

Annual Grant Program Application

Madison Arts Commission
 City of Madison Department of Planning and
 Community and Economic Development
 215 Martin Luther King, Jr. Blvd., Suite LL-100
 Madison WI 53701-2985
 Phone: (608) 261-9134
 Fax: (608) 267-8739
 TTY/Textnet: (866) 704-2316
www.cityofmadison.com/mac



Choose one: Project
 Signature
 ArtWORKS!

Choose one: Organization
 Individual

PLEASE PRINT/TYPE

Scott Pauli & Gerardo Chapa

NAME OF INDIVIDUAL ARTIST OR ORGANIZATION (PLEASE PROVIDE FULL LEGAL BUSINESS NAME: MADISON THEATER GROUP, INC.)

If the applicant is not an individual artist, please indicate how your group is organized: (*Note: 501(c)(3) status does not answer this question - please consult your organization's leadership to determine the status of your group and the complete, legal name under which you would execute a contract with the City of Madison, should you be awarded this grant.*)

- Corporation (Inc, Corp., Co., etc., including Non-Profit Corporations) Unincorporated Association
 Limited Liability Company (LLC) Sole Proprietor d/b/a _____
 Limited Liability Partnership (LLP) Partnership Other: _____

Mess Hall Press Skateboard Class

PROJECT TITLE

1200.00

ESTIMATED TOTAL COST

600.00

MAC REQUEST

04/2008

START DATE

06/2008

END DATE

12

NUMBER OF PROJECT PARTICIPANTS

250

ANTICIPATED SIZE OF AUDIENCE

Marsha Rummel

ALDERPERSON'S NAME AND DISTRICT NUMBER (WHERE PROJECT WILL OCCUR). VISIT WWW.CITYOFMADISON.COM/CLERK/ELECTIONWHO.CFM FOR ASSISTANCE.

IN THE SPACE PROVIDED, BRIEFLY DESCRIBE YOUR PROJECT:

Professional Designers and Art students from the UW and MATC who volunteer at Mess Hall Press will be working with Madison teens to design skate boards. The class will consist of a 5 night (over 5 weeks) intense lesson in Graphic Design and the application of the art to an object. Each student will design two boards. The student can choose one board to keep and the other will be sold at a gallery show to help support the Atwood Community Center. Students will be taught how to concept, design and apply their ideas to the boards using a variety of techniques including screen-printing, painting, and stencils. The collaboration between students and design professionals will give the students the opportunity to learn about career paths in creative professions.

ORGANIZATION APPLICANT

FISCAL AGENT/RECEIVER (i.e., Board of Regents of UW System, Arts WI)

CONTACT PERSON FOR FISCAL AGENT

BUSINESS ADDRESS FOR FISCAL AGENT

CITY STATE ZIP CODE

PROJECT CONTACT

BUSINESS PHONE / E-MAIL ADDRESS FOR PROJECT CONTACT

DATE ORGANIZATION RECEIVED FEDERAL TAX-EXEMPT STATUS UNDER SEC. 501(C)(3) OF THE IRS CODE

FEDERAL TAX ID NUMBER

INDIVIDUAL APPLICANT

Scott Pauli & Gerardo Chapa

NAME

STREET ADDRESS

MAILING ADDRESS (IF DIFFERENT)

Madison WI 53704

CITY STATE ZIP CODE

TELEPHONE (DAYS)

E-MAIL ADDRESS

Scott Pauli & Gerardo Chapa

\$ 600.00

APPLICANT NAME/ORGANIZATION

TOTAL REQUESTED FROM MAC

PROPOSED BUDGET FOR MADISON ARTS COMMISSION GRANT

PROJECT EXPENSES

Applicants may attach budget details **IN ADDITION** to this completed form. (Check box) if MAC funds will support the expense listed.)

In-Kind Expenses - Must Equal In-Kind Income	<input checked="" type="checkbox"/>	Amount
Paper for promo posters and flyers	<input type="checkbox"/>	50.00
Writing for promotions/press release	<input type="checkbox"/>	100.00
Production and class prep by professional designers	<input type="checkbox"/>	300.00
TOTAL		450.00

Supplies/Materials	<input checked="" type="checkbox"/>	Amount
Blank skate decks	<input checked="" type="checkbox"/>	500.00
Ink, Emulsion, Screen	<input checked="" type="checkbox"/>	50.00
Paints, varnish	<input checked="" type="checkbox"/>	50.00
TOTAL		600.00

Publicity/Postage	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
TOTAL		0

Services/Fees/Rentals	<input checked="" type="checkbox"/>	Amount
Gallery Space	<input checked="" type="checkbox"/>	150.00
	<input type="checkbox"/>	
	<input type="checkbox"/>	
TOTAL		150.00

Honoraria/Personnel	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
TOTAL		0

Travel/Other Expenses	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
TOTAL		0

Total Expenses MUST Equal Total Income on PAGE 3	GRAND TOTAL	1200.00
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PROJECT INCOME

In-Kind Contributions - Must Equal In-Kind Expenses (item, source, amount)	Amount
Mess Hall Press	50.00
Writing for promotions/press release	100.00
Production/class prep/ promotions by professional designers	300.00
TOTAL	450.00

Committed Funds (donor and amount)	Amount
Mess Hall Press	150.00
TOTAL	150.00

Anticipated Funding (donor and amount)	Amount
TOTAL	

MAC Grant Funds Request	TOTAL	600.00
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Total Income MUST Equal Expenses Total from PAGE 2	GRAND TOTAL	1200.00
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Nondiscrimination Based on Disability. Applicant shall comply with Section 39.05, Madison General Ordinances, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance.

Applicant hereby makes the following assurances: Applicant assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, entitled "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec. 39.05, where applicable, including all actions prohibited under section 39.05(4), MGO.

NARRATIVE

Use standard type (11 or 12 pt.), not a reduced typeface. (2 full pages maximum - please attach.)

- Describe your project, including its location and timeline for completion.
- Explain the project's goal, planning process and principal people involved.
- Who is your targeted audience? How will the project serve your targeted audience?
- How will people find out about your project?
- How will getting this grant contribute to you or your organization's artistic goals?

THE FOLLOWING MUST BE SUBMITTED BY ALL APPLICANTS

- All applicants **MUST** contact the Arts Program Administrator prior to submittal to discuss their application.
- One completed original (application includes narrative pages)
- Twelve (12) collated 3-hole punched copies of completed application form (please do not staple)
- One complete set of attachments:
 - Resumes of key personnel
 - One (1) letter of support (relevant to the project)
 - Work Samples: DVDs and CD's must be labeled. (These materials will not be returned.)
DVD selections must be no longer than five-minutes. Please provide the time cue for the beginning of the selection.
CD with digital images (maximum 5); jpeg format, 200 dpi, maximum 600 x 800 pixels, presented on a PC compatible CD-ROM. Name files and number images.
Applicants who wish to include slide, VHS tape or audio tape submissions, please contact the Arts Program Administrator.

ORGANIZATIONAL APPLICANTS MUST INCLUDE THE FOLLOWING ADDITIONAL INFORMATION:

- Description of organization or mission statement
- Organizational budget for the year in which the project is taking place
- IRS tax-exempt status letter
- Listing of current board members and staff for the project

~ LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED ~

All application materials must be received by March 15. If March 15 falls on a weekend, your application must be received in the Madison Arts Commission office by 4:30 p.m. the following Monday.

Application Mailing Address: Madison Arts Commission
 P.O. Box 2985
 Madison, WI 53701-2985

Application Delivery Address: Madison Arts Commission
 Department of Planning and Community and Economic Development
 215 Martin Luther King, Jr. Blvd., Suite LL-100
 Madison, WI 53703

Contact: Karin Wolf, Arts Program Administrator
 madisonarts@cityofmadison.com
 (608) 261-9134

ARTworks! Grant

Gerardo Chapa & Scott Pauli

Skate board design project with Madison teens

Grant Narrative:

Professional Designers will team up with Madison-area teens to design skateboard decks. Each student will design two boards. The student can choose one board to keep, and the other will be auctioned at a gallery exhibition to help support the Goodman Atwood Community Center. Specifically, the proceeds will help build a new skate ramp at the Community Center's new building. Students will work one-on-one with a design mentor to concept, design and produce their boards. Basic graphic design principles will be introduced to the students including color theory, composition and design production. The boards will be created with a variety of techniques including screen-printing, painting, and hand-cut stencils. The students will also have a critique of the work among their peers in order to develop skills in verbally explaining their designs. The collaboration between students and design professionals will give the students the opportunity to learn about career paths in creative professions such as Graphic Design, Industrial Design, Copywriting, Marketing and Printmaking.

The participants will meet every Tuesday from April 1 to April 29, 2008 from 6-8pm for a total of 5 meetings. The project will take place at Mess Hall Press. Mess Hall Press is located in the Atwood Lussier Teen Center at 827 E Washington Ave. For the past 5 years, design professionals under the moniker Mess Hall Press have worked side-by-side with Madison area youth to create screen printed posters and t-shirts for local youth-oriented events. Mess Hall Press has also had the opportunity to collaborate with the AIGA and World Studio in New York City and the Andy Warhol Museum in Pittsburgh, PA.

The goal of the project is to introduce students to opportunities in creative professions.

There are four specific outcomes for the students in this project:

1. meet a mentor in the design profession and learn about creative career opportunities;

2. show their designs in a gallery setting;
3. experience the power of art work for the benefit of the community;
4. keep a skate deck of their own design.

The target audience for this project is Madison area teens who have an interest in Graphic Design, Industrial Design and Art, who may not currently have opportunities to explore careers in these fields.

The project will reach these teens through existing connections with the Atwood Lussier Teen Center, Briarpatch Youth Services, St Charles Youth and Family Services, Alumni Skateboards and Madison area high school art teachers. We will also distribute flyers and posters in areas where teens "hang out" and we will be featured on WORT's morning show to promote the project.

Gerardo Chapa and Scott Pauli, along with the rest of Mess Hall Press, share the goal of exposing teens to the opportunities in creative careers. We have found that students get excited when they are able to take away something tangible from a project such as this. T-shirts and sweatshirts are a big hit, and we feel that skateboards will be even more popular. It will also give us access to a new group of students who have an existing passion for skateboarding. Another aspect of our efforts is to help kids realize that they have the power to generate their own identity through art. They do not have to be beholden to corporate brands and advertising. They can create their own content, market it and see it through to their audience--a skill that is ever presently important to a career in creativity.