize the impact of these grant funds.* *(Word Limit: 100)*

17. A. If an INDIVIDUAL performer, list the number of years that you have been performing. -or- B. If a GROUP, how many years have you been performing as a group? List all members of the group, and how many years each has been performing. *(Word Limit: 100)*

18. Please describe the most significant experiences that have occurred in your life that have shaped your music career to date, and that demonstrate why you are committed to music. Describe no more than five experiences. *(Word Limit: 200)*
 - These can be personal and/or professional and can be events, educational or experiential opportunities, life changes, advice, "a-ha moments" and epiphanies, etc.
19. Describe your music career goals, the challenges you face in achieving those goals, and how this grant will help you move forward toward them. Please be specific. *(Word Limit: 250)*
20. 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)*
21. 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 professional consulting)?* *(Word Limit: 100)*
 - EXAMPLE: "By December 2019, I will have a newly recorded EP produced and ready to share and promote."
 - EXAMPLE: "By December 2019, our band will have a newly designed website with links to our social media, and our followers will have increased by 20%."
22. What didn't we ask that you would like us to know about you?* *(Word Limit: 100)*

SECTION III: UPLOADS

23. **WORK SAMPLE UPLOAD: Track/Video #1***
 - Upload a recent (no older than 2016) video (MP4, AVI, MOV, MPG, WMV, M4V) or audio file (MP3, M4A, WAV, AIFF, WMA). This sample 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.
24. Work Sample #1: Title and Length*
 - EXAMPLE: "Unforgettable" 2:47
25. Work Sample #1: Where and when was it recorded?*- EXAMPLE: Home studio recording, January 2019
26. Work Sample #1: List all performers and their instruments.*
 - EXAMPLE: Joe Smith, vocals; Jane Smith, piano
27. **WORK SAMPLE UPLOAD: Track/Video #2***
 - See instructions in #23
28. Work Sample #2: Title and Length*
 - See example in #24

29. Work Sample #2: Where and when was it recorded?*

 - See example in #25

30. Work Sample #2: List all performers and their instruments.*

 - See example in #26

31. **WORK SAMPLE UPLOAD: Track/Video #3***

 - See instructions in #23

32. Work Sample #3: Title and Length*

 - See example in #24

33. Work Sample #3: Where and when was it recorded?*

 - See example in #25

34. Work Sample #3: List all performers and their instruments.*

 - See example in #26

35. **PERFORMER BIO UPLOAD:** Performer or band bio (as PDF) - 1 page maximum*

 - If you have a bio in your EPK (electronic press kit) or on your website, you may submit that item.

36. **LETTERS OF SUPPORT UPLOAD:** Two outside letters of support (as PDF) that help demonstrate you/your group’s commitment to your music goals – 1 page each maximum*

 - Paid participants in your proposed project/activity, business partners, band members, and family members are not eligible to write letters of support.

37. **OPTIONAL UPLOADS:** Press or marketing materials (as PDF, JPG, or PNG)

 - Include up to 5 items of additional documentation (i.e., press clippings, flyers, performance photos, etc.) that provide a view into the current stage of your professional music career.

BEFORE YOU HIT SUBMIT

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

- Online presence completed in #8 (if applicable)
- Finances completed in #9 (REQUIRED)
- Project Budget completed in #15 (REQUIRED)
- Three video or audio files uploaded and described in #23-#34 (REQUIRED)
- Performer bio uploaded in #35 (REQUIRED)
- Two Letters of Support uploaded in #36 (REQUIRED)
- Up to five press clippings or marketing pieces uploaded in #37 (optional)

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

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. 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).