

# ALTERNATIVE EXPOSURE<sup>13</sup>

## 2019 GUIDELINES

### BASIC INFORMATION

Alternative Exposure grants directly fund visual arts projects that provide frameworks of support for artists to create and continue their work. Alternative Exposure supports projects that present the work of more than one artist. Both individuals and groups are eligible to apply. If applying as a group, the artistic group or venue can be either long-standing or formed specifically for this opportunity.

### GRANT AMOUNTS

Alternative Exposure will support projects at levels ranging from \$500 to \$5,000.

### WHAT DO WE MEAN BY "VISUAL ARTS"?

Alternative Exposure supports visual arts and projects strongly related to the visual arts. The work of media and performing arts are eligible when the visual arts are a central and essential element of the finished work. Southern Exposure is committed to new, diverse, and risk-taking forms of visual art and helping to define new practices. If you have questions about whether your project is eligible, please attend one of the information sessions.

### WHO SHOULD BE THE LEAD ORGANIZER?

If your project has more than one organizer or you are applying as a collective, please choose one person to serve as the lead organizer. The lead organizer will be the primary contact for the project during the application and grant process. You can choose to list up to six additional collaborators on the application. The collaborators you list should be people who share organizing responsibilities on the project. Artists who are supported through your project, but do not have organizing responsibilities, do not need to be listed as collaborators in the application.

### ELIGIBILITY

- The lead organizer must live in San Francisco, Alameda, or Contra Costa counties. For collectives, some collaborators may live outside of these counties, but the majority of collaborators in must live in an eligible county.
- Resulting project activities must be accessible and presented to the public within the San Francisco Bay Area.
- 501c3 non-profit organizations are NOT eligible to apply.

- Projects may NOT be a part of the primary programming of an established 501c3 non-profit arts organization.

- Funded projects should not begin before December 13, 2019. For projects or programs that are a part of existing venues or larger projects, the work supported by Alternative Exposure should not begin before this date.

- Funded projects must be completed by June 30, 2021. For projects or programs that are a part of existing venues or larger projects, the work supported by Alternative Exposure should be completed by this date.

- Applicants may be a lead organizer on more than one application. However, in these cases, only one of their projects may be selected for funding.

- Applicants that have received Alternative Exposure grants from Rounds 1-9 (2007-2015) are eligible to apply again as lead organizers if 1) they are applying for a completely new, unrelated project, and 2) the first project was successfully completed, and the final report was submitted to Southern Exposure.

- Grantees from Rounds 10, 11, or 12 (2016-2018) are NOT eligible to apply again as lead organizers in Round 13. However, former grantees (both lead organizers and additional collaborators) from all previous rounds may participate in Round 13 applications for new, unrelated projects as collaborators.

### WHAT ALTERNATIVE EXPOSURE DOES NOT SUPPORT

- Work that is not based in, or strongly related to the visual arts (see above description of visual arts).
- An individual artist seeking support to make their own work.
- Individual artists whose work includes groups of people in its creation, but whose finished work is solely considered that of the individual artist's, not the collaborative group as a whole.

### REVIEW PROCESS AND SELECTION CRITERIA

Southern Exposure's review process will take 6-8 weeks. Applications will be evaluated based on the following criteria:

- The artistic strength and creative vision of the proposed project.
- How the proposed project will create a framework of support for Bay Area artists to continue their work.
- The demonstrated capacity of the applicant(s) to realize the proposed project.
- The completed project's accessibility to the public and its commitment to serving a local constituency.

Proposals will be reviewed by a panel of three local and/or national jurors made up of artists and arts professionals currently working in the field of visual arts in collaboration with Southern Exposure staff.

# APPLICATION

Your application must be completed via electronic submission. Paper applications are not accepted.

## APPLICATION CHECKLIST

- Cover Page
- Your Proposed Project
- Budget
- Visual Support Materials
- Annotated Descriptive List of Support Materials
- Contact Information

### 1. COVER PAGE

General information about the applicant(s). All biographies must be in narrative form. Do NOT submit individual resumes or artist CVs.

### 2. YOUR PROPOSED PROJECT

Outline your project in the form of a brief summary along with a full description and address the following:

- A)** Project Title
- B)** Project Summary (100 words max.)
  - Summarize your project in a short paragraph.
- C)** Full Project Description (700 words max.)
  - Describe your project in detail.
  - What form will your project take? (e.g. exhibition, public art project, event, performance, publication, film series, interactive website, archive, publication, etc.)
  - Where will your project take place? (Proposed projects may not take place at Southern Exposure.) If you don't have a location yet, how do you plan to secure one? If your project does not require a physical venue, how will it be publicly accessed?
  - Address your motivations for the project and your plans to support local artists.
  - Who is your intended audience? What kind of community impact do you anticipate your project will have?
  - Tell us about your project timeline and include milestone dates relevant to your project. (Refer to the ELIGIBILITY section for restrictions on project start and end dates.)

### 3. BUDGET

Complete the budget form with a project budget that estimates all of your anticipated expenses and income (including donated, or in-kind services and labor). This fillable PDF is best used with Adobe Acrobat or Adobe Reader. You will be prompted to upload the completed budget form when you are completing the online application.

### 4. VISUAL SUPPORT MATERIALS

Include up to two forms of support materials with your application. You will be prompted to upload all digital files and URLs when you are completing the online application.

- Up to 15 digital images – formatted as JPG, GIF, TIFF, or PNG files (not to exceed 800 x 600 pixels, 180 dpi). Each image file should be labeled with the name of the project and a number that corresponds to an annotated image list (see below). For example, the first jpg submitted for the project, ArtHaus, should be labeled ArtHaus\_01.jpg.

- Video: You may submit up to three works or three excerpts of works. We will view up to FIVE minutes of work in total. Please submit URLs to Vimeo, Youtube, or a personal portfolio website.

- Web-based Projects: submit a list of up to 3 URLs.

- Print materials (e.g. brochures, publications, books, etc.): Scan and submit as PDFs when appropriate. For print materials that cannot be submitted digitally, please clearly label the package with the lead applicant's name and the project title, and mail or deliver in person by 5:00 PM on Monday, October 21, 2019 (receipt deadline, not a postmark deadline):

Attn: Alternative Exposure  
Southern Exposure  
3030 20th Street  
San Francisco, CA 94110

### 5. ANNOTATED LIST OF VISUAL SUPPORT MATERIALS

Include a checklist that corresponds with each item of your visual support materials. Indicate artist name or organizer's name, title, year, medium, and a brief description of each image (digital image, video, publication, website, etc.).

### 6. CONTACT INFORMATION

Tell us how we can get in touch with the lead organizer and up to six additional collaborators.

## INFORMATION SESSIONS

Interested in applying for an Alternative Exposure grant? Attend one of four information sessions led by Southern Exposure staff in San Francisco, Oakland and Contra Costa County during the Round 13 Alternative Exposure grant cycle.

### Information Session #1 - San Francisco

Thursday, September 5, 2019  
6:00 PM - 8:00 PM  
Southern Exposure, 3030 20th Street, San Francisco, CA 94110

### Information Session #2 - Contra Costa County

Thursday, September 19, 2019  
6:00 PM - 8:00 PM  
NIAD, 551 23rd Street, Richmond, CA 94804

### Information Session #3 - San Francisco

*with live Spanish translation*  
Saturday, September 21, 2019  
3:00 – 5:00 PM  
Southern Exposure, 3030 20th Street, San Francisco, CA 94110

### Information Session #4 - East Bay Location

Wednesday, September 25, 2019  
7:00 - 8:30PM  
E.M. Wolfman Books, 410 13th Street, Oakland, CA 94612

**Note:** Attending an information session is encouraged but *not required* to apply for an Alternative Exposure grant. Information sessions are free and open to the public. No RSVP necessary.

# FAQ

## How much funding can I request for my project?

You may request any amount between \$500 and \$5,000.

## Is it a better strategy to apply for all or part of the \$5,000?

Try to fill out the budget form as accurately as possible and request the amount that would best allow you to achieve your stated goal(s). The monetary amount you request has no effect on whether or not you are awarded a grant.

For questions about budgeting for your application, please consider attending an Information Session or contact us at 415-863-2141.

## How many grants do you give out?

We give out a different number of grants each round. This round, we anticipate awarding 15-18 projects, depending on the size of each award.

## Do you need to have a special bank account to receive this grant?

No, the funds will be disbursed to the lead organizer with the check made out in their name. That applicant will be responsible for any taxes on the award. Please note that Southern Exposure cannot provide tax advice regarding Alternative Exposure grants.

## Do you have to be a U.S. citizen to apply?

No, but the lead organizer must have a social security number to receive payment of the award. Additional collaborators and/or participants do not need to be U.S. citizens or have social security numbers.

## Multiple individuals organize our project collectively. How should we determine who the lead organizer is on our application?

If you are a part of a collective or team, consider the following when selecting your lead organizer: the lead organizer is the one who will be the primary contact, the main administrator for the grant application, and for follow-through if awarded a grant. The lead organizer will also receive the check and will be responsible for any income taxes owed as a result of receiving the grant.

## I don't have a venue secured yet for my project. Can I propose that my project take place at Southern Exposure or at another non-profit organization?

If you do not have a venue secured for your proposed project yet, please provide as much information as you can outlining the types of places you intend to present your project and any research or planning you've done towards securing specific venues.

Projects funded by Alternative Exposure grants cannot be presented at Southern Exposure. Rental of space from 501c3 non-profit organizations other than SoEx is permitted. However, projects may not take place at a 501c3 non-profit organization as a part of their primary programming.

## Can I apply for an Alternative Exposure grant to provide general operating support for a new or existing art space?

Yes. Alternative Exposure grants may fund general operating costs associated with the launch of new arts spaces and projects as well as provide general operating support for ongoing programs and arts venues in the San Francisco Bay Area. Examples include: rent, utilities, transportation costs, artist and designer fees, administrative fees, supplies, equipment, etc.

## What kinds of projects does the Alternative Exposure grant program typically fund?

Alternative Exposure grants fund a wide range of projects and activities led by self-organized artists and small groups in the San Francisco Bay Area. Previously funded projects have included a new exhibition or exhibition series, the ongoing work of an arts venue or collective, a public art project, a one-time event or performance, publications directly related to the visual arts, an online project, an artist residency, a series of film screenings, and more. In general, Alternative Exposure seeks to foster the development and presentation of artist-led projects that provide opportunities for San Francisco Bay Area artists and include programs that are accessible and open to the public.

For questions about eligibility, please consider attending an Information Session or contact us at [alternativeexposure@soex.org](mailto:alternativeexposure@soex.org) or 415-863-2141.

## Can I apply for a grant to purchase equipment?

The purchase or rental of equipment may be included in your grant proposal budget as an expense related to a larger project. However, you may not apply for an Alternative Exposure grant with the sole purpose of purchasing equipment.

## I don't have any visual materials that are representative of my proposed project. Should I submit examples of previous work?

Please submit a combination of work samples that represent your plans for the project and your ability to realize the proposed project. This could include past work of artists who **you will be** presenting, plans and renderings for a site-specific project contextualized within the site, or documentation of past projects that are similar. Be sure to utilize the Annotated List of Visual Support Materials to best communicate the context of your work samples to the jurors.

## Can I submit applications for multiple projects during the same round of Alternative Exposure?

Applicants may be a lead organizer on more than one application during the same round of Alternative Exposure, however, in these cases, only one of their projects may be selected for funding. Applicants may be listed as an additional collaborator on multiple project proposals for the same round of Alternative Exposure without affecting the eligibility of funding for the individual projects.

## **I received an Alternative Exposure grant during one of the past rounds. May I re-apply for another grant?**

Select former grantees are now eligible to reapply for new projects (not related to projects previously funded by Alternative Exposure).

### **For Round 13 (2019):**

If you received an Alternative Exposure grant from Rounds 1-9 (2007-2015), you are eligible to apply again as a lead organizer if 1) you are applying for a completely new, unrelated project, and 2) the first project was successfully completed and the final report was submitted to Southern Exposure.

Grantees from Rounds 10, 11 or 12 (2016-2018) are NOT eligible to apply again as lead organizers in Round 13.

However, former grantees (both lead organizers and additional collaborators) from ALL previous rounds may participate in Round 13 applications for new, completely unrelated projects as collaborators.

### **More questions?**

Please consider attending an Information Session or contact us at [alternativeexposure@soex.org](mailto:alternativeexposure@soex.org) or 415-863-2141.