

PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	Volunteer Hours: 5 volunteers / 4 hours each @ \$22.14/hr.	N/A	448.80
Contracted Services			
	Host/MC (4 hours / event @ \$35/hr : 5 events)	700	
Materials/Supplies			
Printing/Reproduction			
	flyers	50	
Rentals			
	equipment (backline, bass rig)		500
Other			
	venue rental	1750	2250
Total Requested Grant Amount		A. 2500	
Total Matching Funds			B. 3192.80
Total Project Cost (A+B)		\$ 5692.80	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Total		

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.

a. Also include who will benefit from this project and how many people your project is expected to impact.

b. Please describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)

Play it Forward Music Foundation (PIFMF), in collaboration with The Lost Church, will host five Youth Open Mic Sessions, “Minor Beats”, for young people ages 5-17. Our objective is to give the youth of Santa Rosa a stage to express themselves and share their creativity through music. Performers would sign-up on the day of the event (Sunday afternoons from 2-5pm) so no advance commitment is necessary. Occasionally there may be a “headliner” performance that will be advertised and arranged in advance in order to bring more people in. Live music promotes connection within a community, and exudes a vibrancy through that shared experience. Santa Rosa knows this firsthand through community events like the Wednesday Night Market, Live at Juilliard and the Railroad Square Music Festival the value of these events. They bring everyone, from all ages, backgrounds and demographics, together. We know that the City of Santa Rosa has a long history of supporting the arts and music.

Minor Beats would extend that support of music and arts to our young people in a supportive, age-appropriate venue. Every adult on stage was at one point a child learning to play an instrument. Young musicians today are the future Live at Juilliard musicians. We need to support them in their endeavor. Providing them with the opportunity to perform for a live audience encourages them to practice harder, build confidence and commit time outside of lessons. When young people feel supported and engaged in their communities, we all benefit. Practicing an instrument keeps students focused, encourages time management and promotes well-being. A 2018 study out of Goldsmiths, University of London, states that “regularly experiencing live music is the key to building a long-standing improvement to well-being.” (Fagan, 2018). By offering young people a venue for early exposure to and participation in live music we are showing them that we care about their well-being. The recent Youth Truth survey revealed that more young people are feeling isolated. Minor Beats would offer an opportunity to connect with others through active or passive participation in live music.

The Lost Church is a local nonprofit venue that has offered their stage in support of such a venture. With the support of the CAB, Minor Beats would be free to all - whether getting up on stage, or coming through the door to listen. Sign-ups will be at the door, and through word of mouth, we anticipate participation to grow. The impact, over the course of a year, has the potential to affect hundreds, depending on participation.

2. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

As this is a recurring event over the course of the year, we expect participation to grow as people become aware. We plan to reach out to schools, advertise in coffee shops or other places young people frequent, and post fliers in local music shops. Through our own social media platforms, the word will spread. Between the Lost Church and PIFMF, we have almost 4,000 followers. Through apps like Parent Square, families throughout Santa Rosa will get word of Minor Beats. As this is a free event, to take place in downtown Santa Rosa, it is by nature accessible, both in cost and public transportation.

3. Describe the community support for your project.

a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?

b. What roles are they playing and how collaborative is the project?

c. What other support exists for your project?

Minor Beats is a collaborative venture between The Lost Church and Play it Forward Music Foundation. The mission of The Lost Church to create, sustain and defend spaces for live performances meets with PIFMF's mission to foster connection through music, by providing an opportunity for young people to explore their creative potential and find their voice in a public setting. The Lost Church has offered their beautiful venue in downtown Santa Rosa at a reduced rate as an in-kind donation to the project, and local music stores like Stanroy Music and Tall Toad (Petaluma) offered support of equipment loans. Music teachers from across the county are involved by encouraging their students to participate. Currently there is no such opportunity for young people to meet and perform outside events hosted by individual teachers or band instructors. Most open mics are geared toward adults in venues only open to adults, or no restrictions on content. Minor Beats would become a hub for young people to share their talents. Finally, several of PIFMF's board members are involved in outreach and facilitation of Minor Beats through volunteering their time on the day of the event, or general outreach.

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?

Maintenance for the event is provided through the in-kind donation of The Lost Church and is limited to general maintenance of the space.

5. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.

Minor Beats Open Mic has a small carbon footprint. Any products sold would be limited to beverage sales at the venue. Advertising materials would not exceed fliers posted in a number of different locations. Most advertising would be online.

6. Please provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).

Minor Beats participants will be safe as all safety guidelines for capacity at The Lost Church will be followed. Currently, while no longer mandated by the state of California, The Lost Church strongly recommends wearing a mask indoors.

7. Project Budget: Grant requests may not exceed \$2,500. Please explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. This section is supplemental information to the Cost Estimate Form.

A \$2500 grant would cover the remaining balance for the venue rental (The Lost Church rate is \$800 for an event like this, which they have reduced to \$350 for Minor Beats), as well as a small stipend for the host/MC (20 hours @ \$35/hour). The remaining \$50 would cover promotional materials. In-kind matching donations add up to more than the asking amount of the grant, through donation of the space to sound equipment. We also will have at least one volunteer at each session to facilitate sign-ups and help with the flow. PIFMF hopes that through the support of corporate sponsors we may be able to add additional sessions, and have been drafting letters for local bank donations. Each Minor Beats event costs PIFMF \$500 out-of-pocket, and through a shared belief in the value of the event, our collaboration with The Lost Church could result in more sessions.