



OFFICE OF ARTS & CULTURE
CITY OF SEATTLE

Hope Corps 2025: Downtown Seattle Activations Guidelines

Grant Overview

The Seattle Office of Arts & Culture (ARTS) invites individual artists, cultural producers, arts administrators, and creative workers, small community groups, and arts and cultural organizations of all sizes to apply to participate in Hope Corps by proposing project concepts that 1) generate career opportunities for the local creative workforce, and 2) contribute to the wellbeing and resiliency of Seattle's downtown community by activating its neighborhoods with community-driven projects, events, performances, and more.

Envisioned as an economic recovery program for Seattle's creative workforce, Hope Corps seeks to connect under- and unemployed artists and creative workers with career opportunities that benefit the public. The 2025 Hope Corps program is part of [Mayor Bruce Harrell's Downtown Activation Plan](#). Funding will go towards projects that employ creative workers through activations that uplift stories and audiences from historically unserved and/or underserved communities representing Seattle's diversity in downtown neighborhoods:

- 1) Belltown
- 2) Chinatown-International District
- 3) Central Downtown
- 4) Denny Triangle
- 5) Pioneer Square
- 6) Stadium District

Proposed projects should be unique events or activations, taking place in 2025 in street-level, accessible, outdoor or otherwise publicly visible spaces that provide engaging experiences for the public and bring audiences downtown.

Grants range from **\$5,000 - \$50,000** to support creative worker wages and project expenses.

FOCUS AREAS

Projects should address one or more of the following focus areas:

- **Seattle is THRIVING - Creating a New Narrative for Downtown Seattle:** Why do you love Seattle? What helps you feel safe in your community? What is the history of this

place? What has Seattle survived? How is Seattle changing? What makes you proud to be a Seattleite? What do you want to see in Seattle's future?

- **Placemaking, Place-keeping and Belonging:** Who belongs in Seattle's Downtown? Who belongs on Indigenous land? How do we live in community with our unhoused neighbors? Who has been excluded from opportunity in Seattle's Downtown neighborhoods? How do the arts make our Downtown unique?
- **Climate and Water Justice:** How do water and the natural environment shape our city? How do Seattleites relate to nature? How do Seattle's residents steward the ecology around us? How can we create a healthy, resilient, and green Downtown? How can our city create a just, sustainable future?

PROJECT CONCEPT EXAMPLES

We want to see your innovative ideas! Feel free to be experimental and propose something that Hope Corps could help you launch or reimagine an existing project to address Downtown activation goals and Hope Corps focus areas. This is designed as a one-time funding opportunity.

- Free performances and arts activations that engage the public
- Free art workshops, lessons, or presentations at community gathering places
- Literary showcase events
- Craft markets with artist vendors
- Block parties
- Cultural festivals
- Parades
- Walking and biking art tours
- Immersive experiences
- A temporary installation that is on display for at least 3 months

Note: funding is not limited to these examples as long as the proposed project meets the eligibility criteria.

ADDITIONAL CONSIDERATIONS

- **Permits:** Depending on the size, scope and location of your event, there are a variety of permits that may be required to secure your location. You will receive assistance in determining what permits you need to complete your project and applying for those permits; however, please note that **receiving funding does not mean your project will automatically receive a permit for your desired location and dates.** Any temporary art installations within the [historic districts](#) would require a [certificate of approval](#) before installation.
- **Flexibility:** It is possible that your project plans may need to be adjusted slightly to accommodate location availability, traffic concerns, creating a cohesive activation

schedule, etc. Additionally, as part of the panel award decision process, applicants may be asked to move or adjust their project's location to distribute projects in target transit-accessible corridors within the identified Downtown area. [Use this interactive map](#) to see identified public transit hubs, bike lanes, and pedestrian zones.

TECHNICAL ASSISTANCE

ARTS program staff will provide awardees with support in executing their projects. This support may include creating a detailed project budget, refining your project concept, identifying a location and relevant permits, navigating insurance questions, developing partnership agreements, securing a Seattle Business License, and more.

For information and assistance with the application, eligibility, or online technical support, contact Alex Rose, Hope Corps Program Manager, at 206-459-6517 or alex.rose@seattle.gov.

We have interpreters who can speak to you in your language, including American Sign Language (via video). Just call us and tell us what language you speak. Expect a short pause while we find an interpreter to join the call.

Grant Purpose

The creative sector is still recovering from the effects of the COVID-19 pandemic, and many artists and creative workers continue to experience inconsistent employment. ARTS introduced Hope Corps in 2021, and thanks to renewed funding each year, the program has put well over 200 artists to work through more than 60 projects. A few examples of funded projects include free arts and cultural workshops, community stories told through many artistic mediums, and murals painted by local artists throughout the city.

The program's 2025 funding aligns Hope Corps objectives with Mayor Bruce Harrell's Downtown Activation Plan. The plan's purpose is to stabilize and transform Downtown into a place where residents, workers, and visitors want to spend time.

Downtown Activation Plan Goals

1. Make Downtown safe and welcoming.
2. Transform Downtown into a lively neighborhood where more people can afford to live.
3. Create a unique Downtown retail experience.
4. Make Downtown a place where people want to work and that reflects the future of our economy.
5. Celebrate Downtown Seattle's arts, culture, sports, and entertainment.
6. Make Downtown a top destination for Seattleites and visitors year-round.
7. Create a healthy, resilient, and green Downtown.

Through Hope Corps, ARTS will support local artists and creative professionals to bring their ideas to life, while celebrating Downtown Seattle as a welcoming destination full of arts and cultural offerings for all to enjoy.

In addition to gaining work opportunities, Hope Corps awardees will benefit from being part of a Community of Practice, with regular convenings offering workshops, networking, and ways to share their work.

Application

Apply online through Submittable: <https://seattlearts.submittable.com/submit>.

If you don't have computer or internet access, or would like to discuss alternative ways of applying, contact Alex Rose, Hope Corps Program Manager, as soon as possible: alex.rose@seattle.gov.

Due Date

Tuesday, Sep. 3, 2024, 5:00 p.m. Pacific

Please allow ample time to complete your application. Applications submitted after the 5 p.m. (Pacific) deadline will not be accepted.

Eligibility/Requirements

You are eligible to apply for Hope Corps funding if **you and your proposed activation project meet the following criteria:**

- You are an individual artist, organization, or community-based group located in, or presenting work regularly in, Seattle.
 - Organizations and individual artists representing communities most impacted by systemic oppression including low-income, people with disabilities, immigrant and refugee communities, and communities of color are encouraged to apply.
- Your activation project must occur between January 2025 and December 2025.
- Your activation project and its associated public benefit must take place in Downtown Seattle within the [identified Downtown Activation Plan boundary](#):
 - Belltown
 - Chinatown-International District
 - Central Downtown
 - Denny Triangle
 - Pioneer Square
 - Stadium District

- Your activation project must address one or more of the three focus areas of this program (see [FOCUS AREAS](#))
- Your activation project must be promoted and made accessible to the general public – Seattle residents, workers, and visitors – to attend. This includes a free attendance option and accessibility for people who primarily speak languages other than English and people with disabilities. If you could use assistance to make your event more accessible, please contact alex.rose@seattle.gov.
- Your activation project must pay each creative worker* a living wage, whether through wages, stipends, or contract payments. We define a living wage as \$32 per hour or more (this may vary for youth and students).
- Your activation project may have a virtual component, but it must be primarily an in-person experience.
- If your activation project is a temporary art installation, it must be displayed for at least 3 months.

***Creative workers** include artists, creatives, cultural workers, and everyone in between. Here are some examples of people we are considering creative workers for the purposes of this grant:

<ul style="list-style-type: none"> • Artists • Painters • Sculptors • Actors and Performers • Costume Designers • Fashion and Beauty Workers • Audio Engineers • Culture Keepers • Artisans 	<ul style="list-style-type: none"> • Dancers • Musicians • Lighting Designers • Set Designers • Arts Administrators • Culinary Artists • Storytellers • Heritage Workers • Poets • Event Producers 	<ul style="list-style-type: none"> • Authors • Gallerists • Videographers • Graphic Designers • Teaching Artists • Stage Managers • Digital and Media Artists • Photographers • Data Visualizers
--	--	---

Please note this is NOT intended to be an exhaustive list.

The following are **not eligible for funding**:

- Permanent installations and mural projects
- Capital improvement projects
- Religious services
- Fundraisers or private events

Funding

You may use the award funds for artist fees, marketing and promotional fees, project management and personnel costs, supplies, equipment rentals or other production-related

costs, required insurance, and no more than 10% for food-related costs. Additional expenses may be allowed upon advance approval by the grant project manager.

Funding amounts range from \$5,000 - \$50,000. **Please use the following framework as a guide** for requesting funding amounts. These numbers are not requirements but should be used to help determine the scale of your project and your funding request.

- **\$5,000-10,000 / Small activations** – approximately 4-8 hours of public programming, supporting 1-2 creative workers
- **\$15,000-30,000 / Medium activations** – approximately 12-24 hours of public programming, supporting 3-6 creative workers
- **\$35,000-50,000 / Large activations** – approximately 28-40 hours of public programming, supporting 7-10 creative workers

ARTS strives to fund selected projects at their requested funding amounts whenever possible. However, funding amounts for selected projects will be determined based on the peer review panel's evaluation and recommendation.

Note: Projects must pay creative workers a living wage, whether through wages, stipends, or contract payments. We define a living wage as \$32 per hour or more (this may vary for youth and students).

Information Workshops

Learn more about this grant and how to submit your best application.

Workshop 1 (Virtual)

Tuesday, July 30, 2024, 10:00 - 11:00 a.m.

[RSVP link](#)

Workshop 2 (In-person in Pioneer Square)

Monday, August 5, 2024, 6:00 - 7:30 p.m.

[RSVP link](#)

Workshop 3 (Virtual)

Thursday, August 15, 11:30 a.m. - 12:30 p.m.

[RSVP link](#)

Workshop 4 (In-person in Belltown)

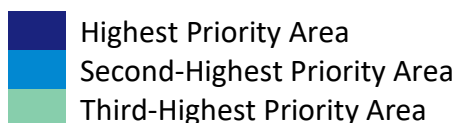
Saturday, August 17, 11:00 a.m. - 12:30 p.m.

[RSVP link](#)

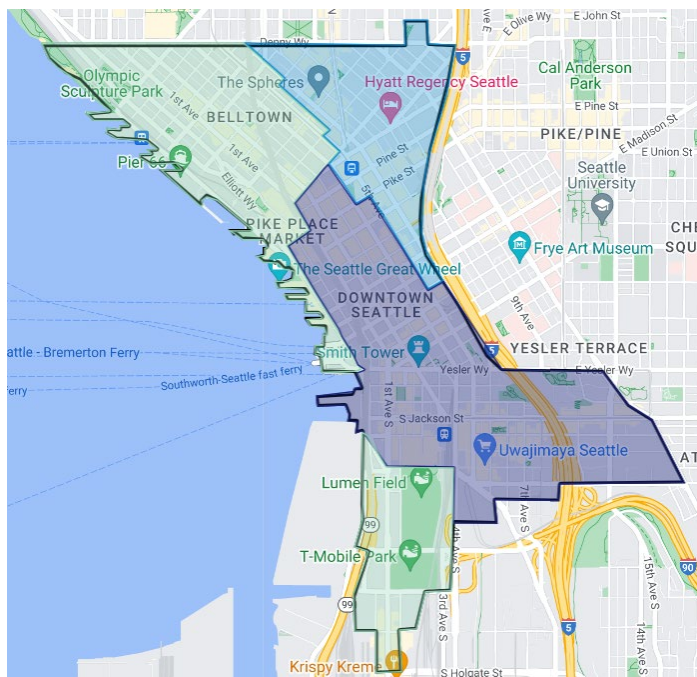
Evaluation Criteria

The Seattle Office of Arts & Culture is committed to reflecting the diversity and cultural richness of our city in the selection of artists and artworks. Artists will be selected by an independent peer review panel of artists, community representatives, and event producers who will evaluate applications using the following criteria **(100 points total)**:

- **Career Opportunities (20 points)**: The project generates career opportunities for the local creative workforce.
- **Connection to Hope Corps Focus Area(s) (20 points)**: The project meaningfully addresses one or more of the three Hope Corps focus areas: 1) creating a new narrative for Downtown Seattle; 2) placemaking, place-keeping and belonging; and 3) climate and water justice.
- **Community Connections (20 points)**: The project uplifts stories, creatives, and audiences from historically unserved and/or underserved communities that represent Seattle's diversity.
- **Audience Potential (15 points)**: The project would be a draw for Seattle residents and visitors, and has the potential to draw audiences to target neighborhoods.
- **Downtown Partnerships (15 points)**: The applicant has a meaningful relationship with or is based in their proposed neighborhood and/or plan to work with partnership with this relationship/location.
- **Achievability (10 points)**: The applicant gives examples of their relevant experience, or illustrates capacity for growth, including support from experienced partners/collaborators, to complete the project.
- **Geographic Priority**: Priority will be given to projects that take place near and/or between transit hubs and areas with bike and pedestrian access, and/or in one or more of the higher-priority areas indicated on the below map and legend. View more details on [this interactive map](#).



The eligible activation area has three priority zones:



Timeline

This timeline is an estimate and is subject to change.

- **Sep. 3, 2024 (5 p.m. Pacific):** Application closes
- **Oct. 2024:** An independent peer panel of artists, community representatives, and event producers will review and score applications according to the evaluation criteria
- **Nov. 2024:** Recommendations for funding are reviewed by ARTS leadership
- **By Nov. 25, 2024:** Applicants are notified of funding decisions
- **November - December 2024:** Contracting with awardees
- **January - December 2025:** Hope Corps projects take place downtown

Application Outline & Components

1. **Contact information**
2. **Applicant bio/background:** Briefly describe who you are, your areas of expertise, key accomplishments, and experience producing activations, performances, events, or other relevant work. This response will help the review panelists understand your ability to carry out your proposed activation. (maximum 300 words)
3. **Project concept**
 - a. **Artistic discipline(s)**
 - b. **Hope Corps focus area(s)**
 - c. **Programming location preferences** (select downtown neighborhood(s))
 - d. **Timing of project**, if known (select from quarterly date ranges in 2025)
 - e. **Project title**

- f. Project description:** Please describe your activation project concept. How does it address your selected Hope Corps focus area(s)? How will you engage the downtown community, including residents, visitors, businesses, and community organizations? What should we know about the participating artists or creative workers? What will the audience experience be? Please include anything else you feel is important to note. (maximum 500 words)
- g. Community connections:** How does your proposed project uplift stories, creatives, and audiences from historically unserved and/or underserved communities that represent Seattle’s diversity? (maximum 200 words)
- h. Downtown partnerships:** How would you describe the relationship you/your group have with this neighborhood and/or Downtown Seattle? Describe any partnerships you envision for the implementation of the project and indicate whether or not that partner has already agreed to support your work. (maximum 300 words)
- i. Public access:** Hope Corps Projects must take place in or be viewable from public spaces in Seattle’s Downtown ([see map](#)) and be open to the general public. Describe how your project meets this requirement or what support you might need to make your project visible and accessible. (maximum 200 words)
- j. Permit(s) needed?**
- k. Duration of activation** (number of hours, days of public programming)
- l. Number of creative workers**
- m. Estimated audience size**
- n. Requested grant amount**
- o. Draft budget:** indicate total requested amount (and in parentheses, list primary line items such as creative worker wages, supplies, rentals, marketing, project management, liability insurance, permits, etc.).
- p. Outstanding needs**
- 4. Work samples:** Upload or link to up to two work samples of varying formats (image, writing sample, audio, or video). Your work samples should help demonstrate your ability to successfully implement a Hope Corps activation project.
- 5. Demographic information:** This will **not** be reviewed as part of your application. This information is used only in aggregate to help ARTS learn more about the communities that we reach so that we can continuously improve outreach and increase equity in our programs. You may choose to decline to state responses to these questions.

Application To-Do

All funding programs are highly competitive. We encourage you to:

- **Read the guidelines**, check your eligibility, and follow the online instructions carefully.

- **Explore the online application early** so you can plan ahead. Consider drafting application responses in a document outside of the online application form itself, so you don't risk losing any of your work and you keep a record for yourself.
- **Attend an information session** to receive guidance and hear other applicants' questions.
- **Update or complete your profile** at seattlearts.submittable.com.
- **Talk with the project manager** about any questions, or review your draft application as early as possible *before* the due date. Last-minute assistance to applicants is limited due to the volume of requests.
- **Be clear and concise in your application**, as panelists read and evaluate many applications. Panelists may or may not be familiar with you or your work, so be sure to provide essential information on who you are, your areas of expertise, or key accomplishments.
- **Save your work** as you go and re-read and preview your responses before you submit.
- **Submit your application before the due date** so you have time to deal with any potential technical issues.

Obligation of Award Recipients

If your project is selected for funding, you must meet the requirements listed below.

- **Community of Practice:** Participate in Hope Corps community of Practice convenings and activities (workshops, community building), to take place throughout 2025.
- **Acknowledgement:** Organizations and individuals receiving awards from the Seattle Office of Arts & Culture (ARTS) must acknowledge ARTS' support in printed materials, signage visible to the public, via social media, or in other ways appropriate to the project. ARTS will supply preferred wording and logos in electronic format.
- **Seattle Business License Is Required for Payment:** Individuals and organizations awarded funds from ARTS must have a [Seattle business license](#) prior to receiving any award payment. (The business license is NOT needed to apply for funds.)
- **Insurance:** Award recipients will be responsible for securing and providing proof of Liability Insurance for their project.
- **Taxes:** Award recipients are responsible for paying all applicable taxes. At the time of notification, awardees will need to complete appropriate paperwork and submit an updated W-9.
- **Reporting:** ARTS requires awardees for all its programs to evaluate and report on the impact of their awards (e.g. numbers of artists paid, audience information, experience working with ARTS staff, etc.). This information will be collected after the project is complete, via a questionnaire included in the final payment request, supplied by ARTS.

ARTS Funding Policies

Commitment to Racial Equity

The Seattle Office of Arts & Culture (ARTS) commits to an anti-racist work practice that centers the creativity and leadership of people of color - those most impacted by structural racism - to move toward systems that benefit us all. We also acknowledge that we are on Indigenous land, the traditional territories of the Coast Salish people.

We envision a city of people whose success, safety and health are not pre-determined by their race. A city where all artists, performers, writers and creative workers have the freedom, agency and platform to share and amplify their stories, art, cultures and experiences. At the same time, we acknowledge that our actions - both conscious and unconscious, past and present - have benefited some communities while limiting opportunities and outcomes for communities of color. We work toward our vision by addressing and working to eliminate institutional racism in our programs, policies and practices.

In alignment with the City's Race and Social Justice Initiative, we seek new solutions that use arts as a strategy to drive not only our office, but the City as a whole toward racial equity and social justice. We will continue to break barriers and build arts-integrated tools that challenge the status quo and push us toward the inclusive society we envision.

If you have any questions about our commitment or would like to know more about the work we are doing, please call us at (206) 684-7171 or email at Arts.Culture@Seattle.gov.

Grant Appeal Process

You may appeal the recommendations of the independent community review panel. Appeals must be based solely on the information included in your original application.

Procedure:

- You must first contact the staff member responsible for the program to review the decision and hear a summary of the peer panel feedback: **Alex Rose: alex.rose@seattle.gov, 206-459-6517.**
- Your appeal must be sent in writing to the director of the Seattle Office of Arts & Culture within 30 days of formal notice of the decision.
- Our director consults with staff and/or members of the peer panel for input in making the final decision.
- If our director agrees that the award should have been given based on the merit of your original application, you will be awarded a grant.
- A rejection by our director is final and ends the appeal process.
- Our director will notify you of their final decision in writing.

Application materials are public information

Application materials submitted to the Office of Arts & Culture are governed by the Washington Public Records Act and may be subject to disclosure to a third-party requester. To learn more please see [Chapter 42.56 RCW](#) and the City's [Privacy Statement](#).

Discrimination is not allowed on City-funded projects

Applicants receiving funds from the Office of Arts & Culture must comply with Seattle Municipal Code Chapter 20.44, pertaining to prevention of discrimination in City contracts, and Chapter 5.44, pertaining to license requirements. The complete text of these City codes is available at the City Clerk's office and the Seattle Public Library.

Americans with Disabilities Act applies to City-funded projects

The Americans with Disabilities Act (ADA) is a federal law ensuring access to services and facilities for the differently-abled. The Office of Arts & Culture respects the needs of people with differing abilities and seeks to make available to applicants, participants and, all interested persons information regarding the provisions of the Americans with Disabilities Act and its applicability to the activities of our agency. For information about public meetings, accessibility, and auxiliary aids, please contact the Office of Arts & Culture at (206) 684-7171 (voice), or (800) 833-6388 (TDD Relay). This agency complies with all federal, state, and local laws that prohibit discrimination in employment and services.

Supports freedom of expression

The City believes a community that fosters freedom of speech and thought will advance as a society. Artists play an important role in reflecting and challenging the social concerns of the day. The strength of the United States as a nation rests in its tolerance of divergent opinions and ideas. Government support of the arts must similarly tolerate a spectrum of ideas and encourage freedom of thought.

For additional information about funding opportunities and the Seattle Office of Arts & Culture, visit our website at www.seattle.gov/arts, and [subscribe to our email newsletter](#).