2019 Pop Up Creativity Grants
GUIDELINES and 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

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

GUIDELINES

OVERVIEW

Creative Sonoma Pop Up Creativity Grants (PUCG) are an opportunity for Sonoma County residents to propose temporary creative enhancement or engagement projects on streets, sidewalks, alleys, plazas, or public spaces (interior or exterior) where creativity is only occasional or completely absent.

All projects should be temporary installations, performances, or experiences that are free and accessible to the community, and appropriately sited in public places or within public view. These projects should be on a scale that they can be planned, developed, and executed within a 2-5 month production schedule. Projects must occur or be inaugurated during the funding period of January 1 – June 30, 2020, and can last for as little as one day or during the entire funding period. The PUCG aims to support the following:

- **Small festival-style projects** (such as art walks or street fairs) which aim to enliven a corridor (a single street spanning one or more blocks), or a neighborhood plaza, park, or other public convening space, while building collaboration and economic development among neighborhood businesses.
- **Pop-up projects** (such as cultural presentations, creative engagements, temporary art installations) proposed by individuals or groups of artists who live or work in the neighborhood of the proposed project, and are planned in alliance with one or more local neighborhood association, government (city, county, etc.), or business.

PUCG funds are best used for the interactive presentations of professional artwork and the best proposals will focus on two elements: improving the site and an activity which can be related to passersby and draw a community audience or participants. The highest use of PUCG fees is to pay artists, who are named in the proposal. 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.

ELIGIBILITY

Applicants may include individuals, creative groups/collectives (applying under the name of a single creative leader), limited partnerships, non-profit organizations, or commercial businesses that do not currently have an active grant contract with Creative Sonoma.

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, foundations, commissions, and boards (individuals employed by the County of Sonoma may apply, with the exception of Economic Development Board staff)
- Grantees of the following Creative Sonoma programs: 2019 Summer Arts Youth Program Grants, 2019 Arts Education Innovation Grants, 2019 Next Level Grants for Musicians, 2019 Discovered Award winners, and 2017 & 2018 Pop Up Creativity Grants
- Ongoing projects (annual events, seasonal series, etc.) or established regular activities

APPLICATION AND PROGRAM REQUIRENTS
Please read these carefully, and contact Creative Sonoma if you have any questions:
- **NEW:** Project must be FREE to the community, either to view or to participate.
- **REVISED:** The following items are required to have in place prior to submitting an application.
    - An exact address or a range of addresses for the project: 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 entities surrounding the site.
    - Two letters of support for the project (not a professional recommendation, as in prior years):
        1. The first letter should be from the site owner/operator (ex: the owner of a wall facing X Street, an empty lot facing Y Street, or the Z bus stop). *If the owner/operator is the applicant, then both letters should be from partners/alliances as described in #2.*
        2. The second letter should demonstrate a partnership or alliance with at least one neighborhood group or business in the same area.
- Grantees will be required to 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 required to submit to Creative Sonoma before the initial grant award payment is released.
- Applicants may NOT submit more than one application, and/or may not be listed as lead artist for more than one application.
- Applicants are NOT required to raise matching funds for the project, but indication of additional funds including fundraising, crowd-funding, sponsorship, etc., are welcome as indication of community support.

PUCG funds may NOT be used to pay for:
- **NEW:** Projects that primarily take place out of public view and/or that include ticketed events
- **NEW:** Contests or competitions with entry fees and/or cash awards
- Projects that support political rallies or election campaigns or that are primarily religious in nature or intent
- Construction of long-term street, park, or public space improvements
- Purchase of permanent equipment (depreciable assets should be rented and not purchased)
- Enrollment or membership programs that are limited to certain individuals or groups
- Fundraising events or galas

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.

EVALUATION CRITERIA
A peer review panel, drawn from experts outside of Sonoma County, will assess these grants on the following five criteria:
- Innovation and creativity of idea
- Community partnerships and/or alliances
- Potential impact on community engagement and vibrancy
- Feasible timeline and realistic budget
- Completeness and clarity of application

HOW TO APPLY

Consider registering for and attending the Grant Info Session (in person or via phone) on **Thursday, August 22, 2019**, 5:30-6:30pm, as well as the Application Workshop on **Thursday, September 5, 2019**, 5:30-7:00pm. Both sessions take place at the Creative Sonoma office, 141, Stony Circle, Suite 110, Santa Rosa, or call in at 707-565-8996 (no access code necessary). RSVP or register via the grant website, www.CreativeSonoma.org/grants/pop-up.

In addition to reviewing these Guidelines, make sure to thoroughly review the Application Help Tool (pages 5-8 of this packet), 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, which will appear in the list of open grants on **August 1, 2019**.
- You may save a draft of your application, but must officially submit it no later than **Thursday, September 26, 2019** 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 Support
- Six (6) Creative Portfolio work samples

QUESTIONS

Additional questions may be emailed to CreativeSonoma@sonoma-county.org or call 707-565-6121.

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.

APPLICATION HELP TOOL

This document contains all of the questions found on the online application. Please review the Pop Up Creativity Grants Guidelines, pages 2-4 of this packet, 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:
        o St. Rose Neighborhood, Washington St. between Klute and 10th St., Santa Rosa
        o 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?
        o "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:
        o 50 park visitors will stop to participate in an art-making activity
        o 10 musicians will participate in a neighborhood porch concert event
        o 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 items uploaded in #24
- ☐ Project Lead Resume uploaded in #25
- ☐ Two (2) Letters of Support uploaded in #26

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.