



FULTON COUNTY COVID-19  
BUSINESS RELIEF FUND FOR  
CREATIVE ENTREPRENEURS

*APPLICATION DEADLINE: JULY 31, 2020*



FULTON COUNTY  
arts & culture



FULTON COUNTY  
COVID-19 SMALL BUSINESS RELIEF FUND FOR CREATIVE ENTREPRENEURS

## **INTRODUCTION**

The COVID-19 Small Business Relief Fund is made possible by the Fulton County Board of Commissioners under the guidance of the Fulton County Arts Council. The initiative is designed to foster a sense of healing through the arts in a two-prong approach: 1) It will provide a supportive tool for creative entrepreneurs/individual artists that have felt the impact of COVID-19 and have begun charting the course forward to emerge stronger and 2) Art Services provided by the creative community will be used to continue providing therapeutic support to residents during the COVID-19 pandemic.

## **PROJECT FUNDING CYCLE**

August 1 – December 31, 2020

## **CREATIVE ENTREPRENEURS GOALS:**

1. To expand access to the arts for all;
2. To provide essential financial support to sustain the cultural infrastructure of Fulton County;
3. To assist with address the therapeutic value of the arts the recovery efforts associated with the COVID-19 pandemic and related shutdowns; and
4. To showcase the creativity of Fulton County artists and arts organizations.

## **ABOUT FULTON COUNTY ARTS AND CULTURE (FCAC)**

For more than 40 years, FCAC has vigorously pursued quality arts programming through support and development of artists, arts organizations, arts institutions and cultural programming for residents. While FCAC believes the arts are essential to the quality of life of our citizens and to the economic and social health of our communities, the arts are uniquely positioned to help craft a vision for the future.

## **What is the FULCO COVID-19 Small Business Relief for Creative Entrepreneurs?**

The FULCO Small Business Relief Fund for Creative Entrepreneurs addresses the lack of working capital and cashflows as a result of canceled projects, and low demand for artist employment opportunities. Funding can be applied to virtual arts programming designed to provide therapeutic support to residents during the COVID-19 pandemic.

Fulton County strives to ensure that artists of all disciplines across the county, in every district, of every race, gender expression, sexual orientation, disability status, and socioeconomic class, have access to this emergency funding.

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**Who are eligible candidates for the relief funding?**

Individual artists and independent entrepreneurs working in the creative industry workforce, including, but not limited to, Animation, Game Development, Graphic Design, Illustration, Photography, Music, Theatre, Dance, Film, Visual Arts, and Literary Arts, who are living and operating within Fulton County. Qualified applicants must have a history of work in the creative industry in Fulton County and be able to show a loss of job opportunities, contracts, freelance or other work as a result of the pandemic. Individual artists must live in Fulton County as evidenced by the physical street address included in the application profile. Individual artist not currently residing in Fulton County but have a studio based in Fulton County as evidenced by the physical street address and a verified lease are eligible to apply. **Limited Liability Corporations are not eligible to apply. Individuals that have received funding from the previous COVID-19 Small Business Relief Fund: Virtual Arts Initiative are ineligible to apply.**

**To be eligible, you must be able to answer "Yes" to the items listed below.**

- I am a practicing artist able to demonstrate a sustained commitment to my work, career, and a public audience;
- I am experiencing dire financial emergencies due to the COVID-19 pandemic;
- I am 21 years of age or older;
- I can provide a Social Security Number (SSN) or Individual Taxpayer Identification Number (ITIN) after I've been notified of my selection;
- I have been living in Fulton County for a year or I live outside of Fulton County but have a studio based in Fulton County that I directly operate out of for at least eight months out of the year.

**What is the application process?**

Applications must be submitted on line via WebGrants which can be accessed at [www.fulton.dullestech.net](http://www.fulton.dullestech.net). New users must establish a WebGrants profile prior to accessing the application. User registration approvals can take up to 24 hours. Complete and eligible application submissions must include all required documentation to prove eligibility for the program. Required documentation includes and is not is not limited to:

1. Proof of residence or studio based in Fulton County,
2. Evidence of employment history in the creative arts industry
3. Summary of loss of income and ability to work due cancellation or reduction of contracts or freelance projects (included in application narrative)
4. Resume or Curriculum Vitae
5. Artistic work samples of high quality

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Ineligible and incomplete applications will not be reviewed and will not be given consideration. All applications must be submitted by 11:59 p.m. July 31, 2020.

**How much money can an applicant receive?**

Applicants can request up to \$10,000. In exchange, the grantee will commit to present a minimum of 2 hours of virtual programs to Fulton County residents. Programming should have the capacity to be re-broadcast for one year. Fulton County may use the content, your name and likeness at its discretion for noncommercial, worldwide royalty free purposes including featuring the content on FGTV, and other Fulton County digital media outlets from July 1, 2020 until December 31, 2020 as part of the contract. No additional licensing fees will be required for usage by Fulton County consistent with this paragraph. The content creator retains ownership rights to programming produced by this initiative.

Examples of Eligible Projects Include:

1. Artmaking/ instructional workshops presented via zoom and other media platforms
2. Virtual streams of play or literary readings
3. Virtual streams of music and dance performances
4. Animation and film shorts
5. Artists process videos to include workshops and/or working studio sessions
6. Artistic podcasts

**What constitutes an ineligible application?**

Incomplete applications, or applications without out the proper required support material and missing narrative details will be deemed ineligible. Required documents and artistic support material not provided with the application will not be accepted after the application deadline. No exceptions.

**What are the budgeting requirement?**

Applicants can submit an application for up to \$10,000. The total project expenses can be equal to the maximum request amount.

**What are eligible expenses?**

Applicants can request the following:

- A. Artistic fees to cover virtual programming
- B. Supplies
- C. Marketing
- D. Outside Technical Support

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**Which expenses are considered ineligible?**

- A. Rent,
- B. Mortgage
- C. Utilities
- D. Insurance
- E. Accounting fees
- F. Other personal living expenses

**Is there a matching funding requirement?**

Applicants are not required to provide matching funds to support this grant request

**Can an individual receive multiple grants?**

Only one application can be submitted for the funding cycle.

**What are the reporting requirements?**

If awarded funding, recipient organizations must file a progress and a final report by the deadlines specified in the award notification letter and contract. Both reports require narrative and financial updates on arts activities conducted during the funding cycle. Failure to submit reports by the specified deadlines may jeopardize the organization's current and/or future funding.

**APPLICATION QUESTIONS**

**ARTISTIC PRACTICE**

**1. This section focuses on your practice including discipline, biography, and website. We understand that many artists practice between and across fields and are multidisciplinary in nature. We ask that you do your best to select the one discipline in which your work most deeply aligns. Select the discipline that best reflects your artistic practice. (required)\***

- Craft (ceramics, fiber, glass, jewelry, metals, textiles, etc.)
- Dance (dancers, choreographers; aerial, ballet, hip-hop, jazz, tap, etc.)
- Design (fashion, graphic, industrial, object, interior all forms of architecture, etc.)
- Film (animation, documentary, episodic, experimental, narrative, etc.)
- Media (work at the intersection of technology, aesthetics, storytelling, and digital cultures)
- Music (composers, musicians; classical, contemporary, experimental, folk, instrumental, jazz, pop, world, etc.)
- Theater & Performance (directing, experimental, live action, playwriting, puppetry, tactical and site performance, etc.)

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- Traditional Arts (work related to the continuity and evolution of a tradition and/or cultural heritage)
  - Visual Art (installation, painting, performance art, photography, sculpture, sound art, video, etc.)
  - Writing (fiction, nonfiction, poetry, literature for children, criticism, graphic novels, journalism, arts writing, etc.)
  - Describe your artistic practice in a few words (e.g. filmmaker, weaver, poet). (required)\*
- 2. Select all that apply to you and interpret each according to your respective discipline. While we know this is not a comprehensive list, this information helps give us a general sense of your artistic accomplishments. (required)\***
- I have presented, exhibited, performed, or published my work
  - I have been interviewed or had my work reviewed in a publication
  - I have given an artist talk
  - I have taught in my discipline
  - I have taught a master class
  - I have sat on a review panel
  - I have completed a residency program
  - I have received a citywide, statewide, or regional arts grant or funding
  - I am a recipient of a national award, grant, or recognition program
  - Other
  - None of the above apply to my discipline
- 3. Provide a biography that expands on your artistic practice and accomplishments. Use this space as an opportunity to note anything not mentioned above. (required)\*** (Character and word count limits are 2500)
- 4. Describe the proposed virtual program and how it will be delivered. Be sure to include dates, a timeline for execution and details about how the proposed program will be used as a tool for healing Fulton County Residents impacted by COVID-19** (Character and word count limits are 2,500)
- 5. Who is your target audience? What is your audience development plan?** (Character and word count limits are 1500)
- 6. Provide details about the marketing and evaluation plan for the project proposed. Provide a URL to your website, social media, press link, or any other digital presence that demonstrates your artistic career. (required)\*** (Character and word count limits are 1,000)
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**FINANCIAL IMPACT**

This section gathers information about the financial hardships you are facing due to COVID-19. We define “financial hardships” as the lack or imminent endangerment of the ability to earn adequate income to support artistic endeavors. We are aware that each artist’s needs differ, so ask that you thoroughly and accurately describe your situation.

**7. Within the next 4 weeks, what are your immediate financial needs? We define "financial hardship using the following guide." Select all that apply. (required)\***

- I have lost full-time, part-time, or contract-based work due to COVID-19
- I am unsure when I will be able to pursue my normal work as an artist
- I have no financial safety net (savings, assets, family resources, etc.)
- I have unmanageable debt due to COVID-19

**8. What are total expenses for the proposed project?**

**9. What is the total request amount?**



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**FUNDING CRITERIA – CREATIVE ENTREPRENEURS**

Funding Criteria are standards that guide the application review process. Peer review advisory panels and the Arts Council apply the following criteria to ensure that a fair review is given to all applicants: Artistic Quality, Community Impact and Accessibility, and Project Planning.

**1. ARTISTIC QUALITY (MAXIMUM 40 POINTS)**

- The proposed programs demonstrate works of high artistic merit.
- The artists participating in the program are well versed in their discipline and knowledgeable of their artistic field.
- The applicant has a history of producing/presenting quality programming (at least 5 years or more)

**2. COMMUNITY IMPACT (MAXIMUM 40 POINTS)**

- Active plan for expanding audiences and audience development, including outreach programs and activities that go into the community. .
- Evidence of understanding and responsiveness to the community during the COVID-19 pandemic and shutdowns.
- Applicant plans to ensure programmatic accessibility to the public and underserved populations within service area.

**3. PROJECT PLANNING (MAXIMUM 20 POINTS)**

- The proposed programs demonstrate careful planning and a realistic execution strategy.
- The applicant has developed effective means of marketing and promoting the programs to a broad or underserved segment of the community.
- The proposal provides documentation of strong evaluation methods for the proposed program.



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