

# ROCKET GRANTS

## TIMELINE FOR **ROCKET GRANTS** 2011-2012:

**January 24, 2011** - Applications open via <http://callforentry.org>

**April 1, 2011** - Applications close

**April 2, to May 7, 2011** - Selection panel process

**June 1, 2011** - Award recipients announced

**June 15, 2011** - Awards gathering, funds released

**June 15, 2012** - All projects must be complete

## VISION:

**Rocket Grants** receive support from the **Andy Warhol Foundation for the Visual Arts**, and are implemented through a partnership between the **Charlotte Street Foundation** in Kansas City, MO and the **Spencer Museum of Art**, at the University of Kansas in Lawrence, KS. These grants are designed to fuel the dynamism of the Kansas City region's art ecology by providing direct support for innovative, experimental, artist-driven, and artist-centered projects.

**Rocket Grants** fund projects that:

- happen outside of established institutions
- may not attract traditional forms of support
- challenge mainstream methods of production or presentation
- add energy and diversity to the field of visual arts activity regionally
- encourage the development of new kinds of audiences
- and provide opportunities for the creative growth of those involved.

## ELIGIBILITY:

- Artists, curators, collectives, collaboratives, partnerships, and artist-run spaces residing within an 80-mile radius of the Kansas City metropolitan area are eligible to apply. See map at: <http://rocketgrants.files.wordpress.com/2010/07/kc80mile.jpg>
- If applying as an artistic group, this group can be long-standing or created specifically for this project.
- Nonprofit, 501c3 organizations are NOT eligible to apply.
- All artists must be over 21 at the time of the application, and may not be full-time students at any time during the application or award period (April 1, 2011 to June 15, 2012). If college graduates, applicants for 2011 must have graduated from undergraduate school prior to June 30, 2009 (note, applicants need not have attended college).
- All exclusions apply for the entire period of the application and award (April 1, 2011 to June 15, 2012).

- Artists may not be awarded **Rocket Grants** for two sequential rounds of funding: 2010 awardees may not reapply in 2011.

#### **DESCRIPTION:**

The **Rocket Grants** program for 2011-12 will provide \$40,000, in cash awards of up to \$4,000 each, to area artists, curators, and writers - as individuals or groups - to support the creation and presentation of new work/projects.

Supported projects may include **visual art, performance, film screenings, video, new media, social practice and interdisciplinary projects**. Performing artists are eligible to apply, but all work should include a visual component that is strong enough to compete by that element alone, and performers are encouraged to form collaborations with visual artists to achieve this end.

#### **PROCESS:**

A panel composed of local and national artists and arts professionals will review applications and select projects for funding.

#### **Selection criteria:**

All proposals will be evaluated based on criteria including:

- Creative and conceptual strength of proposed project (quality)
- Overall vision of the applicant(s)
- The capacity of the applicant(s) to realize the project (feasibility)
- The project's potential for meaningful impact in/on the community, regional art ecology, and other artists, which may include:
  - Relevance of the resulting project to the public
  - Engagement of others in the community in and with the project
  - The project's commitment to addressing a regional constituency
  - The project's demonstration of support for and from other artists in the community
  - The use of venues that will encourage a different kind of audience

#### **Funding Priorities:**

**Rocket Grants** are intended to enable individuals and groups of artists to **take new risks** with their work, push the scope and scale of their activities, develop and pursue collaborative projects, and engage with members of the public and the public realm in inventive and meaningful ways.

Through this focus, **Rocket Grants** seek to **create ripple effects** - so that supported artists, processes, and projects will engage, inspire, and propel other artists; spark new ideas and ways of working; and contribute to a regional culture characterized by unconventional and expansive forms of interaction, exchange, provocation, and surprise.

Projects must **have a public life** – i.e. they must engage and be made accessible to the public via **process, presentation, production, or publication**. Manifestations may include:

- exhibitions with a strong public component, outside traditional or established arts venues
- site-specific installations
- public art projects
- public programs
- events
- performances, outside traditional or established arts venues
- screenings
- online projects
- publications
- residencies
- programming of artist-run spaces, etc.

Support for **curatorial and publication projects** will be for original projects involving significant collaboration with artist(s) from the geographic region and substantially contributing to this region's contemporary art and cultural discourse.

Projects that will reach or **connect artists and/or communities** from different parts of the region (e.g. Kansas City and Lawrence) are encouraged.

#### **Venues:**

Elevating the presence of unconventional or under-recognized art forms is a strong priority for this grant program, but encouraging artists to **develop new kinds of audiences** is of equal importance. Consequently, projects that propose the use of traditional or established arts venues – such as galleries, museums, theaters, arts districts and so on – will not be strong candidates for funding. All artists are recommended to specifically address their choice of venue in a deliberate and meaningful way, and to explore how a well-chosen location could introduce new and surprising experiences to a chosen audience, large or small.

Artists are also encouraged to consider how entry fees or other charges connected with any events they schedule might affect the public accessibility of their projects.

Exhibition venues operated by either of the regional partners (Spencer Museum, CSF/UCP Paragraph and La Esquina galleries and the Project Space) are specifically NOT allowable for events connected to the Rocket Grants program.

#### **FAQs:**

Answers to frequently asked questions, intended to help clarify the funding priorities and application process for this grant, may be found here:

<https://rocketgrants.wordpress.com/about/faq-2/>

Further information may be gained by viewing projects by previous **Rocket Grants** recipients: <https://rocketgrants.wordpress.com/projects/>

### **Artist Responsibilities**

Awarded artists will be expected to maintain prompt communications with the Program Coordinator. They will also be asked to make regular brief entries on the **Rocketblog** to track the progress of their projects, and to prepare publicity materials in a timely manner.

Awardees will be required to complete a short report after completion of the project. 10% of each grant will be withheld and released upon the completion of this report, with the intent that it will serve as seed money for future projects or as support for further leveraging of the completed project.

Artists will be legally responsible for all events, materials and outcomes connected with their projects.

### **Summary of kinds of projects that will NOT be funded:**

- Projects proposed by a 501c3 non-profit organization
- Projects in which the lead artist/organizer, or the majority of artists, or the key visual artist live outside the 80-mile radius zone, or are not resident in this area at the time of application.
- Projects that do not have a public component, that are not accessible and presented to the public, that are a continuation or completion of traditional, private studio practice, or that do not exemplify innovative or experimental practices.
- Projects that request funding solely or primarily for travel or equipment purchase.
- Projects that request the use of venues run by partner institutions (Charlotte Street/Urban Culture Project and the Spencer Museum of Art), or that propose to use traditional or established arts venues without a compelling reason for doing so.
- Projects in which the lead artist/organizer/curator or any of the key participants is under the age of 21, is enrolled in any full-time or undergraduate study program at the time of application (or will be at any time during the period of the award), or has graduated from an undergraduate program since June 30, 2009.
- Projects or artists that received funding for the first round of **Rocket Grants** will not be eligible for the second round.

### **ROCKET GRANTS PARTNERS:**

**Charlotte Street Foundation**  
**Spencer Museum of Art**  
**Andy Warhol Foundation for the Visual Arts**

**APPLICATION GUIDE**  
**Applications open January 24<sup>th</sup> 2011**  
**<http://www.callforentry.org>**

If applying as an artistic group, organization or curatorial project, the group can be long-standing or created specifically for this project. Please identify one participant to serve as the lead contact for the project. It will be assumed that the artist/curator who is making the online application will be serving as the lead artist/contact for the group.

Well before the application deadline (**April 1, 2011**), you should register at <http://www.callforentry.org> (CaFE) and create a username and password for logging in. If applying as a group of any kind, please create a username for the group (this could be the same as your project name), but use the lead artist/curator's information for the contact name and email. By doing this you will be able to upload work by multiple artists without confusing authorship. You should allow plenty of time for preparing and uploading your images to the CaFE site, because the system requires you to follow specific guidelines. You will find easy to follow instructions (including a tutorial) on the site after you register.

You are advised to locate and prepare the following information as a word processing document before completing the online application. Be sure to keep a backup copy of your written materials, for reference and in case your computer system crashes. All writing should be persuasive, relevant and concise. **Please respect all length limits.**

## **1. PROJECT DESCRIPTION**

Describe the project you would like to develop. Please include:

- **Project title**
- **Project summary:** Summarize your project in one sentence (maximum 30 words)
- **Description of your project** (maximum 700 words) including:
  - Description of the form your project will take (exhibition, public art project, series of public programs, performance, publication, etc.)
  - Motivations for the work, concepts behind the project, and relationship to past work
  - Anticipated impact in the area community including:
    - Specific target communities you plan to engage
    - Support for/involvement with other local artists in or through the project
    - How the project might serve as model/inspiration for other projects
- A brief **project timeline** (100 word paragraph or a bullet point list)
- **Project mechanics:** a description of how and where the project will be realized, including how it will be made accessible to the public (100 words)
- If your project requires a **venue** but one has not been secured, please explain (one sentence, maximum 30 words)
- If your project is a print or internet-based publication or project, please talk about your plans and **timeline for distribution/dissemination** (100 words)

## 2. WORK SAMPLES

Both the professional quality and the relevance of this material to your project will significantly impact the success of your application. There is a requirement for this grant that all projects should have a strong visual impact. Therefore, artists working in all media are strongly advised to submit compelling visual documentation connected with their project. Submit **up to TWO** forms of support material from the list below:

- **10 digital images** – Please prepare your images as described on the CaFE site at [https://www.callforentry.org/image\\_prep.phtml](https://www.callforentry.org/image_prep.phtml). You will need access to photo-editing software that can resize images, change image resolution, create new images, and save images as JPEGs. The Kansas City Public Library system has laptops that can be checked out with a library card for use in the building, and these machines are equipped with Gimp software that will perform all the required functions (<http://www.gimp.org>). It can also be downloaded free to your Mac, and Get Paint (<http://www.getpaint.net>) is available free for use on Windows systems. Other options are listed on the CaFE site. You can also view a tutorial on how to do the formatting using Adobe Elements (free 30-day trial) at <http://tinyurl.com/2dgm3dz>. As you upload your formatted images, please fill in all the relevant information (title, date, media etc.) for each one. IN ADDITION, if you are applying as a GROUP, organization or curatorial project, and are including work by **more than one artist**, PLEASE INCLUDE THE ARTIST'S NAME IN THE TITLE OF EACH SLIDE: e.g. Andy Warhol – Rocket Soup
- **One DVD or CD** with up to 3 works or 3 excerpts of time-based works. CaFE does not yet accept video/music uploads, though this is planned for future applications. The panel will review up to five (5) minutes of work total. DVDs and CDs MUST be viewable/audible on both MAC and PC platforms. Preferred formats are .mp4 for video and .m4a for audio. Samples that cannot be opened will disqualify your application. No VHS tapes. Mail or hand-deliver to Charlotte Street Foundation or the Spencer Museum to arrive by 4 PM April 1, 2011. See delivery details below.
- **Print materials**, including brochures, publications, books, etc. with excerpts clearly marked for priority viewing. The selection panel will view up to 10 pages of writing, or a maximum of 2,500 words. Mail or hand-deliver to Charlotte Street Foundation or the Spencer Museum, to arrive by 4 PM April 1, 2011. See delivery details below.
- For **websites** you wish to be viewed as work samples, please submit **a list of URLs**. Please select material for viewing, bearing in mind that the selection panel will spend up to 5 minutes looking at your selections.

Please note that work samples will only be returned if a stamped, self-addressed envelope/mailed is included with them. Both video and printed work samples must be mailed or hand-delivered, and must ARRIVE by 4 PM on April 1, 2011. Please do not send any original materials unless they are disposable/multiples. Due to the volume of applications, we will NOT be able to confirm the receipt of these materials by phone or email.

**For mail delivery:** Charlotte Street Foundation, **Rocket Grants**, PO Box 10263, Kansas City, MO 64171

**For hand delivery:** CSF Office, M-F, 9 am-5 pm: 1000 W. 25th Street, Kansas City, MO 64108. Please mark your packet: **Rocket Grants**.

Or (April 1, 2011 only) Spencer Museum of Art, 1301 Mississippi Street, Lawrence, KS 66045-7500. Please mark your packet: **Rocket Grants**.

### 3. FURTHER INFORMATION FOR WORK SAMPLES

For all work samples, please carefully consider the relevance of the sample to your proposed project. Relevant samples show skills or experience that will be necessary to complete your proposal, or samples of work/sketches that describe the actual project you are planning. **For all types of work sample:** if images are by multiple artists in your group, please explain how this is relevant to your project.

If you are submitting **digital images** (recommended for all projects) please use the online application to indicate the relationship between them and your proposed project. (Approximately 50 words)

If including an unedited **DVD or CD-ROM** in your work sample, please indicate cue times and discuss the relevance of the samples to your proposal. If you are submitting an edited sample, you may use this space to describe the longer work from which it was taken. (Approximately 50 words).

If including **printed materials**, please extract samples from longer texts and indicate page or chapter numbers, and discuss the relevance of the samples to your proposal (Approximately 50 words).

If you are submitting one or more **URLs**, please direct the attention of the selection panel to priority viewing. Please also discuss the relevance of the samples to your proposal (Approximately 50 words).

### 4. BIOGRAPHY

Please write a short biography (maximum 500 words) about yourself, your group, collective or organization. If you have additional key participants in your group please use the additional space to submit short biographies for all (maximum 100 words each participant). This application does not require a typical resume, so this is where you will indicate your experience and skill sets required to carry out your proposed project.

### 5. BUDGET

**Rocket Grants** will award up to \$4,000 to the selected artists or artist group for a project. The amount requested must be fully justified by a thorough, credible and balanced budget submitted with this application. Ten percent of the award (up to \$400) will be withheld until the project is completed and final documentation has been submitted.

Please include projected expenses, anticipated income (if any), and the total project budget. For anticipated income, indicate if you have applied for, secured, or anticipate additional funds for this project and list amounts and potential sources. If your project relies on additional sources of income not yet secured, please explain how the scope of project will change if that income is not secured.

- Your budget may include in-kind contributions.
- You will need to download a budget form from the **Rocketblog** website (<http://rocketgrants.wordpress.com/about/faq-2/budget/>), fill it out, and upload it to the CaFE website.
- There are three formats available - .xls, .doc, and .pdf. The .xls (Excel) file is the preferred format, and will do the math for you! Please modify the budget form in any way necessary to meet your project's needs.
- Please also download the instructions file and carefully follow directions for filling out, saving and uploading. You will find additional information in the FAQ section that will clarify some questions about the budget process, and you may also view an online tutorial at <http://rocketgrants.wordpress.com/about/online-tutorials/>.
- The most important things to remember are that 1) Your budget should BALANCE (total income = expenses), and 2) That it should be well enough researched to credibly reflect the sum you are requesting. When you have completed the form, you should save it as YourProjectTitleBudget.xls, .doc or .pdf, and upload it as part of your online application.

**In all sections of the application, you are advised to keep your writing brief, persuasive and to the point. Please proof well before submitting.**

#### **MORE INFORMATION:**

There will be regional outreach sessions scheduled, and applicants will be able to make an appointment to clarify issues pertinent to their application. Please check for information and a calendar at <http://rocketgrants.wordpress.com/about/outreach-sessions/>.

Please note that Charlotte Street staff do not vote on the jury panel, and can not advise you on ways to create a winning application – that will always, ultimately, depend on the quality of your work and ideas and their relevance to this particular opportunity.

Please check all sources of information available to you (including the FAQ pages and the **Rocketblog** in general: <http://rocketgrants.wordpress.com>) BEFORE contacting staff for assistance.

Contact: **Julia Cole**,  
**Rocket Grants** Program Coordinator,  
[julia@charlottestreet.org](mailto:julia@charlottestreet.org)  
<http://rocketgrants.wordpress.com>  
<http://charlottestreet.org>