



County of Marin Community Service Fund Program Application Form

Application Date September 30, 2016

Fiscal Year July 1, 2016 - June 30, 2017

Organization Information

Full Legal Name: MarinArts.org

Organization URL: www.marinarts.org

Mission/purpose of your organization:

Our Mission is to be a county wide arts service organization dedicated to empowering all the arts in Marin County – visual arts, theater, film, music, literature, festivals, workshops, family events and more. We accomplish this by: Collaboration: Encouraging networking, partnerships and communication between the existing arts organizations, groups and programs in Marin. Arts Convenings: These are meetings of members of Marin's arts community. We enjoy having an opportunity to gather and talk with our colleagues, hearing about everyone's activities and highlights for the year, sharing discussion topics for future mixers and brainstorming about future projects. Arts Advocacy: By advocating for the arts with local municipalities, the county and the state including working with the California Arts Council and visiting our representatives in Sacramento. We also collect data and share information about the economic impact of the arts and the intrinsic value of the arts in our community.

Grant Request Information

Program/Project Name: MarinArts.org Arts & Culture Calendar

Amount Requested Dollar: \$10,000.00

Total Project Cost: \$32,200.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

Marin Community Services Funds will be used for administrative costs, marketing costs and software licensing fees to support the first year of Marin County's first all-inclusive online arts & cultural calendar and directory (an arts "hub"). Specifically: • MarinArts.org has successfully launched a countywide arts calendar using the Artsopolis platform. • We have an ongoing program to pursue opportunities for earned income and strategic partnerships within Marin and with our neighboring counties of Sonoma and Napa. • Extend our outreach to arts nonprofits, art related businesses, individual artists and the community at large as we work on fully populating the MarinArts.org comprehensive arts and cultural calendar and directory for all of Marin County. We applied for and received our second State Local Partner Program Grant through the California Arts Council. The CAC fully understands the importance of this project that it is now supporting for a 4th year. The 2016-17 year grant award is for \$26,400. The Marin Community Services Grant that we are applying for, if awarded, will be matched dollar for dollar by the California Arts Council State Local Partner Program Grant.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

The comprehensive online Arts and Culture Calendar is the first one that Marin County has ever had. It is beginning to serve as the go-to portal for all the arts in the county. The benefits will be spread throughout the geography from north to south and east to west. There are no limits on the calendar's reach. All countywide arts related endeavors including arts businesses, arts non-profits and individual artists are able to post their listings, gallery events, performances and activities. That is only one side of the calendar. The other side is having all this information easily available to the public. Our remote west Marin residents can now know what's happening in their community as well as the larger county and our 101 corridor residents will have at their fingertips information on events around the county. Tourists and visitors finally have a place to go to learn about the amazing and rich art world that thrives in Marin County. Our plan is to begin working on a bi-lingual version of the calendar within a year. We will also be looking for additional sources to fund the bi-lingual version as we move forward. This will serve many more of Marin County's under served Latino community.

The total amount received for the past three fiscal years:

Year	Amount	Project
2015 - 2016	\$3,000.00	Countywide Arts & Culture Calendar
2014 - 2015		
2013 - 2014		

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF	Marin County	\$10,000	\$0	
Federal Grant				
State Grant	California Arts Council	\$17,000	\$17,000	<i>awarded, not yet received</i>
Individual Contributions	Various Donors	\$5,000	\$3,500	
Other Local Agencies				
In kind services	MarinLink	\$3,000	\$3,000	
Other				
Total Sources		\$35,000	\$23,500	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$17,200	\$7,500	
Services and Supplies		\$15,000	\$9,000	
Capital				
Other				
Total Expenses		\$32,200	\$16,500	