

2023 Downtown Program Fund

Application and Selection Process

- Eligible fund recipients will have approximately one month to submit their applications.
- Cultural Services staff will be available to answer questions about the application and budget process, including an online public info session to be scheduled in mid-January.
- After the open application period closes, a selection committee will review all applicants and announce the fund recipients in late February.

The 2023 application will be posted on the [Downtown Program Fund webpage](#) on January 3, along with full details about eligibility, selection criteria and a detailed timeline.

The following questions are examples of what may be included in the application. The official application must be completed online:

Program Details

1. Please describe your proposed event or art installation. What will the public experience and what will program success look like? (300 words or fewer)
2. Are there other partners involved in the program? Name them and describe their roles. (100 words or fewer)
3. Where is your preferred downtown outdoor space for the program?
 - Kesey Square
 - Park Blocks
 - Farmers Market Pavilion
 - Farmers Market Pavilion PlazaOther: _____
4. When would you like to hold your programming, between April and October 2023? Will it be a one-time event or multiple recurring events? (100 words or fewer)

Programming Quality

5. How does your program meet the goals of the Downtown Program Fund and Cultural Services' mission? (300 words or fewer)
6. Describe the scalability of your program. How will your project adapt to last minute changes that might be necessary due to a sudden change such as Covid restrictions or inclement weather? (300 words or fewer)

Applicant Capacity

7. Tell us about yourself as an artist. If you represent an organization then tell us about the organization (100 words or fewer)
8. What past experiences do you have producing similar programming? What was the outcome of your previous programming? (300 words or less)

Long-Term Impacts

9. How will your program contribute to your or your organization's mission and long-term success? (300 words or fewer)

Equity, Inclusion and Diversity

10. How will you make your program accessible and welcoming for all community members? How will you incorporate diversity, equity and inclusion? Note that if your program is not free to attend then a portion of tickets must be offered for free or on a sliding scale. (300 words or fewer)
11. How will your program support historically marginalized or underrepresented communities? Does your project provide access, opportunities and/or resources to these communities? How will you market your program to these communities? (300 words or fewer)

Budget

12. What is the amount of funding you are requesting, up to \$5,000?
13. Can you scale your program to operate if you are awarded a smaller amount than you requested? (100 words or fewer)
14. Describe how you plan to match the requested funds 1:1 with cash, in-kind and/or volunteer time. Remember that up to 100% of your match may be the value of donated in-kind materials or volunteer time valued at \$29.95 per hour. Cash may be either already secured or additional funds you anticipate raising. (100 words or fewer)