



## Creative Reopening Funding Opportunity for Sonoma County Chambers of Commerce

**APPLICATION PORTAL OPENS: JULY 1, 2020**

**APPLICATION DEADLINE: JULY 17, 2020**

**FUNDING PERIOD: July 1, – October 31, 2020**

### PROJECT GUIDELINES

#### DESCRIPTION

Creative Sonoma is happy to bring a funding opportunity for **Sonoma County Chambers of Commerce** to incorporate the arts in their business districts' safe spacing reopening plans. Specifically, these funds can be used to engage artists and/or arts organizations to enliven temporary open spaces that are being used to expand the footprint of local businesses (restaurants, retail, etc.) in order to meet safety protocols. For example, communities are considering closing streets, alleys, parking lots and bridges to car traffic in order to allow tables and chairs, or other retail displays to temporarily occupy the new spaces. The arts can be used to re-frame those public spaces to be suitable and inviting for community members.

Applications will only be accepted from Sonoma County-based Chambers of Commerce. The project will fund 5 projects, at least one per Supervisorial District, in addition to a project already underway in downtown Santa Rosa.

The timeline is abbreviated in order to get funds for these projects into the community as soon as possible, knowing that the need is immediate. The funding period, during which projects should be developed, installed, and activated is for **July 1 – October 31, 2020**.

Partnerships between two chambers will be considered. If you are interested in submitting an application in partnership with another Chamber, please contact Kristen Madsen ([Kristen.madsen@sonoma-county](mailto:Kristen.madsen@sonoma-county)) in advance of submitting.

Artists' roles may include:

- developing wayfinding signage for the footprint of the project as well as to participating businesses
- working with city engineers to fabricate and/or artistically embellish the temporary barriers that will be required for the closing
- planning and/or design work, as appropriate
- using the streets and sidewalks as a canvas for creativity, including bringing an artistic eye to the necessary 6' spacing requirements
- designing effective messaging strategies and campaign materials, including advancing updates and protocols from the County Health Officer as they apply to this space

- other performing and visual art projects to enliven the “space” and socially engage the patrons (at appropriate distances)
- developing creative documentation of the project including observations and stories from community members – owners, patrons, civic leaders, etc. – about the effect of the project in shaping our post-COVID community

## ELIGIBILITY

Chambers of Commerce operating in Sonoma County

## AWARD AMOUNTS

Contracts will be awarded for up to \$30,000. At least fifty percent (50%) of the award must be allocated to artist’s fees and artistic materials.

## KEY REQUIREMENTS

- Commitment from Partners on the project including:
  - Owners of any of the re-purposed sites (i.e., municipalities overseeing streets, sidewalks, parks or private owners where appropriate)
  - At least one arts organization or artist who will serve as advisor and resource for solicitation and selection process for artists\*
  - Other appropriate entities including municipal Economic Development staff
- Use of alternative outdoor space to expand the business footprint

*\*Creative Sonoma can be a resource, as available, to provide artist contacts, art solicitation templates, etc.*

## REVIEW CRITERIA

- Impact:
  - demonstrate the potential to contribute to a successful and safe reopening of the target area/businesses
  - demonstrate intent to create a vibrant and inspiring outdoor experience through art
- Innovation:
  - show creative ideas or concepts for re-purposing of designated space
  - show creative ideas or concepts for integrating the arts experiences into the fabric of the project
- Readiness:
  - demonstrate the ability to undertake and successfully execute the project in accordance with proposed description, timeline and budget
- Partnerships:
  - demonstrate solid engagement of key partners including those listed above, municipal economic development staff, and others as appropriate

### Priority will be given to projects that:

- Incorporate art into the infrastructure of the project as well as in temporary objects/performances that will be gone once the project is finished, i.e., artistic upgrades to existing fixtures, etc.
- Demonstrate community buy-in for the project through either cash or in-kind matching funds. A cash or in-kind match is not, however, a requirement for this project.
- Incorporate creative interactive opportunities to encourage patron and community member engagement with the businesses, artworks, and/or the community in general.

## ADDITIONAL CONSIDERATIONS

Because this funding is provided, in part, from federal resources, the following items must be considered when developing the budget and choosing the locations for the project.

### Ineligible Costs \*\*

Creative Sonoma funding cannot be utilized for the following:

- Costs incurred before the beginning or after completion of the official period of performance
- Marketing expenses not directly related to the project
- Hospitality costs and social functions such as receptions, parties, as well as food/meals that conclude a program or event
- Concessions
- Alcoholic beverages
- Gifts/prizes
- Permanent public art
- Contributions/donations to other entities
- Fines and penalties
- Lobbying or voter registration drives
- Audit costs
- Visa costs
- General fundraising
- Land purchase costs, construction or renovation of building structures
- Vehicle purchase costs
- Audit costs not directly related to a Single Audit A133
- Cash reserves or endowments

*\*\*Some of these items may be allowable as part of your overall project, but they must be funded by matching fund or in-kind provision.*

### Attestations

Should you be awarded a contract, you will be required to attest to the following:

- No lobbying will occur
- All activities will be ADA Accessible
- All activities will be compliant with National Historic Preservation and National Environmental Policy Acts:
  - The project will not cause effects to historic properties (properties that are older than 50 years of age).
  - No digging/trenching/tent stakes that require ground disturbance.
  - No permanent public art (including murals)
  - No attaching of wayfinding signage, or temporary artwork where hardware is in a historic district and/or will be attached to historic buildings.

### QUESTIONS

Please contact Kristen Madsen at [Kristen.Madsen@sonoma-county.org](mailto:Kristen.Madsen@sonoma-county.org).

## PROJECT APPLICATION

Applicants will need to have or create an account in Submittable, Creative Sonoma's online application portal. No handwritten or paper-based applications will be accepted.

Once the application opens on July 1, 2020, it will appear in the list of open applications. The link to the portal can be found under "How to Apply" on [www.creativesonoma.org/creative-reopening/](http://www.creativesonoma.org/creative-reopening/).

### SECTION I: Contact Information

This section collects basic contact information for the applying Chamber of Commerce.

### SECTION II: About the Project

Items with an asterisk are required. **Word limit for narrative answers is 500 words per question.**

1. **DESCRIPTION:** How will your Creative Reopening project temporarily improve and/or enliven the location where it will take place? Why was this location chosen as an area that needs assistance in reopening and/or improvement?\*
2. **FOOTPRINT:** Be as specific as possible in detailing the address(es) of the location in which the project will take place. (EXAMPLE: Main Street between 4th and 5th Avenue; Pedestrian Bridge from State Street entrance to Park Street)\*
  - NOTE: Because this project is funded, in part, with federal funds, all sites must comply with the National Historic Preservation Act and/or the National Environmental Policy Act. See the Guidelines document for more information.
3. **PERSONNEL AND PARTNERS:** Who will be involved in producing the project, and who are your collaborators and partners?\*
- NOTE: Partners should include local municipalities (economic development staff/departments, public works, etc.), other entities that have ownership interests in the location (business owners) and a local arts organization/artist consultant.
4. **AUTHORIZATIONS AND LOGISTICS:** Briefly describe any required authorizations and permits that are required to complete this project and attest that they have/will be received during the duration of the project.\*
  - NOTE: Include public works issues that are relevant, i.e., street cleaning, trash pick-up etc., and confirm that the appropriate parties have agreed to this project and will execute a plan for maintaining those activities.
5. **ARTWORK:** Briefly describe of how you envision incorporating artwork into this project as well as your artist solicitation and selection process. (If you already have a plan for the artwork types and their locations, describe them here.)\*
  - NOTE: A recommended artist selection process and scoring metrics will be available for your use. Creative Sonoma can be a resource, as available, in providing artist contacts, art solicitation templates, etc.
6. **TIMELINE:** Provide a brief timeline for when you can start the project and when you will have the majority of the artwork produced and incorporated/installed/scheduled. A complete list of ineligible costs will be posted to: <https://www.creativesonoma.org/Creative-Reopening/> shortly.\*

- NOTE: These projects are intended for the summer and fall reopening plans to support local economies, and the contracts will be for work to be accomplished during July - October 2020.

7. REQUESTED CONTRACT AMOUNT: You may apply for up to \$30,000.\*

8. PROJECT BUDGET: Complete the budget form outlining all revenues and their sources (including the contribution from Creative Sonoma) and all expenses for the project.\*

NOTES:

- A match is not required, but welcome as a demonstration of community support; matches can be utilized to cover the items which are ineligible to be purchased or supported with Creative Sonoma funding.
- 50% of all expenses must go to arts costs (artist fees, artists' materials, etc.)
- Administrative costs are allowed.
- Do not represent any in-kind support in this budget, instead describe it in #10.
- A complete list of INELIGIBLE COSTS is included in the Guidelines document above. Please review this list before preparing your budget.

PROJECT REVENUES	BUDGET AMOUNT
1. Creative Sonoma Request	
2. Grants*	
3. Corporate Sponsors/Partners*	
4. Municipal Funding*	
5. Cash on hand	
6. OTHER Revenues*	
<b>TOTAL REVENUES</b>	<b>\$ -</b>
PROJECT EXPENSES	BUDGET AMOUNT
7. Artist Fees and Materials*	
8. Administrative Costs*	
9. Materials/Supplies (non artistic)	
10. Legal, Insurances, Licenses	
11. Marketing	
12. OTHER Expenses*	
<b>TOTAL EXPENSES</b>	<b>\$ -</b>
<b>REVENUES/EXPENSES BALANCE</b>	<b>\$ -</b>

*Balance should equal zero. Totals are automatically generated.*

9. BUDGET NOTES: Descriptions are REQUIRED for budget line items marked with an asterisk in #8. Reference the budget line number when entering descriptions.\*

- Required budget notes are for the following line items:

REVENUES:

- GRANTS: Describe anticipated or confirmed items
- CORPORATE SPONSORS/PARTNERS: Describe anticipated or confirmed items
- MUNICIPAL FUNDING: Describe anticipated or confirmed items
- OTHER REVENUES: Describe any revenues entered in this line and amounts

EXPENSES:

7. ARTIST FEES AND MATERIALS: Describe hourly or project rates of pay for artist fees and artistic material amounts
  8. ADMINISTRATIVE COSTS: Describe what you are including in these costs (may include personnel, administrative operations and overhead)
  12. OTHER EXPENSES: Describe any expenses entered in this line and amounts
10. IN KIND PROJECT SUPPORT: If applicable, describe any in-kind contributions of goods and services, and give estimated amount and calculation assumptions (i.e., XX goods @ \$XXX each, or XX Staff hours @ \$XXX/hour).\*
  11. LETTER(S) OF COMMITMENT OR SUPPORT: Upload at least one (1) and up to three (3) letters from key partners (pdf).\*
    - NOTE: Letter(s) should be from: owners of any of the proposed sites (i.e., municipalities overseeing streets, sidewalks, parks or private owners where appropriate); the participating arts organization or lead artist; other appropriate entities including municipal Economic Development staff.
    - If you have obtained more than three letters, please choose the three that are the most integral collaborators for the success of the project.

**Before you submit**, it is required to agree to the Terms of Use in Submittable.

“The submitter of this application declares they have carefully examined the project guidelines and agrees that if funds are awarded, to contract with Creative Sonoma (as County of Sonoma) to accept the funds for the use describe herein and to report on their impact.”

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