



FREE CONCERTS IN PUBLIC SITES

Application and Program Guidelines

July through October, 2010

Due: March 10, 2010

GENERAL INFORMATION

Since 1968 the Los Angeles County Arts Commission has been sponsoring free concerts at community venues throughout Los Angeles County to provide access to quality music programming representing the diversity of County residents. Each of the five Supervisorial Board Offices of Los Angeles County will provide funds to cover musician's fees for the program at a rate comparable to the American Federation of Musician's pay scale for free concerts. The Arts Commission will coordinate payments to musicians while Free Concert Presenters are responsible for communicating all information to the Arts Commission and musicians, coordinating all necessary production logistics, marketing the event, and effectively drawing the audience size as proposed in the application.

Please read through these guidelines before beginning an application.

Application Updates for 2010:

Funding for concerts accepted by the Free Concerts in Public Sites in 2010 will be provided by each of the District Supervisor's Board Offices in a competitive application process. Applications will be divided into pools according to district, and will be considered alongside other applications in their district pool. The Arts Commission encourages applicants to be as thorough as possible in their proposal submissions, and carefully follow the application guidelines in this document.

The application format in 2010 is a Microsoft Word Document form. Applications can be downloaded from the Free Concerts website and must be emailed to publicevents@arts.lacounty.gov by Wednesday, March 10, 2010 to be considered.

New applicants and presenters new to the program in 2010 may be subject to a site visit to assess production site needs. Site visits will be scheduled in February and March by Arts Commission staff.

APPLICATION TIMELINE

Application Available Online: February 5, 2010

Application Deadline: March 10, 2010

Concert Dates: July 2010—October 2010

APPLICATION ELIGIBILITY

You can apply for a concert if you represent a

- Park
- Library
- Hospital
- Juvenile Hall
- Probation Camp
- Arts Organization
- Civic Center
- Senior Citizen Center
- Non-profit Performance Venue

Los Angeles City agencies are not eligible to apply for funding through the Los Angeles County Arts Commission. Organizations generally receive one concert per season. If surplus funds are available, the Arts Commission will consider more than one proposal from presenters with an established festival or concert series.

Ineligible Organizations and Groups

Chambers of commerce, for-profit, religious, political, and private groups are not eligible. Concerts may not be used for testimonials, proms, mixers, class reunions, commencement exercises, award functions, seminars or workshops, individual instructions or clinic-type performances, at blood donors' clinics, political events (including rallies, parades, meetings, conventions, social functions or celebrations), or sectarian or ecumenical religious services.

Events taking place on school campuses where K-12 students are the primary audience are not eligible for Free Concert funding. School representatives and educators are encouraged to visit www.LAArtsEd.org for vetted arts education programs.

Music groups are not eligible to submit presenter applications, as it is considered a conflict of interest.

PROGRAM REQUIREMENTS

By submitting a Free Concerts in Public Sites application, the organization's contact agrees to the following conditions:

Concert Requirements: Performances must be free and open to the general public. There may not be an admission charge or condition of admittance, including the purchase of food. There may not be donations or fundraising, before, during or after the performance (including raffles). There can be no commercial advantage gained from the performance.

Musician Requirements: All organizations must select musicians/groups from the Musicians Roster. Returning presenters must request a different group than the one that performed at their last approved concert. Approved concert presenter contacts are directly responsible for all communications and logistical coordination with musicians, except contracts and payments, which are administered by the Arts Commission.

Changes and Cancellation Requirements: Any proposed changes to an approved concert (e.g. date, time, etc.) must be cleared with the Arts Commission in advance. Cancellations of concerts must be made at least 30 days in advance of the approved concert date when a music group has been booked for the event. It is the presenter's responsibility to notify both the Arts Commission and the music group leader. Failure to do so may result in disqualification from future concert eligibility. Cancellations due to weather issues for outdoor events are excluded.

Production/Equipment Requirements: Presenters must provide sound equipment appropriate for the number of musicians requested, the size of the venue, and anticipated audience. Some music groups are able to provide a P.A. system- this information will be listed under the "Additional Equipment Available" section in the listing on the Musicians Roster. However, many of these systems are not appropriate for large outdoor concerts. Your organization will need to be prepared to supplement or provide an audio system that will be suitable for your event. For more information about your venue's audio needs, you may contact the Ford Theatre Production Manager, Arthur Trowbridge, at (323) 856-5785. If your organization is new to the Free Concerts Program or was new to the program in 2008, a site visit may be required to assess the needs of the site and appropriateness of the requested band. Sites visits will be scheduled and conducted by Arts Commission staff in February and March.

Application Submission Requirements: All presenters are required to submit a final report and evaluation of the concert using the posted Free Concert Final Report document on the Arts Commission's website. Approved concert presenters will be provided with more information about the final report during the notification and contract phases of the program.

Acknowledgement of County's Contribution: The Supervisor of the District in which the approved concert takes place must be credited in all spoken, printed and broadcast publicity. Failure to comply with this requirement will jeopardize future eligibility for this program. An Arts Commission logo may also be used by presenters on promotional publications at www.lacountyarts.org/free.html.

All Free Concerts in Public Sites may be visited by a staff member of the Arts Commission to ensure all proposed criteria are met.

APPLICATION PROCEDURE, SELECTION and NOTIFICATION

Funds for concerts are granted by district on a competitive basis. The concert must be the main attraction of the event. Other selection criteria that you should consider while completing the application are:

- Anticipated audience size relative to the number of musicians requested
- Ability of presenter to provide effective production and marketing support, such as exhibiting a history of successful event producing and audience building
- Geographic distribution of concerts throughout Los Angeles County

Early submission is strongly recommended as staff monitors applications and can provide assistance if needed.

Application Procedure:

Each organization must submit a complete application to be considered for the 2010 Free Concerts in Public Sites Program. The application is available as a fill-able Microsoft Word Document form, which can be accessed at www.lacountyarts.org/free.html. Download and complete the form and email it to publicevents@arts.lacounty.gov by the deadline, March 10, 2010. The application consists of the following sections:

1. **Applicant/Organizational Information:** General information about your organization including contact information, agency type, and County district.
2. **Concert Site and Audience:** Information about your proposed event, including the proposed concert site, date, time, and projected audience.
3. **Musician and Production Information:** Information about the proposed concert performance, including the requested music group, and the equipment that will be provided for successful production of the concert (the equipment provided by your organization should be appropriate for the type of music group that is requested). Please see "Musicians Roster Selection" below for more information about selecting a music group from the Arts Commission's Musicians Roster, an online list of eligible music groups located at www.lacountyarts.org/musicians_roster.html.
4. **Program Information:** Information that will provide background on your concert or concert series and your organization's experience and background, including your organization and staff's specific production experience and knowledge, details of the proposed program, a detailed marketing plan and marketing budget, as well as the person that the music group would report to on the day of the show.
5. **Non-Profit Designation Letter:** If your organization is a non-profit, attach proof of your non-profit status to your email submission. This document can be uploaded as a pdf or jpeg. If your organization is a County or Municipal Agency, you do not need to submit this documentation.
6. ****Concert Site Photo (NEW):** When submitting your application via email to publicevents@arts.lacounty.gov, attach between 1 and 5 photographs of the proposed concert site. Photos of the concert site during a past concert performance are preferred.

Musicians Roster Selection:

The Musicians Roster is a convenient resource for presenter applicants to search and select artists to perform in the Free Concerts in Public Sites program. It is accessible from the Arts Commission's website, www.lacountyarts.org/musicians_roster.html. The roster is searchable by key words, style of music, or group name, and includes audio clips, a brief description of the group's music style, a photo, contact information, a range of numbers of musicians, and – when applicable – a link to the group's website. All organizations applying to this program are required to select musicians/groups from the Musicians Roster.

Roster artists are eligible to perform up to 3 concerts per year. This limitation may be waived for certain groups in music genres with limited choices. Returning presenters must request a different group than the one that performed at their last approved concert.

On the Musicians Roster, you will see a range of number of musicians available for various lineups of a given band. There is no minimum required number. However, there is a suggested maximum number of musicians, based on venue size, budget limitations, and communities/districts served. Follow the guidelines below when requesting your group and its size:

<u>Number of Audience Members</u>	<u>Number of Musicians</u>
50-150	1-3
150-499	3-5
500 and up	5 and up

When selecting groups, please enter the number of musicians as listed on the Roster and make sure the available range of musicians for your group falls into the recommended size based on your estimated audience size. For instance, if you are a library looking for a duo, look at the Roster listing under "Number of Musicians" and make sure their minimum amount is at least 2. If not, please select another group that can perform as a duo. The Arts Commission will make the final determination of group size approved for each concert.

Exceptions can be made to audience ratio, based on special circumstances and events and underserved communities reached. Any applicants requesting a group whose size exceeds the recommended range for their audience size, and all applicants requesting groups of 7 or more in a lineup are strongly encouraged to make a compelling case for their event in the description section of the application.

Notification:

You will be notified of the status of your application via email approximately 3-4 weeks after the published deadline.

QUESTIONS

For any questions about this program or application process, please contact our staff at publicevents@arts.lacounty.gov or (323) 856-5793.