***The Zoo Labs Application Preview is for REFERENCE ONLY.***

*All Zoo Labs applications must be submitted online through CCI’s Submittable platform,* [*here*](http://www.centerforculturalinnovation.submittable.com)*. We will not accept applications submitted by mail or email using this form.*

**Responses to all questions/prompts are required unless otherwise noted.**

**Eligibility Quiz**

* Are the team members full-time residents of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma county\*? (*\*We recognize that the pandemic has resulted in the temporary and permanent displacement of individuals from their homes in the Bay Area. If* ***all*** *team members were living in an eligible Bay Area county as of March 1, 2020, but have been displaced as a result of the pandemic, the team is eligible to apply. Response options include yes; no; and some or all of the team members were displaced as a result of the pandemic.)*
* Does the team consist of two or more people, with at least one artist member?
* Is the team BIPOC or BIPOC-led?
* Is the team launching or currently operating a music-based project or business?
* Are any of the team members 18 or younger?*(Those who answer in the affirmative will be asked whether they have contacted CCI to discuss eligibility.)*

**SECTION 1: CONTACT INFORMATION**

**Lead Team Member**

1. Lead Team Member First Name
2. Lead Team Member Last Name
3. Lead Team Member Street Address
4. Lead Team Member City
5. Lead Team Member Zip Code
6. Lead Team Member County *(dropdown menu of eligible California counties, as well as a “Not Applicable” option for team members who were displaced as a result of the pandemic)*
7. Lead Team Member Email
8. Lead Team Member Phone Number
9. Lead Team Member Primary Project/Business Role (Select One.): Advisor; Artist; Booker; CEO; Content Creator; Developer; Engineer; Manager; Marketing/Sales; Producer; R&D; Videographer/Photographer; Write-in Option [max 25 words]
10. Lead Team Member Brief Bio [100 words max]

**Team Member 2**

1. Team Member 2 First Name
2. Team Member 2 Last Name
3. Team Member 2 Street Address
4. Team Member 2 City
5. Team Member 2 Zip Code
6. Team Member 2 County *(dropdown menu of eligible California counties, as well as a “Not Applicable” option for team members who were displaced as a result of the pandemic)*
7. Team Member 2 Email
8. Team Member 2 Phone Number
9. Team Member 2 Primary Project/Business Role (Select One.): Advisor; Artist; Booker; CEO; Content Creator; Developer; Engineer; Manager; Marketing/Sales; Producer; R&D; Videographer/Photographer; Write-in Option [25 words max]
10. Team Member 2 Brief Bio [100 words max]

**Additional Team Members:** The online application will collect contact information for up to three additional team members.

**SECTION 2: FUNDING REQUEST**

* How much funding are you requesting?
* $5,000
* $15,000
* $25,000
* $50,000

**SECTION 3: ABOUT THE TEAM**

1. Total number of team members (including lead team member):
2. How long has the team been working together on the project/business?

* Less than 1 year
* 2-5 years
* 6-10 years
* 10 years or more

1. What is the most impressive thing that the team has done together with regards to the project/business?[175 words max]
2. In what ways has the team come together to create traction for the project/business? [175 words max]

**SECTION 4: ABOUT THE PROJECT/BUSINESS**

1. Project/Business Name:
2. Year Established:
3. Project/Business Type:

* Cooperative
* Corporation
* Fiscally Sponsored
* LLC
* Nonprofit
* Partnership
* Sole Proprietorship
* Unincorporated

1. OPTIONAL: Provide any URLs/handles related to your music-based project or business. (The online application will provide a fillable table like the one below. You may enter only ONE URL/handle per row.)

|  |  |
| --- | --- |
| **Platform** | **URL/Handle** |
| Website |  |
| YouTube |  |
| Facebook |  |
| Twitter |  |
| Instagram |  |
| Spotify |  |
| Soundcloud |  |
| Bandcamp |  |

1. While not a deciding factor, music-based projects and businesses that focus on education, music technology, the performing arts, and/or social justice will be prioritized for funding. If applicable, select the focus area with which your project or business is most closely aligned**.**

* Education
* Music Technology
* Performing Arts
* Social Justice
* Not Applicable
* Applicants who select Education, Music Technology, Performing Arts, or Social Justice will be asked to provide a 1-2 sentence description of how their project/business aligns with this focus area. [50 words max]

1. Describe your music-based project or business. In your response, explain what you are creating and why you are creating it. [175 words max]
2. What type of mentorship does your project/business need to increase its impact? (Select up to three.) Branding; Business Models; Content Strategy; Design Thinking; Digital Strategy; Finance; Fundraising; Legal; Marketing; Music Industry; Music Publishing; Pitching; Product Market Fit; Rapid Prototyping; Understanding Your Fans; Team Dynamics; Tech Development

*$5-$15K REQUESTS—Proceed to Section 5*

*$25-50K REQUESTS ONLY—Complete Questions 8-11*

1. 2019 Earned Net Revenue**:** $1-$9,999; $10,000-$19,999; $20,000-$29,999; $30,000-$49,999; $50,000-$79,999; $80,000-$99,999; $100,000-$149,000; $150,000 or greater; Not Applicable
2. 2020 Earned Net Revenue**:** $1-$9,999; $10,000-$19,999; $20,000-$29,999; $30,000-$49,999; $50,000-$79,999; $80,000-$99,999; $100,000-$149,000; $150,000 or greater; Not Applicable
3. What are the main sources of the business’ earned revenue? (Select up to three options.) Licensing; Merchandise/Goods; Royalties; Service Fees; Streaming; Touring/Ticket Sales; Write-in Option [25 words max]
4. Are team members financially compensated through the business?

* Yes
* How are team members compensated? (Select all that apply.) Fees for Services; Hourly Wages; Salary; Split Earnings; Write-in Option [25 words max]
* No

[Proceed to Section 5]

**SECTION 5: ABOUT YOUR FAN/CUSTOMER BASE**

1. Describe your fan/customer base. Include any demographic characteristics that you’re aware of (e.g., age range or location). For emerging projects/businesses, if applicable, describe the fan/customer base that you are trying to reach. [175 words max]
2. How do you currently engage or interact with your fan/customer base? (Select up to two options.)Digital or Direct Marketing;Live/In-Person Events; Online Platforms & Social Media; Virtual Events; Not Applicable (emerging projects/businesses only); Write-in Option [25 words max]
3. How big is your *current* fan/customer base? 1–500 fans/customers; 501 – 1,000 fans/customers; 1,001 – 2,500 fans/customers; 2,501 – 5,000 fans/customers; 5,001 – 10,000 fans/customers; 10,001 fans/customers or greater; Not Applicable (emerging projects/businesses only)
4. How big is your *potential* fan/customer base? 1–500 fans/customers; 501 – 1,000 fans/customers; 1,001 – 2,500 fans/customers; 2,501 – 5,000 fans/customers; 5,001 – 10,000 fans/customers; 10,001 fans/customers or greater
5. How do you plan on reaching your potential fan/customer base? [175 words max]

**SECTION 6: ABOUT YOUR IMPACT**

1. How is your music-based project or business creating economic opportunities in your community? [175 words max]
2. Why does your fan/customer base care about your music-based project or business?And, how do you know this? For emerging projects/businesses that do not yet have a fan/customer base, enter “N/A.”[175 words max]
3. Why is this a critical time for your project/business to receive funding? [175 words max]

**SECTION 7: PITCH VIDEO**

Applicants must upload a **one-minute** “pitch” video that involves the entire team. Pitch videos should address the following:

* Who are the team members?
* What is the music-based project or business?
* Why is the team applying for funding?
* How is this moment a critical juncture in the trajectory of the project or business?

AVI, MP4, MOV, or MPG files accepted. See the [**Frequently Asked Questions**](https://www.cciarts.org/zoo_labs.html) for more information about preparing the pitch video.

**SECTION 8: WORK SAMPLES**

Work samples are required, and are critical in helping panelists acquaint themselves with your music business. In general, it is best to select examples of recent work (2018 or later), and to avoid samples that have poor visibility or audio quality.

**IMPORTANT—PLEASE READ**: **Panelists will review up to 5 minutes total**. Keep this in mind when selecting samples that are lengthy. You may opt to cue your sample to a specific starting point or to edit it. ***If you are submitting more than one type of work sample, then you cannot submit the recommended total for each type. For example: you can submit 2 minutes of audio and 3 minutes of video but NOT 5 minutes of audio and 5 minutes of video.***

At least one work sample, and no more than three, mustbe uploaded directly to the online application. Each upload can be accompanied by the sample’s title, year, and a single sentence description. The total size limit for an application submission is 800 MB, which may include work samples uploaded in the following formats:

1. **Audio:** AIFF, WAV, M4A, or MP3 files accepted. Please refer to the panelist viewing instructions above and note there is a file size limit of 400 MB per upload.
2. **Video:** AVI, MP4, MOV, or MPG files accepted. We recommend the MPEG4 (H.264) format with a minimum 640x480 resolution and MP3 audio. Resizing your video to these specifications before uploading will help your samples look better. Please refer to the panelist viewing instructions above and note there is a file size limit of 400 MB per upload. In addition, **we will NOT accept a document with Vimeo, YouTube, or other video platform links. You must upload your sample directly to the Submittable platform.** Videos that require a password will not be viewed either.
3. **Text/Image-Based Materials** *(such as press, marketing, or promotional ephemera; examples may include event flyers, concert posters, product advertisements, press releases, print/online media coverage, etc.)***:** .doc, .docx, or .pdf files accepted. Up to five (5) letter size (8.5 x 11 inches) pages of ephemera may be submitted, which equates to two (2) minutes of panelist review time.

**SECTION 9: DEMOGRAPHICS**

The information requested below is CONFIDENTIAL and will be used for internal purposes only to better capture and understand the populations served by both CCI and Zoo Labs. As such, the information you provide may be used in summary statistics (i.e., without attribution to individual applicants), but will not impact the evaluation of your application. **Note: Please answer the demographic questions as an individual, and not as a reflection of the team.**

Response options for the questions below will be available in the online application, including “Prefer Not to State.”

1. With which gender(s) do you identify?
2. Do you identify as LGBTQIA?
3. Do you identify as a person with a disability?
4. How do you identify?
5. What is the highest degree or level of education you have completed?
6. Do you owe any student loans currently?
7. Annual household income:
8. What is your artistic discipline or area of cultural production?
9. What is your career stage?
10. Approximate number of years you have been creating art or engaging in cultural practices with the intent to earn income from your work:
11. Estimated percentage of income derived from your art/cultural practice or arts-based business:
12. Select all the ways in which you try or have *tried* to raise money
13. Select all the ways in which you have *succeeded* in raising money.
14. How did you hear about this opportunity?

**SECTION 10: CERTIFICATION**

I certify, I have read and met the eligibility requirements stated in the Zoo Lab grant guidelines and that all information provided in this application is correct to the best of my knowledge. I further acknowledge that the Center for Cultural Innovation is not liable for damage or loss of materials submitted.

**[check box]** By checking this box, I certify the above to be true.