

DENVER MUSIC ADVANCEMENT FUND

GUIDELINES

ABOUT

Launched in 2018 with collective investment from Denver Arts & Venues and partners at Illegal Pete's and LivWell Enlightened Health, the *Denver Music Advancement Fund* will provide \$80,000 to support initiatives that advance the *Denver Music Strategy* and *IMAGINE 2020* cultural plan. This fund will be piloted over the next three years with investment from Arts & Venues to demonstrate long-term investment and partnership opportunities ensuring that music continues to drive economic vibrancy, create a more resilient and connected city, and catalyzes reinvestment in the community.

Through over a decade of cultivating best practices with local, regional and global partners, extensive stakeholder engagement, and more than 90 interviews with community members, this fund was created as a means to acknowledge the vital role music plays as an agent for economic vibrancy, education, community innovations and positive social change.

[Fondo De Promocion Musical De Denver - Guia en Español](#)

PROGRAM FUNDING

In 2018, Denver Music Advancement Fund will provide up to \$7,500 per grant, to support Denver's music ecosystem, including musicians and leaders in businesses, government, nonprofits, and educational institutions to advance music-centric initiatives that advance music through the following core areas:

- *Integration - Increase creative activities and participation in daily life*
- *Amplification – Celebrate history, emerging art forms and maximizing partnerships beyond Denver*
- *Accessibility – Achieve inclusivity of cultural offerings for all*
- *Lifelong Learning – Increase exposure, appreciation and participation through lifelong education*
- *Nurturing Local Talent – Cultivate and build Denver's diverse creative professionals*
- *Economic Vitality – Fuel creatives as an essential component of Denver's thriving economy*
- *Collective Leadership – Lead cultural development through shared commitment, resources and cross-sector partnerships*

TIMELINE

Call for proposals: June 28 – August 3, 2018

Award Notification: August 2018

Implementation - August 2018 - December 2019

ELIGIBLE APPLICANTS

Applicants can be individuals, businesses, educational institutions, nonprofit or community leaders located in the City and County of Denver.

Entities outside of the City and County of Denver may participate through collaborative partnerships with the above eligible applicants but may not directly apply for funding.

PROPOSAL REQUIREMENTS:

- Advance *new* music-centric programs or initiatives
- Provide fair pay for artists
- Take place in the calendar years 2018-2019
- Have a project leader that will initiate, plan, implement and track impact of the program
- Demonstrate a 1:1 match or more of resources, including volunteer labor (valued at \$20/hour), donated materials, professional services or cash (match does not need to be confirmed at the time of application)
- Ensure diversity, equity, inclusiveness and accessibility

IDEAL ELIGIBLE PROPOSALS:

- Increase advocacy, impact and contributions to a more empathetic and equitable society through music
- Indicate and encourage creative collaborations that transcend discipline boundaries
- Explore a broad range of musical genres
- Engage broad and diverse communities, especially youth
- Provide student-centered and culturally-relevant instruments and instruction to Denver schools that offer limited or no music education
- Leverage additional funding resources to support sustainable growth in the field
- Have potential for significant artistic and cultural impact on a community
- Reflect the applicant's unique interpretation of music advancement
- Support career growth and capacity-building
- Show artistic strength, vision, originality and professional capabilities
- Explore global and culturally diverse connections
- Understand the professional and creative landscape of the music ecosystem
- Take risks and articulate an original vision

ELIGIBLE EXPENSES

The Denver Music Advancement Fund may be used to cover expenses directly related to the initiative such as:

- Program development
- Supplies and materials
- Implementation
- Personnel

INELIGIBLE PROJECTS AND EXPENSES

Activities that are not tied directly to program objectives including:

- Programs or projects that have restricted participation or public access based on race, gender variance, creed, origin, age or ability
- Expenses incurred outside of the funding period
- Maintenance, operation or retroactive funding of existing projects
- Debt or loan repayment
- Fundraising activities
- General organization or business operating expenses
- Academic degrees or certificate programs
- Cash reserves and endowments
- Political campaigns or legislative issues
- Food and beverage

SELECTION REVIEW CRITERIA

The Denver Music Advisory Panel and representatives of the Denver Commission on Cultural Affairs, with support of Denver Arts & Venues staff, will review all proposals and recommend a slate of grantees that show strength in relation to the following factors and criteria:

- **Relevance:** Clear explanation of how the project or program incorporates the current music ecosystem and goals of the Denver Music Strategy and the IMAGINE 2020 cultural plan
- **Collaboration:** Indication of how the project or program will encourage partnerships among diverse entities and show collective leadership and community buy-in
- **Program Impact:** Evaluation methods, both qualitative and quantitative, showing the impact on the community and anticipated goals for the project or program
- **Creativity and Artistic Merit:** Innovation and definition of goals and demonstration of artistic excellence
- **Leverage:** Appropriateness of the program budget and opportunity for sustainability

PROJECT EVALUATION

Denver Music Advancement Fund recipients will be required to provide a project evaluation that includes project documentation (summary, photographs, video), related press, an assessment of whether the fund's objectives were met, and the project's successes and challenges.

CONSIDERATIONS FOR PROPOSALS

- **DIVERSITY, EQUITY AND INCLUSION**

Denver Arts & Venues is committed to diversity, equity and inclusion in all programs, initiatives and decision-making processes. Proposed initiatives must support these values.

- **ACCESSIBILITY**

Applicants should consider how their programs and services are accessible to individuals with disabilities. These standards are based on the Americans with Disability Act (ADA) and can be found at [ada.gov](https://www.ada.gov). Assistance can also be found by contacting the Denver Office of Disability Rights, 720-913-8485

DENVER MUSIC ADVANCEMENT FUND STAFF:

Lisa Gedgaudas, Program Administrator, Create Denver
lisa.gedgaudas@denvergov.org
720-865-5560

Matt Kowal, Majestic Collaborations, Supporting the Denver Music Strategy
Matthew.Kowal@denvergov.org
720-865-5572

DENVER MUSIC ADVISORY PANEL & REVIEW COMMITTEE

Amy Martinson, Music Instructional Curriculum Specialist, Denver Public Schools

Andrea Viarrial-Murphy, Director of Visibility and Operations, Youth on Record

Bryce Merrill, Music Programs Manager, Bohemian Foundation

Elysha Zaide, musician, ill-esh; music producer, community educator

Jamaal Curry, musician, Boss Eagle

Jonathan Kelley, filmmaker and music producer, T.H.I.N.C. INC.

Kendra Ingram, Executive Director, Robert and Judi Newman Center for the Performing Arts

Madalena Salazar, IMTour and TourWest Program Manager, Western States Arts Federation

Michael Seman, Director of Creative Industries Research and Policy, University of Colorado Denver

Pete Turner, Founder and Owner, Illegal Pete's

René Moffatt, Owner, Wolfung Creative; songwriter

Serafin Sanchez, Brand Manager, Ableton Inc.

Stephen Brackett, musician, FLOBOTS; Commissioner, Denver Commission on Cultural Affairs

Sydney Clapp, Career Advancement Grants Assistant, Colorado Creative Industries

Thadeaous Mighell, Programs Manager, Museum of Contemporary Art; curator, Understudy