



CREATIVE ECONOMY FUND

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

Guidelines and Application Form for 2022-23 Support

APPLICATION DEADLINE:

**May 6, 2022
5:00 pm**

For questions related to this application, please contact **Sarah Goedicke** at sarah.goedicke@mesaartscenter.com or 480.644.6607.

City of Mesa, Department of Arts and Culture

2022-2023 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 12th year. The intent of this program is: 1) to reduce cost pressures for professional and semi-professional organizations who use or wish to use MAC venues; 2) to help 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 fees 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 2022-2023 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, 2022, and June 30, 2023.

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 confirming their role as fiscal sponsor must accompany the application.

Please note: If you apply to both the Creative Economy Fund program and the Arts at the Center program (a MAC Foundation program) and are awarded both, you will need to choose to receive one or the other 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, 2023.

Those applicants who received an award for the 2021-2022 fiscal year and are applying for the 2022-2023 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. Fee reduction 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 **will not be eligible** for funding but must be shown 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 Team at 480-644-6589 or Rentals@mesaartscenter.com and request a production cost estimate 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 Event Services, as staff 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 them 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. Please clear any use of the MAC logo or any unusual recognition of this award with MAC staff.

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, 2023.

For information about the Mesa Arts Center, visit www.mesaartscenter.com. For facility details and licensing fees/information please click on “Events” and then “Host an Event” in the drop-down menu. On the page below, click on “Theaters” and then “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. Sarah will answer your question or set up a phone appointment to discuss your application and provide any needed guidance.

May 6, 2022 (by 5:00 p.m.)
May 9-13, 2022

Application due date

Applications reviewed by a community panel;
recommendations made

By May 26, 2022

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

By May 31, 2022

Applicants are notified of the outcome of their proposal

June 30, 2023

Projects must be completed

July 31, 2023

2022-23 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: _____ 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 portion of license fee;**
- **Copy of event estimate from Event Services**
- **Organization’s annual operating budget for 2022-2023;**
- **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. 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 might the organization's prior work be 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. Do your performers or participating artists 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? If not, are the artists volunteers in the project, or do they receive payment?

8. Are there any challenges to your organization in presenting this project—logistical, human resource, financial? (If so, 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: _____