



2019 Pop Up Creativity Grants APPLICATION HELP TOOL

Supporting Creativity in Sonoma County

Deadline to apply: Thursday, September 26, 2019

Awards announced: Late October 2019

Funding period: January – June 2020

Grant Info Session (Optional):

Thursday, August 22, 2019, 5:30-6:30pm
141 Stony Circle, Suite 110, Santa Rosa, CA

Application Workshop (Optional):

Thursday, September 5, 2019, 5:30-7:00pm
141 Stony Circle, Suite 110, Santa Rosa, CA

Questions?

Email CreativeSonoma@sonoma-county.org or call 707-565-6121

141 Stony Circle, #110 • Santa Rosa, CA • 95401 • 707.565.6120



Pop Up Creativity Grants APPLICATION HELP TOOL

This document contains all of the questions found on the online application. Please review the Pop Up Creativity Grants Guidelines (located online at www.CreativeSonoma.org/grants/pop-up/) prior to completing the application, as well as ensure that the instructions in this Help Tool are followed for each question. 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.**

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

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

1. Applicant Name (may be individual, group, company, or organization)*
2. Project Lead Name*
 - This is the person with whom we will communicate for the duration of the application and grant period. If it is the same as the Applicant Name, please re-enter it here.
3. Project Lead Email Address*
4. Project Lead Daytime Phone Number*
5. Applicant Physical Address (street, city, state, zip)*
6. Applicant Mailing Address (street, city, state, zip) if different from Applicant Physical Address
7. Applicant Website (if applicable)
8. 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.
9. If Applicant is an organization or company, enter the most recently completed fiscal year end date, total revenues and expenses. Budget deficit or surplus is automatically calculated.

MOST RECENTLY COMPLETED FISCAL YEAR SCHEDULE	DATE
Fiscal Year End Date (MM/DD/YY)	
MOST RECENTLY COMPLETED FISCAL YEAR BUDGET	TOTALS
Total Revenues	
Total Expenses	
Amount of Deficit or Surplus (automatically calculated)	0

10. If Applicant is an organization or company, what year was it established?

11. Sonoma County Supervisorial District **in which the Applicant is based**.* (Choose one item from the drop-down menu.)
 - District listing, by physical address, can be found at: www.sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/.
12. Sonoma County Supervisorial District(s) **in which the project will occur** (check all that apply).* (Choose from checkbox list – use lookup tool listed in #11.)

SECTION II: TELL US ABOUT YOUR PROJECT

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

13. Project Title*
 - Should you be funded, this title will be utilized on CreativeSonoma.org, in promotional materials, and in reports to the County Supervisors.
14. Provide a 2-sentence description of the project.* (Word Limit: 50)
 - Should you be funded, this description will be utilized on CreativeSonoma.org, in promotional materials, and in reports to the County Supervisors.
15. Amount of Funds Requested (maximum of \$5,000)*
16. Where will your project take place? Include the name of the location, and either an exact address or a range of addresses.* (Word Limit: 25)
 - Examples:
 - St. Rose Neighborhood, Washington St. between Klute and 10th St., Santa Rosa
 - Bus Stop in front of Safeway, 16405 CA-116, Guerneville
17. Briefly state your project timeline, from planning through presentation or installation date(s).* (Word Limit: 50)
18. Describe your project. In addition to the basic description, be sure to answer the following questions.* (Word Limit: 500)
 - What are your project goals, including your creative and artistic objectives, and how they will be accomplished?
 - How will your project temporarily improve and/or enliven the location or site where it will take place? Why was this site chosen as a site or area that needs improvement?
 - Who will be involved in producing the project, and who are your collaborators, partners, or hosts?
 - Who is your target audience or community for this project, and how will they know about it? How many people do you envision might participate?
 - “Audience” refers to anyone that will engage with, experience, or view your project
19. How will you define and measure success of this project? This can range from numbers of people involved or participating, to results such as temporary beautification or improvement of a site, to verbal reports on participants’ experiences.* (Word Limit: 150)
 - Examples:
 - 50 park visitors will stop to participate in an art-making activity
 - 10 musicians will participate in a neighborhood porch concert event
 - Neighbors meet each other for the first time and say they feel more connected

20. Briefly describe the background of the Project Manager, highlighting the qualifications (education, experience with this type of project, and years of experience) that demonstrate their ability to produce the project.* (Word Limit: 150)

SECTION III: PROJECT BUDGET AND UPLOADS

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

21. Enter the budget for your project. The ‘Total’ lines will calculate automatically, as will the Revenue/Expenses Balance line which should equal zero. The lines with asterisks REQUIRE budget notes, as described in #22.*
- **NOTE:** Keep in mind that paying artists and creatives is a priority for this grant program.

PROJECT REVENUES	BUDGET
1. Pop Up Creativity Grant Request	
2. Other Grants*	
3. Individual Donations	
4. Corporate Sponsors/Partners*	
5. Fundraising Events/Activities	
6. Cash on Hand	
7. OTHER Revenues*	
TOTAL REVENUES	\$ -
PROJECT EXPENSES	BUDGET
8. Artistic Personnel*	
9. Administrative Personnel*	
10. Materials and Supplies	
11. Insurance, Permits, Licenses	
12. Marketing*	
13. General Office*	
14. OTHER Expenses*	
TOTAL EXPENSES	\$ -
REVENUES/EXPENSES BALANCE	\$ -

22. Explanatory Project Budget Notes.* (Word Limit: 150)
 Descriptions are REQUIRED for budget line items marked with an asterisk in #21. Reference the budget line number when entering descriptions.
- 2. OTHER GRANTS: Describe anticipated or confirmed item(s)
 - 4. CORPORATE SPONSORS/PARTNERS: Describe anticipated or confirmed item(s)
 - 7 OTHER REVENUE: Describe any other revenue item(s)
 - 8. ARTISTIC PERSONNEL: Describe rates of pay and how they are calculated
 - 9. ADMIN PERSONNEL: Describe rates of pay and how they are calculated
 - 12. MARKETING: Describe if over \$1,000
 - 13. GENERAL OFFICE: Describe if over \$1,000
 - 14. OTHER EXPENSES: Describe any other expense item(s)
23. If any in-kind contributions will support your project (including material goods, services, and staffing), state an estimate for their dollar value and briefly describe below. (Word Limit: 50)

24. FILE UPLOAD: Creative Portfolio. Include six (6) items that support the creative and artistic excellence and your vision relevant to your project.*
- **MAKE SURE each file has a descriptive title**, such as "Proposed Event Costume Design" or "Maria Rivera Artwork" or "2018 Band Performance" (i.e., do not upload items that are numbered and have no description, such as 12345.jpg).
 - File types accepted can include any mix of documents (PDF), images (JPG, PNG, GIF, TIFF), audio (MP3, WAV, OGG, WMA, FLAC, or AIFF), video (MP4, MOV, AVI, FLV or WMV).
 - Upload only one image or item per file (i.e., no collages or multi-image files).
25. FILE UPLOAD: Project Lead Resume*
- Upload the Project Lead's resume as a PDF file.
26. FILE UPLOAD: Two Letters of Support*
- **Letter #1** should be from the site owner/operator
 - **Letter # 2** should be from another stakeholder in the project such as 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 as described in Letter #2.
 - **PLEASE NOTE:** *Paid participants in the project, current 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.*
 - Upload the Letters of Support as PDF files.

BEFORE YOU SUBMIT: Please check that all the items below have been completed and/or uploaded. **Incomplete applications will not be reviewed.***

- Project Budget completed in #21
- Six (6) Creative Portfolio uploaded in #24
- Project Lead Resume uploaded in #25
- Two (2) Letters of Support uploaded in #26p

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

The submitter of this application declares that s/he has carefully examined the Sonoma County Pop Up Creativity Grant Guidelines and agrees that if funds are awarded, to contract with the County to furnish the services as specified, in accordance with this grant application.

2019 Pop Up Creativity Grants are made possible with funding from the County of Sonoma. Special thanks to the City of Los Angeles Department of Cultural Affairs for its inspiration in the design of this program.