Hewlett 50 Arts Commissions for Media Art
Application Handbook
Administered by
Creative Capital

OVERVIEW

Launched in 2017 in honor of the Hewlett Foundation's 50th anniversary, the Hewlett 50 Arts Commissions initiative celebrates the foundation's longstanding commitment to the performing arts in the San Francisco Bay Area. The initiative supports the creation and premiere of 50 new works of the highest artistic quality and enduring value—works the foundation hopes will go on to inspire, engage and challenge audiences across the country and around the world in years to come. The $8 million initiative awards **ten $150,000 commissions each year** for exceptional new works by extraordinary artists working in partnership with San Francisco Bay Area nonprofit organizations. To find out more about the Hewlett 50 Arts Commissions, and past awardees please visit this [page](#).

The Hewlett 50 Arts Commissions initiative seeks applications for compelling projects led by accomplished local, national, or international artists. Competitive projects will be viable yet ambitious, organized in a way that demonstrates thoughtful planning. Projects will involve artists with experience that is commensurate with the design and goals of the proposed project. The application should demonstrate how a Hewlett 50 Arts Commissions award will enable the artist(s) to realize a project at a scale they would otherwise be hard-pressed to realize.

HEWLETT 50 ARTS COMMISSIONS FOR MEDIA ART – 2022

Commissions awarded in 2022 will support the creation of **10 new works in media art** to premiere in the Bay Area between 2022-2025.

What is Media Art?

Artists are often at the forefront of exploring new technologies and media: from the printing press to the camera, acrylics, internet, and virtual reality. Performance in particular often makes use of mediation: lighting, amplification, recording, and other technologies that augment the live experience. Yet **"media art" is a unique form of artistic expression that makes use of emerging technologies to create work that takes virtual, physical, and hybrid forms**. In this way of working, technology is both the medium and the tool. For this reason, media arts projects are often defined not only by their use of technological tools, but also a critical and strategic engagement with these technologies.

The Hewlett 50 Arts Commissions initiative seeks applications for new performance-based projects that center the use of emerging media arts technologies. We invite projects that engage and challenge the bounds of performance—such as dance, theater, music, sound, social practice, movement-based, and time-based work—through the use of media, including but not limited to electronic, computational, algorithmic, robotic, software, sonic, digital, data, cyber, web, immersive, XR, virtual, crypto, and AI.

Eligible genres

- Media art with a strong live performance element (i.e., time-based, movement-based, etc.)
- Hybrid performance (live theater, music, and dance) centering the use of emerging media arts technology
- Social practice/socially engaged art that centers the use of performance and emerging technology

Genres not eligible*

- Documentary film
- Feature film

While projects that are primarily documentary and feature films are not eligible, we welcome performance-based media arts projects that incorporate elements of feature film and documentary.

Timeline:

- **January 19, 2022:** Application Guidelines Announced and Available Online
- **February 1, 2022:** Info Session 1
- **February 1 – March 8, 2022:** Application Portal Open
- **February 15, 2022:** Info Session 2
- **March 8, 2022:** Application Deadline

- **April 2022**: Applicants Advancing to Full Application Round Notified
- **May 18, 2022**: Full Application Due
- **July 2022:** Finalists Notified
- **August 2022**: Awardees Notified
- **August 2022:** Awardee Meetings with Hewlett Foundation
- **Autumn 2022:** Public Announcement of Awards

PARTNERSHIP

The cornerstone of a Hewlett 50 Arts Commissions application is the partnership between a nonprofit organization and a lead artist. Applications will be submitted on behalf of the partnership by the organization, which is designated the **lead applicant**.

The **lead applicant** is the organization under whose name this application is being sent. The lead applicant is also the organization that is responsible for completing and submitting the application, as well as administering the project funds. The lead applicant may act as a fiscal sponsor, and work in collaboration with a presenting organization to realize the project.

The **lead applicant**
- Must be **nonprofit 501(c)(3) charitable organization headquartered in one of eleven Bay Area counties**: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma. The lead applicant will apply with a lead artist who can be based anywhere in the world. Applications from nonprofit organizations that are not exclusively focused on the arts are welcome and encouraged.
- Must have an average **annual operating budget of $50,000** or greater for the past two fiscal years. Organizations with an annual operating budget less than $50,000 must apply through a fiscal sponsor.
- Must upload a copy of their **IRS determination letter** showing they are a 501(c)(3).
- Must upload either an **audit, or a balance sheet and profit and loss statement** for the organization's most recent fiscal year, or submit **a DataArts Hewlett report** for the most recently completed fiscal year. Please note that you only need to upload ONE of the three requirements listed above.
- Will submit the application, enter into the grant agreement with the Hewlett Foundation, and be responsible for commissioning the lead artist and managing the project to successful completion.
- A lead applicant organization may collaborate with other organizations.

The **lead artist** is the person primarily responsible for the creation of the commission.
- The lead artist may be based anywhere in the world.
- Individual artists are not eligible to apply directly. They must partner with a lead applicant organization, which would receive the commissioning award from the Hewlett Foundation and commission (pay) the lead artist to create the new work.

- Projects with a lead artist that is currently a student, or with performers that are predominately school-age students (K-12 and college), are not eligible to apply.
- **A key feature of the 50 Arts Commissions is that the lead artist fee must be at least $50,000.**
- Lead artists who have been awarded a Hewlett 50 Arts Commissions award in the past cannot be lead artists for this commission, but they can be collaborating artists.

Fiscal Sponsors as Lead Applicants
Fiscal sponsorship is an arrangement between a 501(c)(3) nonprofit organization (the fiscal sponsor) and a charitable project. **The fiscal sponsor serves as the lead applicant**. Learn more about fiscal sponsorship models [here](#).
- Entities without nonprofit status, or those with organizational budgets under $50,000, may apply through a fiscal sponsor that meets the eligibility requirements.
- A fiscal sponsor may be a lead applicant for multiple fiscally sponsored projects.
- A fiscal sponsor may also choose to apply for its own project.
- A fiscal sponsor may not apply for more than one of its own projects.

APPLICATION
The application is broken into two rounds. In the first round (the Letter of Inquiry round), all applicants will submit information about their organization's eligibility, lead artist, project, and work samples. Applicants invited to the second round (the Full Application round) will have six weeks to submit a timeline, budgets, and additional information about the lead artist and collaborators. Applicants designated finalists will have two weeks to submit a Memorandum of Understanding. Please see below for a full breakdown of what will be asked in each application stage. We strongly recommend you prepare your materials beforehand.

Round 1 – Letter of Inquiry (LOI)
Due March 8, 2022
Eligibility Questions
1. Is the lead applicant* currently a 501c3 nonprofit organization or fiscally sponsored by a 501c3 organization?
2. Has the lead applicant (or fiscal sponsor) had annual income greater than $50,000 a year for the past two fiscal years?
3. Is the lead applicant's main address in the county of Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma?
4. Is the project a new performance-based project that centers on the use of emerging media arts technologies, or a project that significantly re-imagines an existing work?
5. By June of 2025 will the presenting organization present a full-length world premiere of the work accessible to the public in the county of Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma?

6. Does the project have a lead artist? (Ensembles may apply, but a lead artist must be named.)
7. Will the presenting organization pay the lead artist at least $50,000 in artist fees from the commission?

<u>Disqualifications</u>
- The lead artist is a student or the performers are primarily students.
- The presenting organization has previously received a Hewlett 50 Arts Commission.
- The lead artist was a lead artist on a project that previously received a Hewlett 50 Arts Commission
- The project is a restaging of a pre-existing work that will not involve a significant reimagining of the piece by the artist.
- The project does not give primacy to performance-based media arts as the main mode of artistic expression.
- The project is primarily a feature or documentary film.

Lead Applicant Information
- Are you a fiscal sponsor? (yes/no)
- Name, website, mailing address, and phone number
- Employer Identification Number (EIN)
- Contact person name, title, phone number, and email
- Budget for fiscal year 2021 (enter a numerical amount (rounded to ten) in dollars)

Presenting Organization
The presenting organization that is working with a fiscal sponsor to realize the proposed project.
- Name, website, mailing address, and phone number
- Employer Identification Number (EIN)
- Contact person name, title, phone number, and email
- Budget for fiscal year 2021 (enter a numerical amount (rounded to ten) in dollars)

Lead Artist Information
- Legal name (for payment purposes)
- Professional/chosen name
- Short bio focused on the artist's creative practice (500 words or less)
- Phone number, email address, mailing address, hometown location

Project Information
- Project Title (10 words or less)
- Project Summary (50 words or less)
- <u>Project Description</u> - Describe the vision for the commission, including information about the media and technologies in which the artist is working. Include any relevant key themes to be developed and the artists approach to them. (500 words or less)

- Lead Applicant Description - Explain the mission, vision, role in the project and the lead applicant's relationship to the lead artist. Why is the lead applicant qualified to realize this project? Explain how this project will help the lead applicant (or the fiscally sponsored organization) grow or evolve. (300 words or less)
- Advisor Description – Will the lead artist work with technological advisors (with knowledge of the media central to the project)? If so, please describe their experience and role(s) in the project. Note: It is NOT required that the lead artist work with advisors. This section is therefore optional. (250 words or less)
- Venue Description - When and where will the proposed project take place? Describe and discuss your choice of venue, site, or other location. It is okay you do not have a committed venue yet. Simply state that the venue is not yet committed, and write about the venues (or kinds of venues) that are under consideration. While it is NOT a requirement that the project be presented outside of the San Francisco Bay Area, please include any plans to present it elsewhere. (200 words)

Key Collaborators
- If multiple artists are involved with your proposal, you may give us short bios for up to two people in addition to the lead artist (250 words or less each)

Project Narrative
Applicants will be asked to answer five questions in the online application portal. We recommend that applicants write out their narrative responses offline in a separate document, and when finished cut and paste their responses into the appropriate fields of this online application.

1. Project Concept (500 words or less)
   o What is the subject matter and/or key theme(s) of the work?
   o What inspired the artist to develop and perform a work about these themes and/or subject matter?
   o Why does the presenting organization want to work with the lead artist on this project at this time?

2. Artistic Experience and Innovation (500 words or less)
   o What skills and knowledge held by the lead artist indicate the artist's readiness to lead a project of this ambition and scale?
   o What is the format, technology, and process of creation for this work? How will the artist handle the project format, themes, technologies and processes in a thoughtful and innovative way?
   o Who are the main artistic collaborators (if any) and how will they contribute to the project?

3. Project Design & Feasibility (500 words or less)
   o What is the presenting organization's track record of producing and/or presenting performance and/or performance-based media art? If the presenting

organization is not primarily an arts-presenting organization, please explain what knowledge, resources, facilities, or partnership will make this project possible and successful?
- o Describe the roles, responsibilities and contributions of the lead organization, artist(s), and collaborators. How will the project team keep the project on track?
- o Who are the artistic and organization leaders responsible for the project?

4. <u>Audience & Community Impact (500 words or less)</u>
- o Describe the demographics of the presenting organization's current constituents and intended audience(s) for the project.
- o Does the presenting organization plan to reach out to established, new, or expanded audiences? How will the presenting organization reach the intended audience(s)?
- o What, if any, audience engagement activities will the project provide beyond marketing? If there will be community co-creation or collaboration with the artists, please describe.
- o If the presenting organization or artist is making efforts to make the work more accessible to audiences (i.e. affordability, free presentations, language, disability access), please describe the efforts.

Work Samples

Applicants are required to upload one or two videos as artistic samples showing work created by the lead artist. Applicants may additionally choose to upload one work sample that demonstrates the presenting capacity of the presenting organization, though this is not required. **Artistic documentation must be submitted as hyperlinks to videos on YouTube, Vimeo, or a website.** We strongly recommend that applicants NOT password protect the online work samples, but if you must password protect the videos, please provide us with the password below. If the applicant wants the panelists to review an excerpt of a longer video, please provide the viewing start time and end time as instructed below.

Panelists prefer to view longer, substantive excerpts of one or two pieces rather than short clips from many different pieces. The longer work samples should optimally approximate an audience viewing experience. List each video work sample as one work sample on the application. Applicants are responsible for checking to make sure their links, work samples, and passwords work correctly. If the work samples do not work correctly, the application may be disqualified.

<u>Video Samples must:</u>
- Be **no longer than 5 minutes total** for lead artist work samples
- Be **no longer than 3 minutes** for the presenting organization work sample (this work sample is not required)
- Show only one or two works
- Video Work should be uploaded to YouTube, Vimeo or a website. Lead artist work samples should total no more than five minutes in length, and presenting organization

work samples should total no more than three minutes in length. If you link to a longer video sample, provide a timestamp where reviewers should begin and end watching/listening (ex. "Start at 10:05:05 and End at 13:05:05"). Please note that if you don't provide this guidance, reviewers will be instructed to view only the first three minutes.

- Include title, artist, date, explanation of the lead artist's role, time signatures to start and end viewing (if needed), brief context notes (if needed), and the video access password (if needed).
- Include brief descriptive notes that help the panelists understand the work they are seeing, the context in which the work was presented, and any other key piece of information the applicant wants panelists to know. Descriptive notes should be just one or two short sentences in length.

For each Work Sample, you will be asked to input:
- Title (10 words or less)
- Date of Completion (MM/DD/YYYY)
- Work Sample Description (100 words or less)
- Year created
- Media link (with password if applicable)
- Cue in/Cue out times (HH:MM:SS)
- Originating Medium (VHS Video, Hi-8, DVD, etc., 10 words or less)
- Color type and sound type

Mandatory Supplementary Material
Supplementary documents should be written in 11-point font (or larger) with 1-inch margins.

- <u>An IRS 501(c)(3) designation letter from lead applicant</u>.

- <u>Financial information of the lead applicant</u>.
  Provide ONE of the following:
  o If the presenting organization has a **current DataArts profile** (formerly the Cultural Data Project), submit a PDF of a Hewlett Foundation funder report. A current DataArts profile is one that reflects the organization's most recently completed fiscal year for which it has reconciled its accounts and can complete a DataArts profile. For audited organizations, a current DataArts profile will include the year for which the presenting organization's most recent audit is available.
  o If the presenting organization does not have a current DataArts profile available, **please submit both a Balance Sheet and Profit and Loss statement** for the organization's most recently completed fiscal year.
  o The presenting organization's **most recent audit**.

Round 2 – Full Application (Invitation Only)
Due May 18, 2022
Project Timeline + Roles
- Project Design - Describe the roles and responsibilities of lead applicant, lead artist and key collaborators (500 words or less)
- Project Milestones - Use the timeline template to show up to 10 project milestones. Please download and fill out the **Project Milestones document**, which you will then upload to the application portal.

Budget
Please provide budget information in four sections:
1. Project Budget Income Upload
2. Project Budget Income Notes
3. Project Budget Expense Upload
4. Project Budget Expense Notes

In the first section (Project Budget – Income), show all the confirmed and anticipated sources of income (earned and contributed) for the project. In the second section (Project Budget – Expenses), show the anticipated expenses for the project.

Please provide budget line item notes that help us understand the applicant's thinking. For example, on the "Ticket Sales/Admissions" line item, if the applicant entered the amount of "$25,000," the budget note could say "Line item #1: two performances, 500 tickets sold each night at an average of $25 each. This is projecting houses that are 75% full." Applicants are not required to include budget notes for every budget line item, but if the applicant thinks a line item needs explanation, they should use the budget notes. When in doubt about the clarity of a line item amount, please include budget notes.

NOTE: The total project income should be equal to or greater than total project expenses.

- Budget Income - show all the confirmed and anticipated sources of income (earned and contributed) for the project.
    - Please download and fill out the **Project Budget Income document**, which you will then upload to the application portal.
    - Budget Income Notes - Please write budget notes in the following categories to detail how you arrived at the project's income amounts and projections. The budget notes you provide will be a helpful assessment tool for panelists to evaluate the project's feasibility:
        - Earned Income Notes (100 words or less)
        - Contributed Income Notes (100 words or less)
        - Government Income Notes (100 words or less)
        - Partnership Income Notes (100 words or less)

- ▪ Corporate Income Notes (100 words or less)
- ▪ Other Income Notes (100 words or less)

- ● <u>Budget Expenses</u> - show the anticipated expenses for the project.
  - ○ Please download and fill out the **Project Budget Expenses document**, which you will then upload to the application portal.
  - ○ <u>Budget Expenses Notes -</u> Please write budget notes in the following categories to detail how you arrived at the project's income amounts and projections. The budget notes you provide will be a helpful assessment tool for panelists to evaluate the project's feasibility:
    - ▪ Creation of New Work Expenses (100 words or less)
    - ▪ Presentation of New Work Expenses (100 words or less)
    - ▪ Other budget expense notes (100 words or less)

Mandatory Supplementary Material
Supplementary documents should be written in 11-point font (or larger) with 1-inch margins.

- ● <u>A 1-page artist biography</u> that describes the lead artist, highlighting the key themes of their artistic practice, past leadership roles as a creator, training, key awards or honors, and their history of presenting their own work. Please do not include pictures in the bios, just text. Font should be 11 points or larger, with 1-inch margins all around.

- ● <u>Two pages of biographies of key project leaders and main collaborating artists</u>. The applicant may include as many or as few biographies as they like on the two pages. Please do not include pictures in the bios, just text. The font should be 11 points or larger, with 1-inch margins on all sides.

Finalists – Invitation Only (20 Finalists)
Due July 26, 2022
Mandatory Supplementary Material
Supplementary documents should be written in 11-point font (or larger) with 1-inch margins.

- ● <u>Memorandum of Understanding (MOU) between the **lead applicant** and **lead artist(s)** (required of all finalists).</u>
  - ○ The MOU is a brief document (one or two pages in length) that states that the lead applicant and the lead artist intend to work together, the artist's fee, the name of the project, and the estimated world premiere date. The MOU should also state the intellectual property agreement of the project, telling us who will own rights to the completed work. The document should be signed and dated by both the lead artist and the Executive Director, President, or other senior executive of the lead applicant.
  - ○ The MOU should answer the questions below:
    - ○ Will this piece use existing artistic content such as music, video, written

materials, or images that require a release or payment for usage?
- o If yes, provide details about the content usage and permissions below. Please note that the lead applicant is responsible for acquiring the necessary permissions for the use of sound, images, and text.
- o Do the lead applicant, the lead artist(s), or collaborators have specific agreements with other funders or partners that impact this project? For example, co-presenting or agreements for additional performances.

- For fiscally sponsored presenting organizations only: Memorandum of Understanding (MOU) between the **fiscal sponsor (lead applicant)**, the **presenting organization**, and the **lead artist(s)**.
  - o The memorandum should be a short document of one or two pages in length that names the project and states that the fiscal sponsor and presenting organization will work together, with the fiscal sponsor channeling Hewlett commissioning funds to the presenting organization. The document should state what percent of the commission the fiscal sponsor will keep as a fiscal sponsor fee. The document should be signed and dated by senior representatives of both the **fiscal sponsor (lead applicant**) and the **presenting organization**, as well as the **lead artist(s)**.

REVIEW PROCESS

A national panel of artist-practitioners and field experts knowledgeable about media arts will review and score all eligible applications and select finalists. Final awards will be based on a combination of recommendations from the panelists and from the Hewlett Performing Arts Program staff. All project reviews will be informed by the Hewlett Foundation's aim to award projects that are diverse by genre, geography and artistic voice.

Selection Criteria
Proposals will be evaluated using the following selection criteria (please note that **the first two criteria—Project and Partnership—will be weighted more heavily** than the third, Audience**)**:

Project: Conception and Innovation
- Proposal clearly articulates the subject matter and major theme(s) of the proposed project and explains how the work will illuminate or advance the key theme(s).
- Proposal demonstrates boundary-pushing, bold, inventive and singular vision in form with the potential to challenge the status quo and spark new conversations in its given field and for the larger arts community.

Partnership: Artist Experience and Organizational Capacity
- The lead artist's training and accomplishments demonstrate why they are positioned to be in the distinctive role of lead artist. Proposal communicates the artist's depth of thought and distinct creative approach to the theme(s).
- Proposal convincingly shows how the lead applicant, lead artist, and key collaborators

have the capacity to fully realize the project, and that the applicant has the financial capacity to fulfill the commissioned project without creating great financial strain on the organization. Strong proposals will give evidence that the project brings together the administrative and artistic resources, knowledge, and team to ensure the project will be created and produced as planned

Audience: Accessibility and Impact
- Proposal describes outreach, promotion, and community engagement activities (if any), and explains any efforts toward greater accessibility, such as disability access, language, ticketing policies, or public events beyond the performance.
- Proposal describes the intended constituents, participants, and/or audiences for the new work, and describes the impact the proposed project is likely to have on the art form, the cultural community, and/or the artist(s).

POST-AWARD ACTIVITIES + REQUIREMENTS

Awardee Convening
Awardees will be asked to attend a half-day awardee convening in August of 2021, shortly after they have been informed of their award. At the convening, attendees will have an opportunity to meet one another, learn about the Hewlett 50 Arts Commissions media and publicity strategies, and discuss some logistics for the commissioned projects. If it is safe to do so, the gathering will be in person. If it is not safe to gather in person, we will meet virtually.

Awardee One-on-One Meetings with the Hewlett Foundation
Each awardee will be required to participate in a one-on-one meeting with a Hewlett Foundation Program Officer to discuss the project in detail. The meetings will take place after the Hewlett Foundation informs the awardees that they will receive the commission.

Awardee Report
Awardees will be required to submit a final report within six months of the premiere their project.

INFO SESSIONS + ASSISTANCE
Creative Capital will administer the application and initial review process for the Hewlett 50 Arts Commissions. The Creative Capital team is available to answer questions, provide assistance, and help guide applicants in submitting a successful proposal.

Join us for one of our free online information sessions on **February 1, 2022,** and **February 15, 2022.** Please see the [Creative Capital website](#) for more details.

Recordings will be posted after each live session. For further assistance, please contact hewlett@creative-capital.org

Please note that Creative Capital staff does not make decisions regarding who is awarded the commissions. A grant review panel will result in recommendations that will inform the final decisions, which are made by the Hewlett Foundation.

FREQUENTLY ASKED QUESTIONS

What is media art?
"Media art" is a unique form of artistic expression that makes use of emerging technologies to create work that takes virtual, physical, and hybrid forms. In this way of working, technology is both the medium and the tool. For this reason, media arts projects are often defined not only by their use of technological tools, but also a critical and strategic engagement with these technologies.

How do I apply for a Commission?
The building blocks of a Hewlett 50 Arts Commissions application is the partnership between a **lead applicant** and a **lead artist.** The lead applicant must be a nonprofit 501(c)(3) charitable organization based in one of 11 Bay Area counties: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma. The nonprofit organization must have a minimum annual organizational budget of $50,000 or greater for the past two fiscal years. Organizations with an annual budget of less than $50,000 must apply through a fiscal sponsor that has an annual budget of at least $50,000.

What are the responsibilities of the lead applicant?
The lead application is the nonprofit 501(c)(3) charitable organization that is responsible for submitting the application, entering into the grant agreement with the Hewlett Foundation, commissioning the lead artist, and managing the project to completion. The lead applicant and lead artist should collaboratively plan the project and prepare the application. A lead applicant organization may collaborate with other organizations.

What kind of nonprofit organization should be a lead applicant?
Proposals are welcome from 501(c)(3) charitable organizations in the arts sector as well as from nonprofits from other sectors. Applicants must be headquartered in one the 11 Bay Area counties and have an average annual organizational budget of $50,000 or greater, as described above. Organizations with an annual budget of less than $50,000 must apply through a fiscal sponsor that has an annual budget of at least $50,000.

What if we do not have nonprofit status? Can we still apply?
Entities without 501(c)(3) nonprofit status may apply through a fiscal sponsor. The fiscal sponsor must be 501(c)(3) charitable organization, be headquartered in one the 11 Bay Area counties, and have an average annual organizational budget of $50,000 or greater, as described above. Fiscal sponsorship is an arrangement between a 501(c)(3) nonprofit organization (the

fiscal sponsor) and a charitable project. The fiscal sponsor serves as the lead applicant. Learn more about fiscal sponsorship models [here](#).

Can a fiscal sponsor submit more than one application to this application round?
Yes, a fiscal sponsor may be a lead applicant for multiple fiscally sponsored projects. Additionally, a fiscal sponsor may also choose to apply for its own project. A fiscal sponsor may not apply for more than one of its own projects.

Can current Hewlett Foundation grantees apply?
Yes, current Hewlett Foundation grantees in all program areas are eligible to apply if they meet the eligibility requirements.

Can Creative Capital Awardees apply?
Yes, Creative Capital Awardees are eligible to apply if they meet the eligibility requirements.

Can a lead applicant who has previously received a Hewlett 50 Arts Commissions award apply for another commission?
No. Any lead applicant that has received a Hewlett 50 Arts Commissions award in the past may not apply again as a lead applicant. Past recipients of a Hewlett 50 Arts Commissions award may act as a fiscal sponsor for a project that it is not leading, or serve a partner organization to another lead applicant.

What is the role of the lead artist?
The **lead artist** is the person primarily responsible for the creation of the commission. The lead artist may be based anywhere in the world. Individual artists are not eligible to apply directly for the initiative but must partner with a lead applicant organization. The lead applicant would receive the commissioning award from the Hewlett Foundation and commission the lead artist to create the new work. The lead applicant and lead artist should collaboratively plan the project and prepare the application.

What if the lead applicant would like to commission an artist collective or an ensemble?
The lead applicant may work with an artist collective or an ensemble, but the lead applicant must designate a single artist from the collective or ensemble to act as lead artist for the application.

Does the lead artist have to be from the Bay Area?
No, the lead artist may be from anywhere in the world.

Is preference given to local, national, or international artists?
Artists may be based anywhere in the world, with no preference for one location over another.

Is it necessary for the creation and development of the work to take place in the 11 Bay Area counties listed above?
No, the commissioned work may be created or developed anywhere in the world as long as the world premiere or public sharing of the work happens within the 11 Bay Area counties.

Can an artist apply more than once?
An artist may serve as the lead artist on only one application per application cycle. A lead artist may serve as a collaborator on other applications in the same cycle. Any lead artist that has received a Hewlett 50 Arts Commissions award in the past may not apply again as a lead artist but may serve as a collaborator on subsequent applications.

Can lead artists that were awarded the Gerbode Foundation Special Awards for the Arts or the Creative Work Fund apply?
Projects that have received funding through the Gerbode Foundation Special Awards for the Arts or the Creative Work Fund (a program of the Walter & Elise Haas Fund) are not eligible for the Hewlett 50 Arts Commissions. Lead applicants and artists that have received funding through these two grant programs are eligible to apply for the 50 Arts Commissions so long as they are applying for a project that is different from what was funded by the Gerbode Foundation Special Awards for the Arts or Creative Work Fund.

Are student projects eligible?
No. The lead artist may not be a student at the time of application submission, or during the grant period. Additionally, projects featuring performers that are predominantly school-age students (K-12 and college) are not eligible to apply.

Are adaptations of existing works eligible?
Yes, adaptations of existing works are eligible so long as the adaptation of the existing work includes significant reimagining or creative alterations by the lead artist.

Can we apply for an award for a work currently in development?
The Hewlett 50 Arts Commissions initiative is designed to support the development of new works. Projects for which the bulk of the creative work has already been completed are eligible to apply but unlikely to result in a competitive application. Work that has been performed as workshops or as a work-in-progress are eligible. If a work has already been fully staged, it is ineligible for a commissioning award.

Are projects without a confirmed venue eligible to apply?
Yes, works that have not yet confirmed a venue for the world premiere are eligible to apply. The lead applicant should list potential venues and explain how they will select the venue(s) in the Letter of Inquiry.

Can the commissioned work be premiered as part of an annual festival?
Yes, a commissioned work may have its world premiere as part of an annual festival. However, Hewlett 50 Arts Commissions funding must support only the creation of the commissioned

work and its presentation. Funding may not support overall marketing or administrative costs of the festival.

Where must the commissioned work premiere?
The world premiere must take place within the 11 Bay Area counties listed above. Venues can be performance spaces, outdoor spaces, or other types of spaces.

How much should the commissioned lead artist be paid?
The lead artist must be paid a fee of at least $50,000.

What are the funding guidelines?
All applicants must request $150,000. A minimum of two-thirds of the commission ($100,000) must be used to support the creation and development of the commissioned work. This amount includes the $50,000 lead artist commissioning fee. Any remaining funds may support the presentation of the commissioned work. Applicants selected to submit full applications will be provided a budget template and clear guidance about how to assemble a detailed project income and expense budget.

Can the project budget be larger than the grant request? Is there a requirement for matching funds?
The Hewlett Foundation will consider proposals for projects that have additional sources of funding as well as those that are funded solely by the Hewlett 50 Arts Commissions' award. There is no matching fund requirement.

Can the project budget include indirect costs like administrative overhead?
Yes, applicants are encouraged to include indirect costs (also called "overhead" or "administrative expenses") in their project budgets. Indirect costs are general overhead and administration expenses that support the entire operations of an organization and that may be shared across projects or programs. Examples include rent, utilities, equipment for an office; information systems and support; administrative staff such as development, finance and accounting, IT, HR, and legal. While these costs may not be directly attributable to a project, they are real and necessary to operate as an organization. The proposal budget includes a section for listing indirect costs.

When will the commissioning funds be disbursed?
Projects that are awarded funding will receive the entire $150,000 grant payment in Autumn 2022, after a grant agreement has been signed and approved by both the lead applicant and the Hewlett Foundation.

Will we receive feedback about our application?
Due to the large number of applications we expect to receive, neither the Hewlett Foundation nor Creative Capital will be able to provide feedback to applicants.