



## **CREATIVE ECONOMY FUND**

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

### **Guidelines and Application Form for 2020-21 Support**

#### **APPLICATION DEADLINE:**

**June 12, 2020  
5:00 pm**

For questions related to this application, please contact **Sarah Goedicke** at [sarah.goedicke@mesaartscenter.com](mailto:sarah.goedicke@mesaartscenter.com) or 480.644.6607.

## City of Mesa, Department of Arts and Culture

### 2020-2021 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 10th 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 2020-2021 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 October 1, 2020, and June 30, 2021. **\*It is important to note that due to the COVID-19 pandemic, Mesa Arts Center is currently closed to the public and slated to reopen on October 1, 2020. Depending on conditions related to the pandemic, this reopening date is subject to change.**

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

**\*Please read this section carefully, as changes have been made.**

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:** If you apply to both the Creative Economy Fund program the Arts at the Center program (formerly known as ACES) 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**. For more information on the Arts at the Center program, go to <https://www.mesaartscenter.com/index.php/get-involved/mac-foundation>.

The funded project must take place at Mesa Arts Center before June 30, 2021.

**Those applicants who received an award for the 2019-2020 fiscal year and are applying for the 2020-2021 fiscal year 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](mailto:Jaime.kenney@mesaartscenter.com) prior to developing your budget.*** You are also required

to attach a copy of your event estimate from Event Services in your application. 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, 2021.

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**For information about the Mesa Arts Center visit [www.mesaartscenter.com](http://www.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

## APPLICATION DEADLINE, REVIEW PROCESS AND NOTIFICATION

### QUESTIONS?

Contact us if you have any questions about the application by emailing Sarah Goedicke at 480.644.6607 or [Sarah.Goedicke@MesaArtsCenter.com](mailto:Sarah.Goedicke@MesaArtsCenter.com). Sarah will answer your question or set up a phone appointment to discuss your application and provide any needed guidance.

**June 12, 2020 (by 5:00 p.m.)**  
**June 22-26, 2020**

**Application due date**  
Applications reviewed by a community panel;  
recommendations made

**By July 23, 2020**

Recommendations are reviewed and endorsed by the  
Museum and Cultural Advisory Board

**By July 31, 2020**

Applicants are notified of the outcome of their proposal

**June 30, 2021**

Projects must be completed

**July 31, 2021**

2020-21 Final Report due

**QUESTIONS? Contact Sarah Goedicke at [Sarah.Goedicke@mesaartscenter.com](mailto: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: \_\_\_\_\_ 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;**
- **Copy of event estimate from Jaime Kenney in Event Services**
- **Organization’s annual operating budget for 2020-21;**
- **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.







7. Do your performers have to pay to be a part of your organization or project? If so, what are those fees, and are scholarships or aid offered to those who have financial need?

8. 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 applied for support to the Arts at the Center 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: \_\_\_\_\_