



CREATIVE ECONOMY FUND

A Program Providing In-Kind License Fee Reduction at the Mesa Arts Center

Guidelines and Application Form for 2019-20 Support

APPLICATION DEADLINE:

**Friday, May 3, 2019
5:00 pm**

CREATIVE ECONOMY FUND GRANT WORKSHOP Mesa Arts Center, One East Main Street

April 23, 2019

5:00-6:00 pm

South Studios Conference Room

3rd Floor, South Studios Building, Mesa Arts Center

(Please note that attendance at this workshop is OPTIONAL)

City of Mesa, Department of Arts and Culture

2019-2020 CREATIVE ECONOMY FUND

MESA ARTS CENTER LICENSE FEE REDUCTION PROGRAM

As part of a larger initiative to further activate the urban center of Mesa, to increase the growing number and variety of offerings at the Mesa Arts Center (MAC) in downtown Mesa, and to continue to build an environment of creativity and discovery in the downtown district, the CREATIVE ECONOMY FUND in-kind grant program is being continued for a seventh year. The intent of this program is: 1) to provide support to professional and semi-professional organizations who use or wish to use the MAC venues; 2) to bring new cultural offerings to the Mesa and East Valley communities; and 3) to encourage new organizations to experience presenting or producing an event at the MAC, in order to form new partnerships and relationships among and across cultural organizations in the region.

The City of Mesa Department of Arts and Culture CREATIVE ECONOMY FUND will support reduced rental rates at the Mesa Arts Center for non-profit organizations presenting an arts project, event, activity, workshop or a series of any of the above. Organizations may submit only one application for the 2019-2020 fiscal year.

PROJECT SUPPORT

Applicants may submit proposals requesting reduction of licensing fees for the use of Mesa Arts Center theaters, Studios or Shadow Walk, or Mesa Contemporary Arts Museum lecture hall or courtyard for the purpose of presenting quality arts programs for the Mesa community and region. The proposed projects must take place between July 1, 2019, and June 30, 2020.

Projects may include, but are not limited to, the following:

- A concert or series of concerts
- A theater, dance or spoken word production
- A collaborative or interactive community art project
- A festival
- A workshop or class(es) in the visual or performing arts
- A multidisciplinary project

ELIGIBILITY

Applicants must be a **non-profit, Arizona-based** 501(c)(3) organization. While arts and culture organizations are strongly encouraged to apply, other non-profit organizations that are offering arts programming to the public are also welcome to apply. Non-profit organizations whose tax-exempt status is pending may apply one time only through a non-profit fiscal sponsor. A letter from the fiscal sponsor must accompany the application.

Please note: The MAC Foundation's ACES Program is in transition, and new guidelines will be issued in the coming months. If you apply to both the Creative Economy Fund program and the revamped MAC Foundation support program (when guidelines are issued) and are awarded both, you will need to choose to receive one or the other award but cannot accept both. You will **not be eligible to receive support through both programs**. In the past, ACES has focused on support of educational/student organizations and or presentations for educational audiences.

The funded project must take place at Mesa Arts Center before June 30, 2020.

Those applicants who already present work at Mesa Arts Center and are doing so during the current fiscal year, July 1, 2018, through June 30, 2019, must include, as part of the project for which support is requested, a community engagement, education or audience development activity or initiative, and are strongly encouraged to expand on previous efforts of these kinds. We require this so that the support provided through the Creative Economy enables growth of the organization's audiences and/or increased value to the community.

Examples of activities that fulfill this requirement include workshops, audience talk-backs, lecture-demonstrations, school or community-based performances or outreach activities, discount ticket offers, ticket giveaways to low-income or underserved audiences, and special promotions that reach new audiences, although this is by no means an exhaustive list. Creativity in responding to this requirement is encouraged, and a thoughtful plan will increase the likelihood of receiving support.

REQUIREMENTS

Amounts requested for licensing reduction may not exceed the total amount being paid in facility licensing fees. Funding awarded to any one organization will not exceed \$5,000, and for most applicants is unlikely to exceed \$2,500.

The amount requested can cover **base license fees only (cost for facility use)**; all production, front-of-house, or ticketing fees that are not included as part of the licensing fee will not be eligible for funding but must be included as expenses in the project budget. Marketing services will not be provided as part of this support, but all projects taking place at Mesa Arts Center will be included as calendar listings on MAC's website and promoted on our digital marquees.

As a requirement of the application, you must discuss calendar availability and cost estimates with Mesa Arts Center's Event Services Coordinator, Jaime Kenney, 480-644-6511 or Jaime.kenney@mesaartscenter.com prior to developing your budget. Please do not wait until the final week for submission to contact Jaime Kenney, as she could be out of town, at a conference, or unavailable to do last minute calculations. Once you know your project and have selected a date, contact her immediately.

The events held at the Mesa Arts Center through the Creative Economy Fund cannot be fundraising events or promoted as such by the presenting/producing organization, whether for your own or another organization or cause. **Organizations funded agree to acknowledge support from Mesa Arts Center in programs and other means that are feasible and appropriate, such as curtain speeches.**

FINAL REPORT

Each applicant awarded support by the City of Mesa Department of Arts and Culture Creative Economy Fund must provide the City with a follow-up report and a financial report showing all income and expenses and describing how the project met the stated applicant objectives and the criteria below. The Final Report is due by July 31, 2020.

For information about the Mesa Arts Center visit mesaartscenter.com. For facility details and licensing fees/information please click on “Visit” and then “Host a Function” then scroll to “Theaters” and finally to “rental rates.”

REVIEW CRITERIA

1. Quality of the artistic work to be presented and/or the past artistic work of the applicant organization or its presentations.
2. Length or scope of the engagement or activity, and any indication of interest or intention to develop an ongoing relationship with the Mesa Arts Center.
3. Extent to which the project provides new or different experiences to the community, meets a community need, or provides an experience or cultural opportunity in which the community has indicated an interest/need/desire.
4. Quality and likely impact of any proposed education, outreach/engagement programs, or audience development activities.
5. Soundness of the plan for the proposed project and the likelihood of success. Ability of the organization to meet the stated objectives of the project, as shared by the applicant in the application.

All applicants are **encouraged to include audience engagement/audience development activities** as part of their project, which will be considered in rating criteria number 4 above.

APPLICATION PROCESS

Please fill out the application form and provide the required additional documents.

Ways to apply:

ONLINE AT:

<https://www.mesaaz.gov/things-to-do/arts-culture/creative-economy-fund>

BY EMAIL TO:

Sarah.Goedicke@mesaartscenter.com

BY MAIL TO:

Creative Economy Fund
Office of the Director
P.O. Box 1466
Mesa, AZ 85211-1466

IN PERSON AT:

Sarah Goedicke at Mesa Arts Center
3rd Floor Studios South Building
1 East Main St.
Mesa, AZ 85201

APPLICATION DEADLINE, REVIEW PROCESS AND NOTIFICATION

April 23, 2019, 5:00-6:00 pm	Grant Workshop – get tips on submitting a competitive grant Mesa Arts Center, south Studios Conference Room, 3 rd Floor Please RSVP to Sarah Goedicke @ 480-644-6607 or Sarah.Goedicke@MesaArtsCenter.com for the workshop
May 3, 2019 (by 5:00 p.m.)	Application due date
May 8 – May 10, 2019	Applications reviewed by a community panel; recommendations made
May 23, 2019	Recommendations are reviewed and endorsed by the Museum and Cultural Advisory Board
By May 31, 2019	Applicants are notified of the outcome of their proposal
June 30, 2020	Projects must be completed
July 31, 2020	2019-20 Final Report due

QUESTIONS? Contact Sarah Goedicke at Sarah.Goedicke@mesaartscenter.com or 480-644-6607

CREATIVE ECONOMY FUND APPLICATION FORM

Applicant Organization: _____

Are you applying under the non-profit status of a Fiscal Sponsor? Yes No

Name of Fiscal Sponsor: _____

Name of Individual Completing Application: _____

Contact Info: e-mail _____ phone _____

Name of Applicant Organization Principal Executive: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Organization web site: _____

Signature of Authorizing Official (Board Chair or CEO): _____

Please enclose the following items:

- Applicant organization or fiscal sponsor's **501(c)(3) determination letter**;
- **Document (one page max.) including mission and organization description/history**;
- **Budget detailing project expenses and income**, including requested Creative Economy Fund grant;
- **Organization's annual operating budget** for 2019-20;
- **Resumes or bios for key artistic personnel for the project**; and
- **This application form, completed**, with all required attachments listed above.

Optional: A maximum of five (5) pages of reviews, articles or information on proposed project/artistic works that will support the quality of the organization's artistic work or the quality of the proposed project.

Please respond to the following questions, using a **maximum of 250 words** for each question. However, please read the question carefully to be sure you are providing the needed information and **use the allotted word count wisely to provide a full answer.**

1. Please describe the project for which you are applying for support. What are the activities and programs that the public will experience? Is there anything notable or new in the project that we should know about?

2. What is the number and scope of performances, workshops, classes, festival days, or other activities that are part of the project? How many performances? Where and when will they take place? If there are multiple programs for which support is requested, please list them chronologically.

3. What are the objectives of your organization in presenting this project? What will it accomplish or what benefits will it bring to the audience and/or community? What is it about the work being presented that makes it important to offer to audiences, or a valuable experience to those participating in the presentation of the work?

4. Describe how your organization will work to ensure the quality of this presentation or project, what aspects of the project will help deliver that quality outcome (e.g. playwright, composer, choreography, artistic personnel, etc.), and how the organization's prior work should be viewed as an indicator of future quality.

5. Does this project meet a perceived community need, or fulfill a proven interest in our community? What indicators, observations or evidence can you provide that this is the case? You may wish to share audience input or feedback, information about how the project content is determined, analysis of past audience attendance or other factors that indicate community interest. Or does the project provide audiences a new experience? If so, please share how it is different than other offerings of its type currently available.

6. Please describe any audience development, community engagement, education or outreach activities that are planned as a part of this project. Describe initiatives to reach new audiences, services to students or underserved audiences, educational/enrichment activities, participatory workshops or master classes, or any other efforts that build or deepen audience relationships, attendance or awareness.

7. Are there any challenges to your organization in presenting this project—logistical, human resource, financial? Please share your plan for addressing those challenges. Does your organization have the proven ability to present this project based on past history?

We have spoken to MAC Event Services to review venue-related costs. Yes No

We have submitted an application for support to the ACES Program. Yes No

Our organization has performed/presented at a MAC venue in the past Yes No

Our requested Creative Economy Fund Grant amount is \$_____

Number of people who will be served directly by this project (audience): _____

Number of total people who will participate in implementing this project: _____

Number of paid artists participating in implementing this project: _____

Number of unpaid artists participating in implementing this project: _____