



2019 Pop Up Creativity Grants GUIDELINES

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

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Pop Up Creativity Grants

GUIDELINES

2019 UPDATE: Although similar to prior years' grant guidelines, some of the requirements have been expanded and defined in more detail, and are marked as "new" or "revised" below.

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 REQUIREMENTS

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, 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.