



# ArtSurround 2022: A Creative Placemaking Program

## ARTIST COHORT Application Packet

### Supporting Creativity and Community

**Online Application Opens:** Tuesday, April 5, 2022

**Application Workshops:** Wednesday, April 13, 2022, 7pm | Thursday, April 14, 2022, 12pm  
(Simulcast Spanish interpretation provided at both sessions.)

**APPLICATION DEADLINE EXTENDED to Wednesday, May 4, 2022, 11:59pm PT**

**Cohort Announced:** by Friday, May 13, 2022

**Funding Period:** June-December 2022

**Cohort Training (Required):** June 18-20, 2022 (in-person)

### TRANSLATION

This document is available in Spanish on the ArtSurround webpage,  
[www.CreativeSonoma.org/ArtSurround/](http://www.CreativeSonoma.org/ArtSurround/).

Creative Sonoma is committed to an equitable, inclusive, and accessible application process for the ArtSurround Program. We are seeking arts and culture workers of all races, cultural backgrounds, abilities, and gender identities to apply. If you require any assistance in accessing program information or require an accommodated application process please reach out for more information.

The ArtSurround Program is made possible by funding from the William and Flora Hewlett Foundation, City of Santa Rosa Public Art Program, and community partners.

### Questions?

Email [CreativeSonoma@sonoma-county.org](mailto:CreativeSonoma@sonoma-county.org) or call 707-565-6121

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# ARTSURROUND 2022

## Artist Cohort Guidelines

### OVERVIEW

ArtSurround is a collaborative effort among the public, private, and nonprofit sectors to enhance Sonoma County's creative vitality by supporting artists and infusing the arts into our public realm. The program engages businesses and public agencies that endeavor to enhance community livability through the arts, and fosters public imagination by supporting artists who work at the intersection of inspiration and effective community arts engagement. As a result, ArtSurround advances our communities by embracing our individual and shared stories, demonstrating community cohesion, and expanding our definitions of public space and belonging.

### PROGRAM DESCRIPTION

This program will engage two different cohorts: Artists and Advocates, who will work on parallel tracks to increase community arts engagement across Sonoma County.

#### Artist Cohort

This group will be comprised of approximately twenty to thirty (20-30) individual artists and culture workers who are interested in building a practice in community engagement and public art. This cohort will participate in customized training to enhance their skills to engage communities, transform public spaces and processes, and use the arts to address civic and business challenges. Artist cohort members will each receive a grant to fund a temporary art project that they develop as a "case study" during their participation in the program.

- Artist Cohort members must commit to up to twenty (20) hours of training on two-and-a-half (2.5) days during **June 18-20, 2022**.

#### Advocate Cohort

This group will be comprised of business, government and nonprofit leaders who are interested in utilizing the arts as a tool to build creative communities. This cohort will receive access to presentations, model programs, and training on best practices for collaborating with artists to achieve shared objectives.

- Advocate Cohort members must commit up to twenty (20) hours of Cohort activities and meetings in order to be considered, including a half-day of training on **June 20, 2022**.

Advocate Cohort members are required to contribute resources to ArtSurround including, but not limited to:

- Funds for public projects in their respective communities
- Access to spaces for which the projects may be produced
- Connections to community members who can help advance the project goals
- Promotion of ArtSurround and its individual projects

### Program Processes

These two Cohorts will work independently, but will meet together several times over the project in order to learn about the other Cohort's processes and challenges, and to brainstorm solutions.

- Artists will learn how to increase their competitiveness for commissions, and the key distinctions between working with government versus the private sector.
- Advocates will learn how to collaborate effectively with artists, and how to apply their creative skills to civic and business challenges and opportunities.

Before the Artist Cohort is selected, the ArtSurround team will have compiled a list of spaces that are available throughout Sonoma County for arts and culture projects. Additionally, artists that have

specific projects in mind for installation or implementation in the City of Santa Rosa may submit their project ideas in the ArtSurround application. Once the Artist Cohort is selected, artists will be matched with available sites **either as solo artists or as an artist team, and/or will be notified that their proposed project for Santa Rosa Public Art Program will be funded and developed.**

Artists or artist teams will develop their project, including design and community engagement activity planning, during the required training during **June 18-20, 2022** (exact times to be determined) and thereafter until the project is installed or implemented, ideally by the end of December 2022.

At the end of ArtSurround's first cycle, it is anticipated that a dozen or more public art projects will have been produced by Artist Cohort members in multiple communities throughout Sonoma County.

### **BENEFITS TO ARTIST COHORT**

1. **Training** focused on artists working in community, led by nationally recognized **Springboard for the Arts** (<https://springboardforthearts.org/>) will be provided and is required. Estimated time commitment is 20 hours for the training and meetings, the majority which will take place during a two-and-a-half (2.5) day training on **June 18-20, 2022** and led by Springboard for the Arts staff. The training will focus on community engagement strategies, techniques, and creative placemaking skills, while maintaining artistic integrity and practice. The training will also help participants expand their ability to instill a sense of pride in place through their work to ultimately enhance Sonoma County's overall appreciation for the role of art in community.
  - a. **In advance of the customized training in June 2022, applicants are highly encouraged to attend Springboard for the Arts' FREE Art-Train program, <https://springboardforthearts.org/art-train-training-artists/>, which is held on the second Tuesday of each month, and/or to download and read their *Handbook for Artists Working in Community*, available at <https://springboardforthearts.org/artists-working-in-community/>.**
2. **Funding:** Grants will be awarded to Artist Cohort members to implement a public art project. Grants to each individual will range from \$1,000 - \$10,000. Artist Cohort members will use their funded project as the subject of their training for real-time development.
3. **Access to a space or site** in the public arena to produce a project.
4. **Networking and partnerships.** The Artist Cohort will benefit from peer learning and networking within their own cohort, as well as with networking with the Advocate Cohort and the communities associated with their assigned site.

### **DEFINITIONS**

Public projects may include but are not limited to temporary installations, performances, art walks, and cultural presentations. Locations can include streets, sidewalks, alleys, plazas, storefronts, or public spaces (interior or exterior). Some additional project examples include, but are not limited to, the creative upgrading of existing physical structures, pop-up lounges to gather community stories or feedback on a critical community issue, and community murals.

For the purposes of this program, "temporary installations" are defined as those that are in place for as little as one day or up to twelve (12) months and then removed, unless otherwise arranged with the funding agency and/or property owner.

All projects should be 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 two to six (2-6) month production schedule.

## WHO IS ENCOURAGED TO APPLY

Individual artists and culture workers as described below are encouraged to apply.

- You are a creative practitioner, organizer, teaching artist, and/or culture bearer who is interested in building or growing your practice and skills in community engagement and public art.
- You work in any of the following creative disciplines: craft or artisanal trades, design and applied arts, literary arts, media arts, multidisciplinary arts, performing arts, traditional and folk arts, or visual arts.
- You are a full-time resident of Sonoma County, California, age 18 or older. Non-United States citizens are welcome to apply with work authorization in the United States.
- All Sonoma County residents are encouraged to apply regardless of race, color, ethnicity, national origin, sex, gender identity, religious creed, age, and any other protected basis.

### Who will NOT qualify for participation:

- Staff to and members of the City of Santa Rosa Art in Public Places Committee
- Staff of the Sonoma County Economic Development Board, its Board of Directors, or the Creative Sonoma Advisory Board
- Creative Sonoma grantees and contest winners of the following programs during the past five (5) years:
  - 2022 Arts and Cultural Equity Fellowship Grants
  - 2017, 2018 or 2019 Next Level Grant for Musicians or Songwriting Contests
  - 2017 or 2019 Discovered Program Awardees

## APPLICATION REVIEW AND EVALUATION:

Applications to join the Artist Cohort will be reviewed by a diverse panel comprised of community and arts peers, funders, and representatives from program partners. Reviewers will assess applicants' materials based on the following:

- Previous achievements, technical competence, and future promise in their creative and cultural pursuits
- Work that is driven by collaboration, equity, and reciprocity
- The ability to tell stories that span issues and experiences through their artwork or creative process, and/or an interest in building community ecosystems through integration of arts and culture into the public realm

A broad geographic distribution of grant funds throughout the county is a desired outcome, as is a variety of disciplines represented among chosen program participants.

## HOW TO APPLY

The application is as streamlined as possible while still gathering the information necessary to assess it. If you require any assistance in accessing ArtSurround program information or require an accommodated application, please reach out for more information.

- Spanish translation services and one-on-one assistance may be available. Email [CreativeSonoma@sonoma-county.org](mailto:CreativeSonoma@sonoma-county.org) if you need assistance.
- Read this Application Packet thoroughly, which includes all of the application questions. This document is available for download in either English or Spanish at [www.CreativeSonoma.org/ArtSurround/](http://www.CreativeSonoma.org/ArtSurround/).
- Either click the black SUBMIT button on the grant webpage or go to Creative Sonoma's Submittable account (<https://creativesonoma.submittable.com/submit>) to begin your application, which will appear on the platform on **Tuesday, April 5, 2022**.
- Application Workshops will be held via Zoom on **Wednesday, April 13, 2022** at 12:00-1:00pm PT and **Thursday, April 14, 2022** at 7:00-8:00pm PT (simulcast Spanish interpretation provided)

for both). The first portion will be devoted to general information and time for questions, followed by a line-by-line application review for those who would like further instruction. The sessions will be recorded and sent to all who register and will be posted to the webpage. Register via the link on the webpage: [www.CreativeSonoma.org/ArtSurround/](http://www.CreativeSonoma.org/ArtSurround/).

- You may save a draft of your application, but must officially submit it no later than the deadline on **Wednesday, May 4, 2022 at 11:59 pm PST** (deadline extended from April 26).
- Those accepted into the Artist Cohort will be notified by **May 13, 2022**.
- If you do not have access to the internet, please call 707-565-6121.

#### **GRANT AWARD NOTICE, PAYMENTS, FINAL REPORT**

Grant funding for Artist projects are provided via multiple ArtSurround partners. Once the Artists are matched to their projects, the Artists will be contracted by the agency providing the project funding.

- For those receiving funds directly from Creative Sonoma, grantees will receive 90% of their award upon contracting with the County of Sonoma and the final 10% of their award when their project is nearing completion (a date to be determined when the Artist's contract is developed); the payments are dependent upon fulfilling goals set forth in the contract.

#### **Grant funding restrictions:**

- Depending on the agency providing the project funding and the amount of the grant, some artists may need to provide insurance.
- Public art performance pieces are eligible for grant funding, but may be limited to the sites wherein the artist, site owner or operator can provide insurance and liability coverage for the performance(s).

#### **Grant funding may NOT be used for:**

- Re-granting of funds
- The sole intent to present a fundraising activity
- Lobbying, advocating or campaigning for political candidates or elections, including ballot measures
- Promotion of religious views or advocating for one religion over another

## APPLICATION QUESTIONS

All of the questions found on the online application are below, and are intended as a preview and guide. Please ensure that the instructions are followed for each question. Incomplete applications or those submitted after the deadline will not be reviewed. All applications must be submitted online via Submittable (<https://creativesonoma.submittable.com/submit>). *Items with an asterisk are required.*

### BEFORE YOU BEGIN: ARE YOU ELIGIBLE TO PARTICIPATE IN THE ARTS AND CULTURAL EQUITY FELLOWSHIP PROGRAM?

- A. Are you a full-time resident of Sonoma County, age 18 or older?\*
- B. Are you a creative practitioner, administrator or organizer, teaching artist, and/or culture bearer that works in a creative arts discipline?\*

*If you choose “No” to either A or B, you are not eligible to participate in the ArtSurround program.*

### SECTION I: ABOUT YOU

1. Last Name\*
2. First Name (and Middle Name or Initial, if used professionally)\*
3. [OPTIONAL] Preferred Pronouns
4. Email Address\*
5. Physical Home Address: Street, City, State, Zip (must be a Sonoma County address)\*
  - The ArtSurround Artist Cohort is for Sonoma County-based arts and culture workers. Our intent in asking this question is to ensure that funds will be used by a Sonoma County resident. All information provided will be evaluated in private and not shared externally.
6. Sonoma County Supervisorial District in which the Applicant is based.\* (Choose one item from the drop-down menu; based on your physical home address.)
  - District listing can be found at [www.sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/](http://www.sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/)
7. Mailing Address\*
  - If the same as your Physical Home Address, write in “same as above.”
8. Daytime Phone Number\*
9. Under which category does your PRIMARY arts and culture discipline best fit? (Choose one.)\*
  - Craft or Artisanal Trades** (creates material objects partly or entirely by hand: glass, metal, wood, fiber, clay, and other materials)
  - Design and Applied Arts** (architecture and interior design, textiles, fashion, graphic, web)
  - Literary Arts** (poems, short stories, novels, creative writing, script writing, etc.)
  - Media Arts** (using electronic media: digital, computer, film, television, radio, audio, video, the Internet, interactive and mobile technologies, video games, etc.)
  - Multidisciplinary Arts or Other** (using more than one artistic discipline)\*
  - Performing Arts** (theater, dance, singing, music, spoken word, puppetry, circus, etc.)
  - Traditional and Folk Arts** (arts that reflect a cultural community’s shared sense of aesthetics and meaning, and include music, sacred and secular crafts, occupational traditions like boatbuilding, quilting, and musical instrument making, folk and ethnic dance, and expressive culture associated with religious belief or seasonal celebrations)
  - Visual Arts** (printing, drawing, painting, ceramics, photography, etc.)

9a. If you choose Multidisciplinary Arts or Other as your PRIMARY discipline, describe it in a few words. Please do not list secondary disciplines in this space.\*

10. Optional: Please provide links to your website or social media account(s) that are dedicated to your arts and culture work, if available.

- Do not include personal social media accounts; only utilize this field if the account is dedicated to your arts or culture work.

## SECTION II: YOU, YOUR WORK AND YOUR GOALS

For numbers 11, 12, and 13, you may either type a response or submit a video of you verbally answering the question. Select your preferred option under each item to proceed. If English is not your primary language, please feel free to answer in your personal primary language.

11. Briefly describe who you are as an art and culture worker and the “WHY” behind your creative work. If you have experience in public art or community arts processes, please include a description of that experience. Include how you have learned to do your work, whether through hands-on learning, formal training or education, participating in community or family traditions, or any other ways of learning.\*

Choose method of response: (*Word Limit: 500 words or 3-minute video*)

- Written Response (text box will appear)
- Video Upload (upload link will appear)
- Video Link (URL link box will appear)

12. If you have experience working collaboratively in community—either through your artwork or otherwise—please describe it. If not, please describe what you, as an artist or culture bearer, would like to learn about working collaboratively in community.\*

Choose method of response: (*Word Limit: 300 words or 2-minute video*)

- Written Response (text box will appear)
- Video Upload (upload link will appear)
- Video Link (URL link box will appear)

13. Discuss the potential impact that participating in the Artist Cohort training and grant might have on you, your career or artistic goals, your art form or cultural work, and/or your community.\*

Choose method of response: (*Word Limit: 300 words or 2-minute video*)

- Written Response (text box will appear)
- Video Upload (upload link will appear)
- Video Link (URL link box will appear)

14. Do you already have a project in mind for a specific location in Santa Rosa or in another Sonoma County location?\*(check all that apply)

- Yes, in Santa Rosa (*if you choose this options, #14a will appear in the online application*)
- Yes, in a Sonoma County location outside of Santa Rosa (*if you choose this options, #14b will appear in the online application*)
- No, I am submitting my general qualifications

14a. Specify the Santa Rosa location (exact street address or site name) and briefly describe the public art installation or activity you are proposing.\* (*Word Limit: 150 words*)

14b. Specify the Sonoma County location outside of Santa Rosa (exact street address or site name) and briefly describe the public art installation or activity you are proposing.\* (Word Limit: 150 words)

15. Potential Artist Cohort members are encouraged to take Springboard for the Arts FREE **Art-Train Individual Artist Training** (<https://springboardforthearts.org/art-train-training-artists/>) which is held on the 2<sup>nd</sup> Tuesday of each month, 11am-2pm PT. Have you or will you take this training?\*(Select one.)

- Yes, I took this training earlier this year
- Yes, on April 12, 2022
- Yes, on May 10, 2022
- Yes, on June 7, 2022
- No, I will not be able to take training

### SECTION III: WORK SAMPLE UPLOADS

16. UPLOAD: Samples of Your Arts and Culture Work\*

- To better understand the style and type of work you create please include any combination of six (6) total images, video, audio, documents, or other examples of relevant prior or current creative work. Recent work (2018 or later) is preferred and highly encouraged.
- Examples of impactful work samples might be photos of your public art pieces, video clips of performances, writing samples, music tracks, community event proposals, etc.
- Submit only one item per file type. Please do not submit photo collages of multiple images, or multiple different projects all within one pdf.
- **BE SURE** to name uploaded files with representative titles, such as “Community Mural by J. Rivera in Santa Rosa” or “Mixed Media Sculpture by R. Jones.”
- File types accepted can include any mix of documents (PDF), images (JPG, PNG, or GIF), audio (MP3, WAV or AIFF), or video (MP4, AVI, MOV, or WMV).

17. WORK SAMPLE ITEM DESCRIPTIONS: Include title, date, materials, dimensions, performance or installation location, and a brief description of the project (no more than a few sentences) for each item shared in #16.\*

18. UPLOAD: Resume or Curriculum Vitae (CV)\*

- If you have a resume or CV for your creative work, please upload that document. If you do not have one for your creative work, please upload your work history resume or CV.
- Accepted file types include PDF, DOC, or DOCX.

### 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.

- REQUIRED: Six (6) samples of your arts and cultural work uploaded
- I commit to attending the June 18-22, 2022 ArtSurround training, except in cases of emergency

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

I declare that I am a full-time resident of Sonoma County, and that I have carefully examined the ArtSurround Program guidelines and agree that if funds are awarded, to contract with the County of Sonoma or other funder to furnish the services as specified in accordance in the resulting contract.