



FREE CONCERTS IN PUBLIC SITES

Guidelines for Presenters

May through October, 2009

Due: March 4, 2009

GENERAL INFORMATION

Since 1968 the Los Angeles County Arts Commission has been sponsoring free concerts at community venues throughout Los Angeles County to provide access to quality music programming representing the diversity of County residents. The Arts Commission provides funds to cover musician's fees for the program at a rate comparable to the American Federation of Musician's pay scale for free concerts. Free Concert Presenters are responsible for communicating all information to the Arts Commission and musicians, coordinating all necessary logistics, marketing the event, and effectively drawing the audience size as proposed in the application. Other Presenter responsibilities are listed in the Program Requirements section.

Please read through these guidelines before opening an application.

Application Updates for 2009:

Due to the Arts Commissions' adoption of a new grant application program, ALL applicants to the Free Concerts in Public Sites Program, regardless of past status, must register as a new user with the new Web Grants System. Please follow the instructions below to register in the new system and complete an application.

New applicants and presenters new to the program in 2008 may be subject to a site visit to assess production site needs. Site visits will be scheduled in February and March and will be conducted by Arts Commission staff.

Additionally, **accepted presenters that are new to the program or were new to the program in 2008 are required to attend a marketing workshop** which will provide information and tips on marketing concerts. This workshop will be held on Thursday, April 2 at 2:00pm at the Arts Commission office at 1055 Wilshire Boulevard in downtown Los Angeles. Please take this into consideration as you complete the application.

APPLICATION TIMELINE

Application Available Online: January 28, 2009

Application Deadline: March 4, 2009

Concert Dates: May 2009—October 2009

APPLICATION ELIGIBILITY

You can apply for a concert if you represent a

- Park
- Library
- Hospital
- Juvenile Hall
- Probation Camp
- Arts Organization
- Civic Center
- Senior Citizen Center
- Non-profit Performance Venue

Los Angeles City agencies are not eligible to apply for funding through the Los Angeles County Arts Commission. If you represent an agency of the City of Los Angeles, please contact the City of Los Angeles Cultural Affairs Department at (213) 473-7700 to inquire about their free concerts program.

Organizations generally receive one concert per season. If surplus funds are available, the Arts Commission will consider more than one proposal from presenters with an established festival or concert

series.

Ineligible Organizations and Groups

Chambers of commerce, for-profit, religious, political, and private groups are not eligible. Concerts may not be used for testimonials, proms, mixers, class reunions, commencement exercises, award functions, seminars or workshops, individual instructions or clinic-type performances, at blood donors' clinics, political events (including rallies, parades, meetings, conventions, social functions or celebrations), or sectarian or ecumenical religious services.

Events taking place on school campuses where K-12 students are the primary audience are not eligible for Free Concert funding. School representatives and educators are encouraged to visit www.LAArtsEd.org for vetted arts education programs.

Music groups are not eligible to submit presenter applications, as it is considered a conflict of interest.

PROGRAM REQUIREMENTS

By submitting a Free Concerts in Public Sites application, the organization's contact agrees to the following conditions:

Concert Requirements:

Performances must be free and open to the general public. There may not be an admission charge or condition of admittance, including the purchase of food. There may not be donations or fundraising, before, during or after the performance (including raffles). There can be no commercial advantage gained from the performance.

Musician Requirements:

All organizations must select musicians/groups from the Musicians Roster. Returning presenters must request a different group than the one that performed at their last approved concert. Approved concert presenter contacts are directly responsible for all communications and logistical coordination with musicians, except contracts and payments, which are administered by the Arts Commission.

Changes and Cancellation Requirements:

Any proposed changes to an approved concert (e.g. date, time, etc.) must be cleared with the Arts Commission in advance. Cancellations of concerts must be made at least 28 days in advance of the approved concert date when a music group has been booked for the event. It is the presenter's responsibility to notify both the Arts Commission and the music group leader. Failure to do so may result in disqualification from future concert eligibility. Cancellations due to weather issues for outdoor events are excluded.

Production/Equipment Requirements:

Presenters must provide sound equipment appropriate for the number of musicians requested, the size of the venue, and anticipated audience. Some music groups are able to provide a P.A. system- this information will be listed under the "Additional Equipment Available" section in the listing on the Musicians Roster. However, many of these systems are not appropriate for large outdoor concerts. Your organization will need to be prepared to supplement or provide an audio system that will be suitable for your event. For more information about your venue's audio needs, you may contact the Ford Theatre Production Manager, Arthur Trowbridge, at (323) 856-5785. If your organization is new to the Free Concerts Program or was new to the program in 2008, a site visit may be required to assess the needs of the site and appropriateness of the requested band. Sites visits will be scheduled and conducted by Arts Commission staff in February and March.

Application Submission Requirements:

All presenters are required to submit a final report and evaluation of the concert using the posted Free Concert Final Report document on the Arts Commission's website. Approved concert

presenters will be provided with more information about the final report during the notification and contract phases of the program.

Prohibition of Broadcasts and Rebroadcasts:

Live television/radio broadcast or audio/video taping of any kind is prohibited.

Acknowledgement of County's Contribution:

The Arts Commission must be credited in all spoken, printed and broadcast publicity. Failure to comply with this requirement will jeopardize future eligibility for this program. You may download the Arts Commission logo for use by all approved presenters on all promotional publications at www.lacountyarts.org/free.html.

All Free Concerts in Public Sites may be visited by a staff member of the Arts Commission to ensure all proposed criteria are met.

APPLICATION PROCEDURE, SELECTION and NOTIFICATION

Funds for concerts are granted on a competitive basis. The concert must be the main attraction of the event. Other selection criteria that you should consider while completing the application are:

- Anticipated audience size relative to the number of musicians requested
- Ability of presenter to provide effective production and marketing support, such as exhibiting a history of successful event producing and audience building
- Geographic distribution of concerts throughout Los Angeles County

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Early submission is strongly recommended as staff monitors applications and can provide assistance if needed.

Application Procedure:

Each organization must submit a complete application to be considered for the 2009 Free Concerts in Public Sites Program. To access the application please visit www.lacacgrants.org . You will be taken to the WebGrants homepage where you will be required to register and login. If you have previously submitted a WebGrants application to one of the Arts Commission programs, you are already registered and just need to log in. If you are completing an application for the first time, please follow the instructions to register.

Accessing the Online Application

1. On the WebGrants Login/Registration Page, enter your User ID and password and click **Login**.
2. From the list of items on the Main Menu page, click **Funding Opportunities**.
3. The first time you log on and select the Funding Opportunity, Free Concerts, you will see a message, **Click Apply to start a new Application**. Click on **Apply** (in blue) to begin working on your application. Once you return to the site, the, "Click Apply" message will no longer appear in the upper right hand corner. To continue working on your application, click on the application "Project Title" to open your application.
4. You will then be brought to page that reads Opportunity Details--Free Concerts that includes a general history of the program, program date ranges, application workshop dates and Free Concerts Application guidelines.
5. Click on your Free Concerts application "Project Title" to start your application.

Application Components/Sections

The application consists of several components that either require you to enter text directly or include attachments. Click on the title of each section to begin entering information. If you need to supply text, click on the **Edit** button in the right hand corner to add text. If the component requires attachments, click on the **Add** button, also located on the right hand corner, browse for you file, upload and enter a short description of the attachment. Attachments may be submitted in MS Word, PDF or jpeg formats. As you complete each section, remember to click on the **Complete** button to help you keep track of what sections have been finished.

1. **General Information:** This page consists of the project title and project director name information that you supplied when first opening an application.
2. **Presenter Information:** This page consists of basic contact information for your organization as well as information about your organization's agency type: Los Angeles County, Municipal, or Non-Profit. These are the only types of agencies eligible to apply to the program.
3. **Concert Information:** This page consists of multiple questions that will provide the Arts Commission with information about the event you propose.

You will enter the concert site, date, and time, as well as your organization's first and second choice of music groups. Please see "Musicians Roster Selection" below for more information about selecting a music group from the Arts Commission's Musicians Roster, an online list of eligible music groups located at www.lacountyarts.org/musicians_roster.html.

You will also be asked to provide information about the equipment your organization will provide for the show. The equipment provided by your organization should be appropriate for the type of music group that is requested.

Following the equipment listing, you will find 6 questions that will provide information about your proposed concert, including your organization and staff's specific production experience and knowledge, a detailed account of the proposed program, a detailed marketing plan and marketing budget, as well as the person that the music group would report to on the day of the show. Please keep in mind that if you are accepted and are a new presenter or were a new presenter in 2008, your organization will be required to attend a marketing workshop on Tuesday, April 1, 2009 at 2:00pm at the Arts Commission's office at 1055 Wilshire Boulevard where you will have the opportunity to learn and develop marketing strategies for your awarded concert.
4. **Supplemental Materials:** If your organization is a non-profit, use this section to upload proof of your non-profit status. This document can be uploaded as a pdf or jpeg. If your organization is a County or Municipal Agency, you do not need to submit this documentation.

Once you have completed the application for the Free Concerts in Public Sites Program, click on the **Preview** button. You will be taken to an **Application Summary** page where you can create a printable or PDF version of the application for you hard copy or electronic files. When you hit the **Back** button at the top of that page, you will then be able to click **Submit**. Once you submit your application you will be unable to edit or add information.

Musicians Roster Selection:

The Musicians Roster is a convenient resource for presenter applicants to search and select artists to perform in the Free Concerts in Public Sites program. It is accessible from the Arts Commission's website, www.lacountyarts.org/musicians_roster.html. The roster is searchable by key words, style of music, or group name, and includes audio clips, a brief description of the group's music style, a photo, contact information, a range of numbers of musicians, and – when applicable – a link to the group's website. All organizations applying to this program for musicians' fees are required to select musicians/groups from the Musicians Roster.

Roster artists are eligible to perform up to 3 concerts per year. This limitation may be waived for certain groups in music genres with limited choices. Returning presenters must request a different group than the one that performed at their last approved concert.

On the Musicians Roster, you will see a range of number of musicians available for various lineups of a Free Concerts in Public Sites Application Guidelines

given band. There is no minimum required number. However, there is a suggested maximum number of musicians, based on venue size, budget limitations, and communities/districts served. Follow the guidelines below when requesting your group and its size:

Number of Audience Members

50-150
150-499
500 and up

Number of Musicians

1-3
3-5
5 and up

When selecting groups, please enter the number of musicians as listed on the Roster and make sure the available range of musicians for your group falls into the recommended size based on your estimated audience size. For instance, if you are a library looking for a duo, look at the Roster listing under “Number of Musicians” and make sure their minimum amount is at least 2. If not, please select another group that can perform as a duo. The Arts Commission will make the final determination of group size approved for each concert.

Exceptions can be made to audience ratio, based on special circumstances and events and underserved communities reached. Any applicants requesting a group whose size exceeds the recommended range for their audience size, and all applicants requesting groups of 7 or more in a lineup are strongly encouraged to make a compelling case for their event in the description section of the application.

Notification:

You will be notified of the status of your application via email approximately 3-4 weeks after the published deadline.

QUESTIONS

For any questions about this program or application process, please contact Public Events Coordinator, Heather Rigby at hrigby@arts.lacounty.gov or (323) 769-2188.