



ZOO LABS

Update as of July 16, 2021:

After receiving valuable community feedback, we have updated the Zoo Labs grant eligibility criteria in support of those who have been temporarily or permanently displaced as a result of the pandemic.

Therefore, 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.



ZOO LABS

Welcome

Zoo Labs Grant Informational Webinar

July 14, 2021



What is the Zoo Labs grant?





Guidelines

Guidelines



The Zoo Labs grant program will distribute unrestricted awards of \$5,000, \$15,000, \$25,000, and \$50,000 in support of Bay Area BIPOC and BIPOC-led artist teams with a music-based project or business that is contributing to the region's arts and culture environment in positive ways.

ELIGIBILITY

- BIPOC or BIPOC-led team of two or more people, with at least one artist member;
- Launching, or have already established, a music-based project or business;
- Full-time residents of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma county*

***UPDATE, 7.16.21: 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;**

Guidelines



The Zoo Labs grant program will distribute unrestricted awards of \$5,000, \$15,000, \$25,000, and \$50,000 in support of Bay Area BIPOC and BIPOC-led artist teams with a music-based project or business that is contributing to the region's arts and culture environment in positive ways.

ELIGIBILITY, cont.

- 18 years or older—if a member of the team is 18 or younger, applicant must contact CCI to discuss eligibility; and
- Free of any conflicts of interest (family or financial relationship) with the board, staff, or directors of CCI, Zoo Labs, and Intersection for the Arts.

Guidelines



EVALUATION CRITERIA

- **Group Strength & Dynamics:** healthy working relationship and drive to seek out opportunities;
- **Artistry & Craft:** work is well-developed and creates a compelling fan/customer experience;
- **Entrepreneurship:** receptive to ongoing learning and feedback, and committed to building a sustainable business that attracts resources and fans/customers; and
- **Impact:** work *matters* to fan/customer base, and creates economic opportunities in the community. Additionally, funding is arriving at a “critical juncture,” where an infusion of capital has the potential for short and long-term impact.

Guidelines



AWARD AMOUNT & FACTORS

\$5,000

- Team is newly formed
- Small fan/customer base
- No revenue

\$15,000

- Established team
- Growing fan/customer base
- Little or no revenue

\$25,000

- Established team
- Strong fan/customer base
- Earning some revenue

\$50,000

- Established team
- Strong fan/customer base
- Sustainable revenue model

TIMELINE

KEY DATES

JULY 5 2021

APPLICATION OPENS

JULY 14 2021

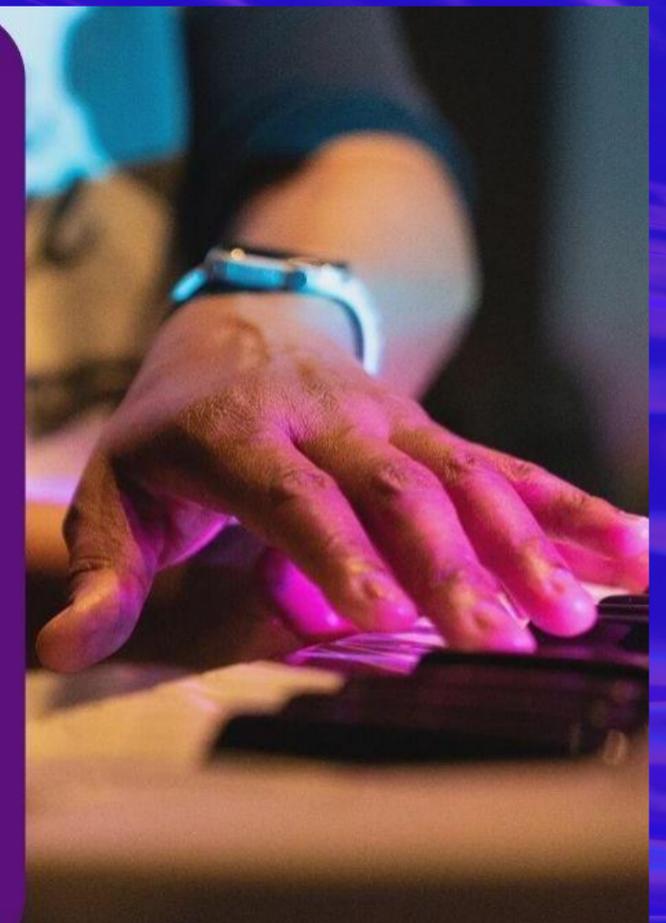
INFORMATIONAL WEBINAR

AUGUST 19 2021

APPLICATION CLOSES

OCTOBER 15 2021

AWARD NOTIFICATIONS

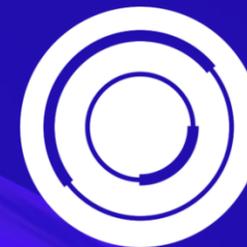




Application



Application



Only one application will be accepted per team. Applications must be submitted through Submittable, CCI's online grants platform.

NARRATIVE

- **TEAM:** Describe the most impressive thing that the team has done together per the project/business. Describe the ways that the team has created traction for the project/business.
- **BUSINESS:** Describe the project/business, including what you are creating and why you are creating it.
- **FAN/CUSTOMER BASE:** Describe your *current* fan/customer base, including any demographic characteristics. Describe your plans for reaching your *potential* fan/customer base.
- **IMPACT:** How is the project/business creating economic opportunities in the community? Why does your fan/customer base care about the project/business, and how do you know? Why is this a critical time for your project/business to receive funding?

Application



WORK SAMPLES

- A minimum of one, and no more than three, work samples are required. Samples may include audio, visual, or text/image-based materials.
- Panelists will review up to FIVE (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.
- Select examples of recent work (2018 or later), and avoid samples that have poor visibility or audio quality.

1-Minute Pitch Video



Free Online Courses for Artists



Launching this Fall

- Creative Business Models
- Understanding Your Fans
- Aligning, Managing, & Protecting Your Creative Power
- Finding Product Market Fit
- Branding: The Power of Story
- De-Mystifying Setting up your Business
- Monetization
- Music Business Administration (How to Get Paid for Your Music)



LEARN FUND MENTOR COMMUNITY

[Donate Now](#)



Award Deets



Award Deets



MENTORSHIP

- Zoo Labs staff will coordinate mentorship logistics and pairings based on each team's needs, interests, and availability.
- Needs will be assessed based on the online application question regarding mentorship needs and through a one-on-one consultation with Zoo Labs staff.
- The full team is required to participate in the one-on-one consultation and in a 1-hour session (virtually or in person) with the chosen mentor.

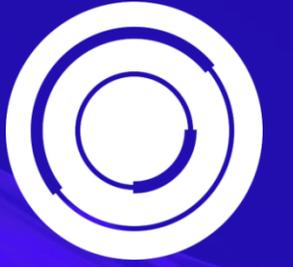


Award Deets



PAYMENT LOGISTICS

- Payment will be made to **only one team member**.
- Payment will be made in **two installments**:
 - 90% of the award will be paid upon signing the grant agreement and providing any requested information (such as a Form W-9).
 - The final 10% of the award will be paid upon submission of an approved final report and fulfillment of the mentorship requirements.
- The Zoo Labs grant is **unrestricted**; however, it cannot be applied towards lobbying activities or in a manner inconsistent with CCI's charitable purpose under IRS Section 501(c)(3).



Tips & Tricks

Tips & Tricks



GENERAL

- Be clear and to the point—avoid responses that are overly technical or dense/abstract
- Have a friend, etc. look over your application to see if any important details were left out or whether anything is unclear
- Review all ephemera—Guidelines, FAQs, Application Preview, Pitch Video, this Webinar!
- Reach out to CCI staff with questions!

PITCH VIDEO

- Pitch videos can be recorded on any device
- The whole team must be featured in the video
- Production quality will not be assessed; however, it's important that audio and visibility are clear
- Have fun with this!



Questions?



ZOO LABS

Thank you!

Contact:

grants@ccciarts.org

415.288.0530