

### What is it?

This spring, Creative Flagstaff opens the Digital Resource & Education Center at Coconino Center for the Arts. Generously supported by the Thoma Foundation, the Center will initially serve cultural sector groups and nonprofits and then expand to offer resources to the broader community.

To begin, two pilot cohorts will engage in two workshops series. From TV to TikTok and “About Us”. Both classes are designed to help groups tell their stories through digital documentation, engage new audiences, and make cases for marketing, philanthropy, and investment. Initial participants can choose to participate in one or both curricular offerings in winter/spring 2022.

The Digital Transformation Micro-Grant program sponsors participation for 1-2 volunteers or staff members in one or both initial workshop series and provides a \$500 honorarium (per group or nonprofit) in exchange for full participation in the chosen class. Participants will be asked to provide feedback on each of the workshops to support future workshop development.

**Funding Period**  
Spring 2022

### Grant Timeline

**Priority Application Deadline**  
Monday, January 31, 2022 at 11:30 pm

**Initial Applicants Notified**  
Friday, February 4, 2022

**Initial Workshop Series**  
Depending on demand. One or both workshop series will be offered with start dates mid-late February through March 2022. Workshops will meet weekly for 8 weeks. Micro-grant funded workshops will conclude no later than the end of May 2022.

**Project Completion**  
After workshop completion, micro-grant recipients are expected to have produced a deliverable similar to that described in the workshop description. Additionally, a presentation event or forum will be required. After completing and presenting the project, grant funds will be disbursed.

### Primary Staff Contact

Jason Gallegos  
Media Lab Coordinator  
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### Technical Support

For questions about the **Submittable** submission platform:  
Email: [support@submittable.com](mailto:support@submittable.com)  
Phone: (855) 467-8264 ext. 2  
Web: [help.submittable.com](https://help.submittable.com)

## Who can apply?

Mission-based cultural organizations, including nonprofits, businesses, or informal groups or their representative volunteers and staff are encouraged to apply. The work of cultural organizations is the subject matter of the initial workshop series. Therefore, if applying as an individual, a letter of support is required from the organization the participant intends to focus their project on. If the applicant is a business or nonprofit, it is up to the applicant if they wish to compensate participant time through the grant. Individual applicants can use the micro-grant as an honorarium for their time or can choose for their grant to go directly to the collaborating organization.

## Grant Levels & Award Ranges

A total of \$8,000 is available for up to 16 \$500 micro-grants. Micro-grant payments are made to the applicant after the successful completion of at least one workshop series. It is the program's intent to have as many organizations represented as possible. At least one micro-grant per represented organization will be awarded. Additional participants from the same organization may be invited to participate but may not result in additional micro-grants.

In addition to micro-grants, participants will be loaned digital equipment such as cameras and audio recorders to help complete their projects.

## How to Apply

Creative Flagstaff runs its application processes through Submittable, an online submissions platform which is cloud-based and can be accessed on most computers including mobile devices. Using an online platform helps maintain consistency of application materials.

To begin, you will set up a Submittal user account if you or your organization does not have one already. If you think your organization might already have a profile but are not sure how to access it, contact the primary staff contact or Submittable Technical Support.

Please contact the Arts Council at least one week before the application deadline if you require an accessibility accommodation or have other extenuating circumstances affecting your use of the online platform.

## About the Workshops

Applicants can choose one or both of the following two workshop series.

### Workshop 1: From TV to TikTok

Tell the narrative of your cultural non-profit through a short documentary video. From TV to TikTok, this series of workshops provides instruction in content development, narrative storytelling, interview techniques, photography, video and audio recording equipment use, and software and editing for video production. Participants will work in pairs for co-mentorship and technical support to produce a creative video project that highlights an element of the organization.

### Workshop 2: "About Us"

Convey key mission points of your organization by creating an immersive micro-website. The curriculum includes marketing for cultural nonprofits; financial storytelling and narrative budgets; case development for philanthropy; written and audio/video narratives; digital imaging; and web design and social media. Participants will work in pairs for co-mentorship and technical support to create an immersive microsite that can serve as a model for "about us."

## Workshop Schedule

Both series will occur over 8 weeks with one class or facilitated lab session per week. The exact schedule of the workshops depends on the collective schedule of the selected cohort based on preferences indicated in the application. Workshops are intended to be in-person at Coconino Center for the Arts and will be made available electronically in the event a participant needs to miss a workshop due to a conflict or illness. Coconino Center for the Arts adheres to strict COVID protocols and will pursue alternative workshop formats if public health guidance requires.

# The Application

## Applicant Information

- Applicant name
- Applicant legal name
- Applicant type: individual, nonprofit, or business
- Name of mission-based organization/group
- Applicant mailing address
- Contact info
- Whether this is applicant's first Art & Science fund request
- Applicant's Art & Science grant history within last 3 years

## Questions

Some applicants find it helpful to develop responses using word processing software, then copy/paste them into the Submittable application when they're ready. Please keep in mind the platform may truncate responses when pasted into the fields based on character or word limits. You are strongly encouraged to verify all pasted answers appear as intended.

While there is plenty of opportunity in the provided questions to write a lot of text, please be succinct if an answer can be well stated in just a sentence or two. Whenever possible, use specific data to support metrics and goals.

Since the application is open to both organizations and individuals supporting organizations, questions are presented based on applicant type.

The following narrative questions are intended for all applicants or for organization (ORG) or individual (IND) applicants.

- If your organization/group has not received Art & Science funding within the previous three years, in 3-5 sentences please describe how the organization/group benefits the public of Flagstaff? If the organization has, please type "N/A".
- ORG: What individual(s) are expected to participate in the workshop(s)? Please provide their names and a brief bio. Why are they interested and how does their participation contribute to your mission?
- IND:
  - Why are you personally interested in this program?
  - How do you anticipate your participation contributing to the mission of your selected organization?
  - Why did you choose the organization you propose collaborating with?
- What is the participant(s) current skills relative to digital media and mission-based storytelling? What skill development is most anticipated?
- What audience is the organization trying to reach or is the individual trying to help the organization better reach?
- In no more than two paragraphs, what kinds of stories do you think can be told to reach the intended audience? This can be broad in focus or focus on a specific story of impact. (Note, the workshops will help participants develop intended audience and chosen story.)
- What schedule are participants available to participate? Initial courses are planned to begin mid-late February and will last for 8 weeks, additional sessions may start in March or April depending on interest.
  - Saturday Mornings
  - Tuesday Evenings
  - Other Availability (please describe)
- Which workshop series is preferred? Please check all that apply.
  - Prefer to participate in: ( ) From TV to TikTok; ( ) About Us
  - Willing to participate in: ( ) From TV to TikTok; ( ) About Us
  - Schedule permitting, are participants able to participate in ( ) one workshop series or ( ) both workshop series.

## Please confirm:

- ( ) Yes, participants can attend at least 6 of 8 sessions. Sessions will be recorded.
- ( ) Yes, participants will provide program feedback for each session.
- ( ) Yes, participants will complete a sample project that reflects the course curriculum
- ( ) Yes, participants commit to co-mentorship with another participant or group and agrees to work collaboratively with participant outside of workshop sessions

## Supporting Documentation

- IND: Please upload a letter of support from your collaborating organization. Letter needs to indicate the organization's acknowledgement of the project timeline and its intent to participate in project interviews and content development.
- ORG: Optional, upload statements of interest from intended program participants.

## Evaluation Criteria

Grantees will be evaluated by a panel comprised of Resource Center staff and a volunteer panelist.

- Represents or is supported by a cultural organization
- Ability of applicant to apply course learnings to cultural organizations
- Ability to complete course curriculum successfully

## Other Grantee Requirements

### Liability Insurance

All grantees are required to provide two separate Certificate of Liability Insurance forms with a minimum coverage of \$1,000,000. One document must name Flagstaff Arts Council and a separate document must name City of Flagstaff as additionally insured. Be sure to include the cost of this insurance in your organization's budget.

### Acknowledgement

Funded organizations ***must acknowledge the support of Creative Flagstaff and the City of Flagstaff – BBB Revenues in any related advertisements and promotional materials.*** The Creative Flagstaff's logo and the City of Flagstaff's BBB logo must be used when possible and can be obtained on the Creative Flagstaff website (<http://flagartscouncil.org/the-arts-council/grants/>). Detailed requirements for this acknowledgment will be provided with the agreement upon acceptance of grant funding.

**Recipients of Art & Science Fund grants will also be required to show the logo for Flagstaff365.com** on the recipient organization's webpage associated with the funded project (if applicable), and the logo must link to <http://flagstaff365.com>. Detailed information about this will be provided in grant award packets.

**All announced grant awards are subject to change by Creative Flagstaff based on the availability of Bed, Board and Beverage (BBB) Revenues as approved by the City Council for the City of Flagstaff.**