



2016 Music Grant Application Supporting Creativity in Sonoma County

Deadline to apply: June 6, 5:00 pm

Awards announced: July 2016

Funding period: July 2016-July 2017

Applicant Orientation Session: May 17, 1:00 – 3:00 pm

Questions? Email Kristen.Madsen@sonoma-county.org or
Samantha.Kimpel@sonoma-county.org

CREATIVE SONOMA

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

**Next Level Grants
Application
Deadline: June 6, 2016**

Please review the Next Level Grant Guidelines located at: <http://tinyurl.com/NextLevelGrantApplication> prior to completing this application. The guidelines provide detailed eligibility requirements of applicants under which funding may be awarded. Handwritten or incomplete applications will not be reviewed. **PLEASE PRESS TAB, NOT ENTER, BETWEEN FIELDS IN THIS APPLICATION.**

Applications must be submitted via email to: NextLevelCreativeSonoma@Sonoma-County.org

WHO ARE YOU AND HOW DO WE COMMUNICATE WITH YOU?

Applicant (Musician or Group Name) _____

Contact Person (if different than Applicant) _____

Email Address _____

Mailing Address _____

City, State, Zip _____

Phone Number _____

Website Address _____

Facebook _____

Twitter _____

Other Social Media _____

IRS Tax Exempt Number, if applicable _____

Sonoma County Supervisorial District that each member of your group resides in. District listing, by home address, can be found at: <http://sonomacounty.ca.gov/Board-of-Supervisors/Services/Supervisorial-District-Lookup/>

Group member 1 _____

Group member 2 _____

Group member 3 _____

Group member 4 _____

Group member 5 _____

Group member 6 _____

More (if necessary) _____

Project for which funds are being requested (name your project here):

Please list the professional areas you feel would be most beneficial to you for one-on-one consulting to help you maximize the impact of these grant funds.

What are the dates of your project?

Start Date: _____

Finish Date: _____

TELL US MORE

1. Briefly describe you/your group's career history highlighting key milestones to date. Include how long you have been performing as the individual/group that is applying. (750 characters max)

2. Briefly describe the project for which funds are being requested including overall planned activities and the manner in which they will be accomplished.
(1,300 characters max)

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3. Describe your music career goals, the challenges you face, and how this grant will help you move forward. Please be as specific as possible. (1300 characters max)

4. Describe how you (each group member) came by his/her musical abilities, i.e., public school music programs, private lessons, self-taught, what level of music education attained, etc. – and where (Sonoma county or out-of-county) (500 characters max)

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5. Briefly outline what you think is your (or your group's) greatest strength that will help you capitalize on this grant and the professional consulting provided. (300 characters max)
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6. Do you consider that you/your group play a role in the overall creative community of Sonoma County? If yes, please describe what that is. If no, please describe why not. (1300 characters max)

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7. How will you know that the funds have made a difference (i.e., what are the measures by which you will gauge the growth and success that has occurred because of the grant funds and expertise)? (750 characters max)
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8. What didn't we ask that you would like us to know about you? (1000 characters max)

LET US HEAR YOU

Please include links here to 3 videos/audio tracks of your/your group's work that is published at an online site. The samples will be our best way to assess your artistic excellence.

TIPS:

- ◆ Please make sure that the sample reflects the applicant, i.e., do not send a solo track if a group is applying
- ◆ Although we are not asking for professionally produced audio/video, please make sure that what you send is reasonably reflective of your quality, aesthetic, etc.
- ◆ Make sure the link is active. Seriously.

1.

Track title _____

Track link _____

How long is it? _____

Where was it recorded? _____

When was it recorded? _____

List all performers _____

2.

Track title _____

Track link _____

How long is it? _____

Where was it recorded? _____

When was it recorded? _____

List all performers _____

3.

Track title _____

Track link _____

How long is it? _____

Where was it recorded? _____

When was it recorded? _____

List all performers _____

WHO LIKES YOU? (Answer as many as are applicable)

Facebook Page Likes _____

Twitter Followers _____

Monthly website hits _____

Instagram Followers _____

YouTube Views (total) _____

Highest number of downloads for a single track _____

Total number of downloads of all tracks _____

CAN WE TALK ABOUT MONEY?

Please give us some information about your finances as currently connected to your music. We are **not** asking for specific dollar amounts. This section is to help us gauge which of the varying revenue streams in music you are actively in pursuit of and to what level you are benefitting from them. This question helps us understand the context of your music career -- there are no right or wrong answers.

Total for the 2015 Calendar Year	
Revenues	
What percentage of your total music revenues was earned in the categories below last year? (approximately)	
Sonoma County Gigs (club dates, festivals, etc.)	%
Touring (outside Sonoma County)	%
Merchandise	%
Music Sales	%
Advertising	%
Licensing	%
Other	%
MUST TOTAL 100%	%
Expenses	
What percentage of your total music expenses did you spend in the categories below last year? (approximately)	
Group Salaries	%
Touring (travel, etc.)	%
Merchandise	%
Recording	%
Marketing/Advertising	%
Other	%
MUST TOTAL 100%	%

Explanatory Notes (if necessary). (500 characters max)

Next Level Project Grant Budget

Please list the items/activities on which you plan to spend the grant award, and the method for calculation. For example, if you are planning to spend all \$2500 on studio time, please list the number of hours and personnel, and their rates, in order to total \$2500. Fill in only as many lines as are necessary to describe your project.

Item	Method of Calculation	Sub-Total
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
	TOTAL	\$

ARE YOU SURE YOU ARE DONE?

Please check all the boxes below, ensuring that you have included all required elements of your application before you submit.

- I have answered ALL the questions in this application form.
- I have included links to 3 audio/video samples
- I have included an artist/group bio page (max 1 page), 2 letters of support (max 1 page each), and up to 5 pages of press clippings, etc. (optional) as a single scanned document and am attaching it, with this application, to my email submission.

The attachment can total no more than 8 pages.

SUBMISSION

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

Signature

Date

Next Level Grants are made possible with generous support from the William and Flora Hewlett Foundation, the County of Sonoma and EMG Pickups.