



2016 Music Grant Guidelines **Supporting Creativity in Sonoma County**

Deadline to apply: June 6, 2016, 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 GUIDELINES

CREATIVE SONOMA MISSION

To support and advance the creative community of Sonoma County.

Next Level Program Goals

- To build the capacity of Sonoma County musicians who have demonstrated readiness to take their career to a new level
- To recognize artistic excellence
- To cultivate public awareness and appreciation of the role of creativity in our community

Eligibility Criteria

To be eligible to apply, applicants must:

- Be residents of Sonoma County
- Be at least 21 years old
- Have a demonstrated track record in music as evidenced in the application materials
- Be able to complete the funded project within one year of the grant award

The following are not eligible to apply:

- Projects executed before grants are awarded
- Staff of the Economic Development Board or its Board of Directors
- Sonoma County government departments, boards, or programs

Next Level Grants do not require a grantee match.

Review Criteria

The following criteria will be used to evaluate each application:

- Artistic excellence
- Capacity to administer and implement the project
- Anticipated impact of proposed activity on the applicant's professional capacity and growth
- Demonstrated commitment to advancing the applicant's career
- Completeness and clarity of application

Review Process

Proposals are reviewed and scored by volunteer panelists with music experience. The Creative Sonoma Advisory Board will review these scores and finalize awards decisions.

Grant Awards

- Grantees will receive the following cash and services:
 - \$2,500 cash grant
 - 10 hours of one-on-one consulting time with professional experts in areas that align with the applicant's grant activity request
 - The highest scoring applicant will also receive one complimentary day in the EMG-TV Studio to shoot up to three live performance videos. This package also includes post production services (mixing and video editing) for the three tracks. (Valued at \$24,000).

Restrictions

Grant dollars may be used only for expenses directly related to the proposed project. These funds are not transferable to other organizations or individuals. As much as possible, funded projects must be executed as described in the grant application. Applicants should inform Creative Sonoma of any significant project or schedule changes. Unused funds or funds not used in accordance with the grant agreement must be returned to Creative Sonoma. Grantees will be required to sign a Letter of Agreement with the County of Sonoma for the award of funds.

Grantee Responsibilities

- Attend a mandatory training session, coordinated by Creative Sonoma, with a professional entertainment attorney, Summer 2016
- Attend up to 4 meetings with all grantees to share updates, challenges, progress reports
- Recognize Creative Sonoma in printed and promotional materials
- Provide 6 complimentary tickets to events supported by the grant (if any)
- Submit a final report at the completion of the grant period
- Retain financial records for the funded project in the event that they are required for an audit

How to Apply

- Register for and attend the grant orientation session (in person or via phone)
- Prepare your Required Attachments (see below) for upload based on the specifications listed.
- Go to sonomacounty.ca.gov/EDB/News/Next-Level-Grants-Available-For-Sonoma-County-Musicians/ and download the application. Fill it out completely and send via email to: NextLevelCreativeSonoma@Sonoma-County.org or deliver to: 141 Stony Circle, #110, Santa Rosa, CA 95401 no later than 5:00 pm on June 6, 2016. Applications that are not received by 5:00 pm online or in person will not be accepted.

Application Support Materials

Please include the following attachments with your completed Application Form. And please note, out of respect for our volunteer grants panelists' time, we limit the amount of support material accepted.

- On The Application Form:
 - Work samples, which serve as the key indication of the artistic excellence of the musician/group, so please submit clips you believe show you in your best light.
 - Three video/audio clips (3 minutes per clip maximum). *If you cannot submit links of your work, please contact Kristen Madsen at Kristen.madsen@sonomacounty.org **NO LATER THAN MAY 26, 2016**, to explain your situation and determine if another method of submission is possible. Requests for an exception that are made after May 26, 2016 will not be accepted.*
- As a Separate Scanned Document, Attached to the Same Email as the Application, not to exceed 8 pages total:
 - Individual bio and/or group bio– no longer than one page – to show the experience of the applicant(s)
 - Two outside letters of support that help demonstrate you/your group's commitment to your music goals – no longer than one page each
 - Optional: Up to 5 pages of additional documentation (i.e., press clippings, flyers, etc.) – to give a view into the effectiveness of your marketing activities

Deadlines

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| May 2, 2016 | Applications Available Online |
| May 13, 2016 | RSVP's due for Orientation Meeting |
| May 17, 2016, 1:00 – 3:00 pm | Orientation for Applicants Meeting 141 Stony Circle, Suite 110, Santa Rosa Or dial in at: 707.565.8996 (no code necessary) |
| May 26, 2016, 5:00 pm | Last day to request exemption from work sample links |
| June 6, 2017, 5:00 pm | Applications Due |
| July 2016 | Grant Awards Announced |

Grant Award Notice, Payments and Final Report

Grantees will receive an electronic grant award notification packet which will include a grant contract and a Final Report form. The contract must be completed and signed in order to receive payment. The Final Report document will ask Grantee to document the results and outcomes of the project and is required to be submitted no later than 30 days following completion of the project. Future funding from Creative Sonoma will not be provided to any grantee who has not completed a Final Report.

A payment schedule will be created for grantees based on the description and timeline of the project.

Questions

Please send questions to Kristen Madsen, Director Creative Sonoma, kristen.madsen@sonoma-county.org or Samantha Kimpel, Creative Coordinator, Samantha.kimpel@sonoma-county.org.

Public Records

Creative Sonoma keeps information submitted as part of grant applications confidential unless disclosure is required by law.

Statement of Non-Discrimination

Creative Sonoma is committed to providing services and making resources available to every resident of Sonoma county without regard to ethnicity, color, creed, religion, age, gender, gender identity and expression, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, or source of income.

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