



The Hewlett 50 Arts Commissions
Guidelines and Application for Dance and Movement-Based
Performance Projects
Application Deadline: November 13, 2019

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 five-year, \$8 million initiative awards ten \$150,000 commissions each year. Commissions are awarded for exceptional new works by extraordinary artists working in partnership with San Francisco Bay Area nonprofit organizations. Each year, the commissions are awarded for different performing arts disciplines. Commissions awarded in 2020 will support the creation of new work in dance and movement-based performance. To find out more about the Hewlett 50 Arts Commissions, please visit <https://hewlett.org/50commissions/>.

ELIGIBILITY

Applicants to the Hewlett 50 Arts Commissions must be 501(c)(3) public charities based in one of the 11 San Francisco Bay Area counties of Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano or Sonoma. Applicants will be required to submit their IRS 501(c)(3) determination letter with their application. All applicants must select a lead artist who will be primarily responsible for the creation of the new work. If the work is being created by a collective, one artist must be named as the lead artist in the application. Organizations serving disadvantaged communities are encouraged to apply, as are non-arts organizations.

Lead Applicants

Bay Area 501(c)(3) public charities with an annual minimum budget of \$100,000 for the past three years are eligible to be a “lead applicant.” Bay Area fiscal sponsors that are a 501(c)(3) public charity and have a minimum annual budget of \$100,000, are also eligible to be a lead applicant. Fiscal sponsors may serve as a lead applicant for their own project, or on behalf of a fiscally-sponsored project with a minimum annual budget of \$100,000.

Lead Applicant Defined

The lead applicant is the 501(c)(3) public charity that submits the application, signs the grant agreement letter, and is responsible for commissioning the lead artist and managing the project. The lead applicant may collaborate with other organizations.

Fiscal Sponsorship Defined

Fiscal sponsorship is an arrangement between a 501(c)(3) public charity (the fiscal sponsor) and a charitable project. The fiscal sponsor receives and expends funds to advance the project while retaining discretion and control – final decision-making authority – over the funds supporting the project.

Lead applicants may apply for only one project per commissioning cycle. Fiscal sponsors, however, may submit multiple applications so long as they are for unique fiscally-sponsored projects. Lead applicants that have been awarded a Hewlett 50 Arts Commissions award may not apply again.

Lead Artist Defined

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

An artist may serve as the lead artists on one application and as a collaborating artist on other applications in the same application cycle. Lead artists who have been awarded a

Hewlett 50 Arts Commissions award in the past may not again be a lead artist in any other project applications, but they may be included as a collaborating artist.

Eligible Applicants and Projects

- The lead applicant, including fiscal sponsors, must be a 501(c)(3) public charity with annual budget of over \$100,000 for the past three years.
- The lead applicant must be headquartered in one of the following 11 counties: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano or Sonoma.
- The lead applicant must pay the lead artist a minimum of \$50,000 as their commissioning fee.
- The lead artist must have presented a minimum of two original works they created or co-created in the past three years.
- The proposed project must be based in the disciplines of dance and/or movement-based performance.
- The world-premiere of the commissioned project must take place in one the following 11 counties: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma within three years of the award date (no later than July 2023).
- The proposed project must have a designated lead artist. The lead applicant may work with an artist collective or an ensemble, but a lead artist from the collective or ensemble must be named for the purposes of the application.
- The proposed project may be an entirely new work, or an adaptation or reimagining of existing work with significant creative alterations.

Ineligible Applicants and Projects

- Individual artists are not eligible to apply. Artists must partner with a Bay Area-based 501(c)(3) public charity as the lead applicant.
- Lead applicants headquartered outside of the 11 Bay Area counties listed above are not eligible to apply.
- Projects with a lead artist that is currently a student, or with performers that are predominately students are not eligible to apply. (This does not apply to projects in which the lead artist is working with community members that are not professional dancers.)

- Projects that have received funding from the Gerbode Foundation Special Awards for the Arts or the Creative Work Fund are not eligible to apply.
- Lead applicants that have previously received a Hewlett 50 Arts Commissions award are not eligible to apply. (Exceptions for fiscal sponsor applicants are described below.)
- Lead artists that have previously received a Hewlett 50 Arts Commissions award are not eligible to apply as lead artists. Previously awarded lead artists may be listed as a collaborating artist on other projects.
- Projects that do not use dance or movement-based performance as the primary or sole medium are not eligible to apply.
- Restaging of works that do not involve significant new creative adaptation or reimagining by the lead artist are not eligible to apply.

REQUIRED DOCUMENTS

Lead applicants are required to upload the following documents to the online application. Please do NOT submit other materials such as reviews, programs, or organizational promotional materials. Materials other than those listed below will not be reviewed.

1. An IRS 501(c)(3) public charity determination letter from the lead applicant.
2. Financial information of the lead applicant. Provide ONE of the following:
 - a. A current SMU DataArts profile (formerly the Cultural Data Project).
 - b. A balance sheet and profit and loss statement for the lead applicant's most recently completed fiscal year.
 - c. The lead applicant's 2018 audit.
3. Lead applicant articles of incorporation and bylaws.
4. A project budget with budget notes (a blank budget template will be available for downloading by applicants).

NOTE: Lead applicants selected as finalists will be required to submit a memorandum of understanding between the lead applicant and the lead artist, outlining the relationship between the two parties with respect to their project.

PROGRAM OBJECTIVES

The Hewlett 50 Arts Commissions is designed to support the creation and presentation of works of the highest artistic quality and enduring value. Competitive applications will be for highly compelling projects led by an accomplished local, national or international artist. Competitive lead artists will have a track record of creating and presenting fully-realized works of dance or movement-based performance. They will have a distinct artistic voice and approach. Competitive projects will be viable yet ambitious, organized in a way that demonstrates thoughtful planning. Competitive projects will involve artists with experience that is commensurate with the design and goals of the proposed project. The application should also demonstrate how a Hewlett 50 Arts Commissions award will enable the artist(s) to undertake a project they would not otherwise be able to realize.

REVIEW AND SELECTION

Grant Panel Reviewers

An anonymous, national panel of experts from the fields of dance and movement-based performance will review and score all eligible applications and select finalists. 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

Commission recipients will be evaluated using the following criteria:

Project Concept: Competitive applications will clearly articulate the subject matter and major theme(s) of the proposed project and explain how the work will illuminate or advance the key theme(s). Applications will also communicate the artist's depth of thought and distinct creative approach to the themes. Additionally, the application narrative should explain why the

lead applicant and lead artist have chosen to work together on this concept at this time.

Artistic Excellence: The primary objective of the initiative is to commission 50 works of performing arts of the highest artistic quality and enduring value. Competitive applications will demonstrate artistic excellence by explaining the artist's technical mastery, originality, innovation and inspiration. Other indicators of artistic excellence include the lead artist's training, apprenticeships, education and previous accomplishments. Competitive applications will articulate the distinctive niche the lead artist occupies in their field(s), and clearly articulate the artist's style, format, artistic lineage and inspirations. Lead applicants will also be asked to submit a lead artist biography.

Project Design & Planning: Competitive applications will convincingly show how the lead applicant, lead artist, and key collaborators have the capacity to fully realize the project. Key indicators of strong project design include a coherent and achievable timeline, clear and viable budget, strong articulation of roles and responsibilities. A competitive application will also 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. Additionally, all applicants selected as finalists must submit a memorandum of understanding (MOU) between the lead applicant and the lead artist.

Audience & Community Impact: Competitive applications will specifically describe the lead applicant's current constituents and audiences, as well as the project's intended constituents and/or audiences. Strong applications will clearly describe the intended impact of the project, along with clear and feasible plans for reaching established and/or new and expanded audiences. Applicants will describe outreach and community engagement activities, if any. Applicants are not required to conduct outreach, community engagement or co-creation activities but if the project includes them, clear descriptions of these processes, and the experiences of the artist(s) to lead

them are necessary. Strong applications will also clearly describe any plans to improve the accessibility of the project, such as disability access, language, ticketing policies or public events beyond the performance. The applicant's rationale for the venue and any plans to present the work outside of the Bay Area (not required) will also be considered.

Financial Capacity: Lead applicants must have sufficient financial capacity to achieve the goals of the project. Financial capacity is demonstrated by the fiscal stability of the lead applicant and the viability of the project budget. Competitive applications will demonstrate the applicant has the financial capacity to fulfill the commissioned project without creating great financial strain on the organization. Project budgets must, at minimum, reflect the Hewlett 50 Arts Commission requirements for payments to the lead artist and also for the creation of the work.

THE APPLICATION PROCESS

The Hewlett 50 Arts Commissions application is hosted on Survey Monkey Apply at <https://hewlett.smapply.io>. Please review the following text regarding the online application process and tips for using Survey Monkey Apply. If you have any additional questions regarding the online application, please contact 50Chelp@hewlett.org.

The online application consists of two components: the Eligibility Form and the Full Proposal.

- Eligibility Form: After creating an account, applicants must respond to a series of 13 “yes or no” questions to ensure they meet all eligibility requirements before accessing the online application. Applicants will only be able to mark the Eligibility Form as complete if all eligibility requirements are met. Once completed, click the “Review & Submit” button and then the “SUBMIT YOUR APPLICATION” button to submit the Eligibility Form. Applicants may then click the “Go to My Applications” button to access and continue working on their full applications.
- Full Proposal: The full proposal consists of nine tasks to be completed by applicants. These tasks may be completed in any order, and include:
 - Federal Employer Identification Number (EIN) Verification
 - Section A: Applicant Information

- Section B: Project Information
- Section C: Project Narrative
- Supplementary Document 1: Project Budget Income & Expense
- Supplementary Document 2 Work Sample(s)
- Supplementary Document 3: Lead Applicant IRS 501(c)(3) Public Charity Determination Letter
- Supplementary Document 4: Lead Applicant Articles of Incorporation and Bylaws
- Supplementary Document 5: Lead Applicant Financial Information
- All questions ending with an asterisk (*) are required.
- To complete a task, click on the task name and enter in the requested information. Once complete, click “Verify” or “Mark as Complete” to finalize the task. If the information entered is incorrect or over the word limit, an error message will appear in red letters either instantaneously, or when the applicant attempts to click “Save & Continue Editing” or “Mark as Complete.”
- To download, preview, edit or reset any part of the online application, click on the three dots on the top right corner and select the action to be completed.
- To expand or contract narrative text entry fields, click on the two diagonal lines in the bottom right corner of the narrative field.

A national panel of dance and movement-based performance experts will review and score the applications. The top-rated projects will become finalists. The finalists will then be reviewed by Hewlett staff. Hewlett staff will select the ten awardees. Finalists announcements will be sent out on February 18, 2020. Awardee announcements will be made on April 10, 2020.

APPLICATION TIPS

All applicants are strongly advised to:

- Read the guidelines and follow the online instructions carefully.
- Explore the online application early to plan ahead.
- Attend or view online an application workshop to get guidance and hear other applicants’ questions. To register for an applicant workshop or webinar, please see the instructions below in “Application Workshops.”
- Complete the basic online application registration as soon as your organization is confident it will apply.

- Address each application question clearly and concisely, and with a minimum of jargon.
- Have someone who is not familiar with the project review the application for clarity.
- Submit the application as early as possible (ideally one week before the deadline) to give yourself time to address any technical issues.

OTHER IMPORTANT CONSIDERATIONS

Artistic Genres

The Hewlett Foundation recognizes that excellence that can be found in all genres of dance and movement-based performance. Dance, as well as movement-based performance, is performance that gives primacy to the moving body as the primary mode of expression, as opposed to giving primacy to text, spoken word, audio-visual or other elements of a performance. Applicants representing all genres of dance and movement-based performance are equally welcome to apply; preference will not be given to one genre over another.

Choreographer-centered Organizations

If the lead applicant has historically focused on presenting the work of the lead artist, please explain in the narrative how this project is different from what the organization typically does. For example, does the project help the organization or artist shift in a new direction critical to their artistic growth or capacity? An organization that applies for a project that is similar in scale and scope to what it typically presents may not be competitive.

Artist Standing

Competitive lead artists will have a proven and compelling track record of creating and presenting works that demonstrate they are ready and able to create a work of exceptional professional and artistic standards. The application will explain how the artist's creative vision, originality, organizing skills and developed aesthetic enable them to create a fully-realized work of dance or movement-based performance.

Project Stage

If the project has already been initiated, and is conceptually well-developed, the work is still eligible for a Hewlett 50 Arts Commissions award. However, this is a commissioning award for new works. Projects for which the bulk of the creative work has been already completed may not be competitive. If a work has already been fully staged, it is ineligible.

Co-produced Projects

Co-produced projects are eligible, but the lead applicant must be the main producer and presenter of the work. The world premiere must occur in one of the Bay Area counties listed above. If the project is going to be toured or presented outside of the Bay Area, this information should be included in the application, although it is not required that the work be restaged or tour outside of the Bay Area.

Non-arts Organizations

Applications from nonprofit organizations that are not exclusively focused on the arts are welcome. Preference will not be given to arts organizations over non-arts organizations. However, if the lead applicant does not have a history of presenting dance or movement-based performance, explain in the narrative the lead applicant's readiness to develop and present a major commissioned work. For example, what knowledge, resources, facilities, or partnerships will make the project a success?

ABOUT FUNDING & PAYMENTS

Eligible Request Amount

The 50 Arts Commissions initiative is designed to support the creation of ambitious projects of sizeable scale. Therefore, all grants will be in the amount of \$150,000, and all applicants, regardless of their annual budgets, must apply for a grant of \$150,000.

Payment to Artist(s)

All projects must use the commissioning grant to pay the lead artist an artist fee of at least \$50,000. The total payments for lead artist fees and other expenses for the

creation of the work must total a minimum of \$100,000 (including the lead artist fee). The application budget forms are structured to help applicants allocate the appropriate amount of funds for the creation of the work.

Project Scope

Organizations may use a Hewlett 50 Arts Commissions award to pay for all the project expenses, or a portion of the project expenses. Applicants are not required to raise additional funds. If the project will require more than \$150,000, include fundraising plans in the application. Panelists will review the scale and viability of the fundraising strategy and projections, if any. Preference will not be given to applicants that plan to use the award funds to cover the full cost of the project over applicants that plan to secure additional funds.

Award Requirements

Notifications will be sent in April 2020. Award notifications will include instructions about legal requirements and the grant payment, which will be paid in full upon receipt of a signed grant agreement. All awarded projects should be prepared to send at least one project representative to an April 20, 2020 orientation for awardees. Awardees will agree to hold news of their award in confidence until an official announcement is made in June 2020.

Lead applicants must notify the Hewlett Foundation if there are substantive changes in the timeline, scope or personnel involved in the project – including any changes in the premiere date or location. The lead applicant is also required to appropriately credit the foundation and submit a final narrative and financial report on the project within six months of the premiere.

WORK SAMPLES

The lead applicant may submit one or two online video work samples. The first work sample must demonstrate the work of the lead artist. The optional second work sample can demonstrate additional work by the lead artist, or show the presenting capacity of the lead applicant. Panelists will review a maximum total of five minutes of video,

therefore, the combined length of the work sample(s) must be no more than five minutes.

Work samples must be submitted as hyperlinks to a website or an online video sharing site such as YouTube or Vimeo. Please do not submit CDs, DVDs, or other physical media. If your work sample is password protected, please provide the password.

Panelists prefer to review longer, substantive excerpts of one or two pieces rather than short clips showing many different pieces with multiple edits and/or heavy narration. List each video work sample as one work sample on the application. Videos that are edited so that they contain only the portion of the video the lead applicant wishes to share are preferred. Panelists will view a segment within a longer video provided viewing start and end times for viewing are provided.

Applicants should include identifying information for each work sample (title, artist, date, explanation of the lead artist's role, time signatures to start and end viewing if needed, brief context notes, and the video access password if needed).

IMPORTANT: It is the responsibility of the applicant to ensure that the videos, links and passwords submitted are working at the time of application and during the panel review. If they do not function, the application will be considered incomplete and may be disqualified.

APPLICATION WORKSHOPS & ASSISTANCE

Three Hewlett 50 Arts Commissions application workshops will be held in August and September. The dates, times and locations are listed below. Attendance at one of these workshops by interested organizations and artists is encouraged, but not required. The workshops will provide more information about the initiative, eligibility requirements and tips about submitting a strong application. The August workshop at the Commonwealth Club of San Francisco will be simulcast, recorded and posted online, for later reference by applicants. To attend one of the applicant workshops (not required), RSVP by clicking [here](#).

On Wednesday, October 16th, and Thursday, October 17th, Hewlett Foundation staff will offer 20-minute Technical Assistance Sessions (help calls) for applicants. Staff will answer questions about the Hewlett 50 Arts Commissions and the application. Technical assistance sessions will be available on a first-come-first-served basis. Register for Technical Assistance Sessions by clicking [here](#).

QUESTIONS

If you have questions about the Hewlett 50 Arts Commissions initiative, please review our frequently asked questions at <https://hewlett.org/hewlett-50-arts-commissions-faq/>. If your questions are not addressed, please send an email to 50Chelp@hewlett.org. Your question will be answered within one or two business days. Please do not wait until the November 13, 2019 deadline to ask your question.

KEY DATES

Applicant Workshop #1	Tuesday, August 27, 2019 from 6:30-8:00 pm East Bay Center for the Performing Arts 339 11 th Street, Richmond, CA 94801
Applicant Workshop #2	Wednesday, September 4, 2019 from 2:00-3:30 pm Commonwealth Club 110 Embarcadero, San Francisco, CA 94105
Applicant Workshop #3	Wednesday, September 18, 2019 from 6:30-8:00 pm MACLA 510 South First Street, San Jose, CA 95113
Application Due Date	Wednesday, November 13, 2019 by 5:00pm PST
Awardee Notification	Friday, April 10, 2020

Awardee Informational Convening	Monday, April 20, 2020 (awardees must send at least one representative)
Public Awardee Celebration	Tuesday, June 9, 2020 in the evening.