



Levitt AMP [Your City] Grant Awards Application and Instructions

ALL APPLICATIONS MUST BE COMPLETED ONLINE at levittamp.org. This document is for informational purposes only. We encourage you to read the instructions for each question before beginning the application process, as they provide guidance regarding the requested information. **Your answers to questions marked “(PUBLIC)” will be visible on the Levitt AMP website during the online public voting period.** For additional information, please read the [FAQs](#) online or send an email to amp@levitt.org.

Only applications submitted through the Levitt AMP website will be accepted. Our online application system allows you to save your information and resume completing your application at a later time.

Applications are due Monday, October 2, 2017 at 5:00 PM PDT.

In addition to completing each application field, please be prepared to upload the following in order for your application to be considered complete. You will not be able to submit an incomplete application.

- IRS 501(c)(3) determination letter of the primary organization (PDF)
- Permission letter to use public space (PDF)
- Letter of commitment from each partner, if applicable (PDF)
- Budget Form (PDF) – Download from Levitt AMP website
- Image of public space for your proposed concert series (high-res jpg or png)
- Image representing your community and proposed concert series (high-res jpg or png)
- Letter(s) of support, up to five (PDF) – Optional

Section 1: Primary Grant Applicant

1. Legal Name of Primary Organization

Instructions: Enter the legal name of the applicant organization. The primary organization must be a nonprofit organization with 501(c)(3) tax-exempt status. This organization will be the primary administrator and producer of your Levitt AMP [Your City] Music Series should a Levitt AMP grant be awarded.

2. Public Name of Primary Organization

(PUBLIC) *Instructions: Enter the public name of the organization that is typically used for marketing and outreach. This is the name that will be on the Levitt AMP website during the online public voting period—for example: an organization's legal name may be "Downtown Partnership of Fremont, Inc." and the organization's public name may be "DP Fremont."*

3. Employer Identification Number (EIN)

Instructions: Enter the primary organization's nine-digit employer identification number as assigned by the Internal Revenue Service.

4. New Applicant or Returning Applicant

Instructions: Check "New Applicant" if this is the first time the primary organization is applying to the Levitt AMP [Your City] Grant Awards. Check "Returning Applicant" if the primary organization has previously applied to the Levitt AMP [Your City] Grant Awards.

- New Applicant
- Returning Applicant

4 a. As a returning applicant, indicate which year(s) the primary organization applied for a Levitt AMP grant. Check all that apply.

Instructions: Check each year the primary organization has previously applied for a Levitt AMP grant.

- 2014, for a 2015 Levitt AMP Music Series
- 2015, for a 2016 Levitt AMP Music Series
- 2016, for a 2017 Levitt AMP Music Series

5. Mission Statement

[500 characters max]

(PUBLIC) *Instructions: Enter the mission statement of the primary organization.*

6. Organization Overview

[1,500 characters max]

(PUBLIC) *Instructions: Provide an overview of the primary organization, including your activities, brief history, and connection to your community. Provide information about your organization that demonstrates why it is well suited to produce the Levitt AMP [Your City] Music Series, as well as the organization's ability to position the free concert series to have great impact in your community.*

7. Primary Contact

Instructions: Enter the name of the individual who will be the main point of contact throughout the Levitt AMP [Your City] Grant Awards application process and grant cycle, if applicable.

8. Primary Contact Title

Instructions: Enter the title of the primary contact person.

9. Primary Contact Email

Instructions: Enter the email address of the primary contact person.

10. Primary Contact Phone

Instructions: Enter the phone number of the primary contact person.

11. Primary Organization Address

Instructions: Enter the mailing address of the primary organization.

12. Website

(PUBLIC) Instructions: Enter the website of the primary organization.

13. Annual Operating Budget

Instructions: Select one category that reflects the current fiscal year operating budget of the primary organization.

- o Under \$500K
- o \$500K – \$1M
- o \$1M – \$2M
- o Over \$2M

14. How did you hear about the Levitt AMP [Your City] Grant Awards? Check all that apply.

Instructions: Check all that apply regarding how you learned about the Levitt AMP [Your City] Grant Awards.

- o Levitt Foundation website
- o Levitt Foundation email
- o Facebook
- o Twitter
- o Instagram
- o There is a Levitt Pavilion, Levitt Shell, or Levitt AMP site in my region
- o National League of Cities
- o National Recreation and Parks Association
- o International Downtown Association
- o National Main Street Center
- o Public Media Co.
- o Project for Public Spaces
- o Other

Section 2: Partner Information

1. Is your organization partnering with another entity to produce your Levitt AMP [Your City] Music Series?

Instructions: Check “No” if your organization will be the only entity involved in producing your Levitt AMP [Your City] Music Series. Check “Yes” if your organization is partnering with another entity to produce your Levitt AMP [Your City] Music Series. Please note: sponsors (defined as entities that provide cash support or in-kind contributions only) are not considered partners for purposes of this application. Partners must be not-for-profit entities, such as a municipality, nonprofit organization, school or university, association, etc. A partner may also be an individual who will be integrally involved with the free concert series as an independent contractor or consultant; this does not include staff members of either the primary organization or a partner organization. You may have up to five partners.

Please note: one letter of commitment per partner must be uploaded in Section 6.

- o Yes
- o No

2. Partner Name

(PUBLIC) Instructions: List the entity or individual (defined as an independent contractor or consultant, not a staff member of either the primary organization or partner organization) that will also be integrally involved in producing your Levitt AMP [Your City] Music Series. Please note: you will have the opportunity

to enter information about each partner separately.

3. Partner Website

(PUBLIC) Instructions: Enter the website of your partner. If your partner does not have a website, leave blank.

4. Which category best describes the partner?

Instructions: Select the category which best describes your partner.

- Nonprofit
- Individual
- Municipality
- College/University

4 a. Department

[100 characters max]

Instructions: If you checked "Municipality" or "College/University" indicate the specific department or school that will be your partner—for example: Parks & Recreation Department, School of Music, etc.

5. Tell us about your partner and the role this partner will play in producing your Levitt AMP [Your City] Music Series.

[1,000 characters max]

Instructions: Provide a brief description of this partner and information that demonstrates why this organization or individual was selected to be a partner. Explain the specific role this partner will play in producing your Levitt AMP [Your City] Music Series as well as how this partner will contribute to the overall impact of the free concert series in your community.

6. Add another partner?

Instructions: Check "Yes" if you have another partner and answer same questions for each partner.

- Yes
- No

Section 3: Site Information

1. Official Name of Public Space

(PUBLIC) Instructions: Enter the official name of the selected public space where your proposed Levitt AMP [Your City] Music Series will take place. Please note: your entire Levitt AMP [Your City] Music Series must take place at the same site.

2. Confirm your Levitt AMP [Your City] Music Series will take place in an outdoor public space with no fixed seating.

Instructions: To be eligible for a Levitt AMP grant, your proposed Levitt AMP [Your City] Music Series must take place in an outdoor public space. The space should be an open lawn-like setting with no fixed seating. An indoor public space is not eligible for this grant opportunity. Private property may be used as the Levitt AMP Music Series site if it is open to the public on a daily basis and only closed for limited nighttime hours. Check "Yes" if the selected public space meets these criteria. Please note: if the public space does not meet these criteria, your application will be deemed ineligible.

- Yes

3. Site Address

(PUBLIC) Instructions: Enter the physical address of the selected public space. If a street number has not been assigned to the public space, enter the general location and cross streets—for example: northwest corner of Wallace Park, near the intersection of 4th Avenue and South Main Street. Please note: a letter granting permission to use the public space for your proposed Levitt AMP [Your City] Music Series must be uploaded in Section 6.

4. Where is the site located in relation to your overall town or city?

[1,500 characters max]

Instructions: Describe the location of the selected public space relative to the major areas and neighborhoods that comprise your town or city—for example: downtown, downtown adjacent, midtown, central city, outskirts, riverfront, beachfront, etc. Provide the demographics of the areas and neighborhoods immediately surrounding and adjacent to the public space—for example: age, race, ethnicity, income level, education, employment, etc.

5. How is this site currently being used, if at all, throughout the year?

[1,500 characters max]

Instructions: Describe the overall level of activity at the selected public space throughout the year. This includes frequency of use, entities and individuals that use the site, activities and events that take place at the site, etc.

6. What is the maximum number of people on lawn blankets and lawn chairs the site can comfortably accommodate?

Instructions: Enter the maximum number of people the concert audience area at the selected public space can comfortably accommodate on lawn blankets and lawn chairs. Factor in space for people to have room for picnics, dancing, and being able to easily move throughout the audience area. Also factor in space for clear walkways. Typically a quarter acre can comfortably accommodate approximately 1,000 people on lawn blankets and lawn chairs in an open lawn setting.

7. Does the site have adequate electrical support? Describe.

[1,000 characters max]

Instructions: The electrical power at the selected public space must support lighting and sound amplification for professional music performances, while ensuring proper safety in all areas, including stage, parking, walkways, and vendor areas, if applicable. Indicate whether the public space for your Levitt AMP [Your City] Music Series has adequate electrical support and provide an explanation. If you are not sure, indicate the steps you are taking to determine the electrical capacity of the public space and explain how you will ensure there will be adequate electrical support to present the free concert series. It is recommended that you consult with the entity that manages the public space and a sound technician who is familiar with production of outdoor concerts.

8. Does the site have public restrooms?

Instructions: Check "Yes" if the selected public space for your Levitt AMP [Your City] Music Series has access to public restrooms. Restrooms may be on-site or in a nearby building, as long as the facilities are within reasonable walking distance for children and seniors.

- Yes
- No

8 a. Will you be providing portable restroom facilities?

Instructions: Check "Yes" if you intend to provide portable restroom facilities for each concert of your Levitt AMP [Your City] Music Series. This should be reflected in your budget. Please note: applications that do not indicate access to either permanent or portable restroom facilities within reasonable walking distance during the Levitt AMP [Your City] Music Series will not be considered competitive.

- Yes
- No

9. Is the site currently ADA compliant?

Instructions: Check "Yes" if the selected public space, including walkways and public restrooms, for your Levitt AMP [Your City] Music Series is accessible to individuals with disabilities in compliance with federal law and regulations. If you are not sure, consult the entity that manages the public space.

- Yes

- o No

9 a. Tell us how you will make the site ADA compliant for your Levitt AMP [Your City] Music Series.

[1,000 characters max]

Instructions: Explain how you will make the selected public space and your Levitt AMP [Your City] Music Series accessible to individuals with disabilities. For information about ADA requirements and technical assistance, visit <http://www.ada.gov>. Costs associated with making the public space ADA compliant should be reflected in your budget.

10. Has an alternate site been identified in the event of inclement weather?

Instructions: Check "Yes" if a location has been identified that can accommodate a concert performance and an audience of all ages in the event of rain or threatening weather—for example: school auditorium, church, theater, community center, etc. Check "No" if an alternate location has not been identified. It is recommended that an alternate location be secured to prevent canceling a concert due to inclement weather.

- o Yes
- o No

Section 4: Narrative Questions

1. How will your Levitt AMP [Your City] Music Series reflect the essence of the Levitt AMP Grant Awards?

[1,500 characters max]

(PUBLIC) *Instructions: Describe how your Levitt AMP [Your City] Music Series will reflect the Levitt values of inclusivity, engagement and accessibility, while accomplishing the three main goals of Levitt AMP:*

**Amplify community pride and the city's unique character*

**Enrich lives through the power of free, live Music*

**Illustrate the importance of vibrant public Places*

2. How will your town or city benefit from the Levitt AMP [Your City] Music Series?

[1,500 characters max]

(PUBLIC) *Instructions: Describe why a free concert series will be meaningful to your town or city, your goals for the Levitt AMP [Your City] Music Series, and the impact you believe that the free concert series will have in your community. If your organization is a previous Levitt AMP grant recipient, describe why continuing your Levitt AMP [Your City] Music Series will be meaningful to your town or city, whether your goals for the free concert series have changed, and the impact you believe that continuing the series will have in your community.*

3. Tell us about your experience and each of your partner's experience, if applicable, in presenting concerts and/or community events.

[1,500 characters max]

Instructions: Provide information about your organization's experience and your partner's experience, if applicable, in presenting concerts and/or producing community events, such as festivals, etc. Provide examples which best demonstrate your ability to successfully produce the Levitt AMP [Your City] Music Series, including booking professional talent, coordinating the talent's technical requirements, producing each concert, coordinating on-site logistics, ensuring a welcoming atmosphere, marketing, outreach and engaging the community at large. Describe how your organization's experience and your partner's experience, if applicable, position you to produce your free concert series according to Levitt programming guidelines which include presenting a wide array of music genres performed by professional acts, appropriate for all ages.

4. Have you identified sources for the stage, sound and lighting, and a professional production crew? Describe.

[1,500 characters max]

Instructions: A successful Levitt AMP [Your City] Music Series requires an appropriate stage area and a

professional production crew, adept at providing technical support for a variety of music genres. Provide information that demonstrates you have access to a stage or performance area, sound and lighting equipment, and an experienced sound and production crew to produce a free concert series of professional standards. It is not required to use a stage if the selected public space has a clearly defined performance area.

5. Describe the site where the free concerts will be held. Explain how the Levitt AMP [Your City] Music Series will play a role in enlivening the selected public space and surrounding areas.

[1,500 characters max]

(PUBLIC) *Instructions: The Levitt program transforms neglected and underused public spaces into welcoming community destinations through the power of free, live music. Provide background information about the selected public space that demonstrates a need for activity at that location, including information about its history, assets, challenges and aspirations. Explain how activating the public space will impact the immediate neighborhood and surrounding areas. Confirm that the public space meets the Levitt AMP requirements of being outdoors and has an open lawn-like setting with no fixed seating.*

6. Provide overall demographics of your town or city and describe how the Levitt AMP [Your City] Music Series will bring together the various communities that comprise your total population.

[1,500 characters max]

Instructions: Provide the demographics of your town or city, including age, race, ethnicity, income level, education, employment, etc. Describe how your Levitt AMP [Your City] Music Series at the selected public space will draw people from throughout your community, attracting a wide range of socioeconomic groups and audiences of all ages and backgrounds. Describe how the public space, including its location and characteristics, will play a role in bringing together the various communities that comprise your town or city's total population.

7. Describe how you will market and publicize the Levitt AMP [Your City] Music Series to ensure overall community engagement.

[1,500 characters max]

Instructions: Provide your plans for promoting and publicizing your Levitt AMP [Your City] Music Series to attract audiences to the free concert series, creating a community-wide destination. Describe targeted outreach activities and collaborative efforts with your partners and/or other organizations to ensure engagement across age levels and socioeconomic groups, as well as the inclusion of those who may not typically participate in the arts or community events. Indicate whether you have already begun to engage these partners and organizations and, if so, what your process of engagement and planning for collaborative outreach efforts has been thus far.

8. What is the anticipated audience size for each Levitt AMP concert?

[100 characters max]

Instructions: Enter the average number of people, including adults and children, expected to attend each single concert (not a cumulative estimation of all 10 concerts). This number may be based on attendance at previous concerts and/or community events held at the selected public space and/or expected results of marketing and outreach efforts.

9. What is the proposed timeframe (list months, day(s) of the week, and time(s) of day) for your Levitt AMP [Your City] Music Series?

[500 characters max]

Instructions: The Levitt AMP [Your City] Music Series must take place over a period of 10 to 12 consecutive weeks, one concert per week, between May 1, 2018 and November 15, 2018. Enter the proposed schedule for your free concert series. Throughout the series, the concerts may take place on the same day each week or on varying days and may take place at the same time each week or at varying times.

10. Does a concert series already take place at the selected public space for your Levitt AMP [Your City] Music Series?

Instructions: Check "Yes" if a concert series (other than a Levitt AMP series) already takes place at the selected public space for your Levitt AMP [Your City] Music Series, regardless of the time of year that the other concert series takes place. Check "No" if a concert series does not already take place at the public space. Check "Levitt AMP" if a Levitt AMP [Your City] Music Series took place at the public space in 2016. Check "Levitt AMP and Other Concert Series" if a concert series in addition to a Levitt AMP series takes place at the public space, regardless of the time of year that the other concert series takes place.

- Yes
- No
- Levitt AMP
- Levitt AMP and Other Concert Series

10 a. Tell us about the concert series.

[1,500 characters max]

Instructions: Provide information about the concert series including whether it is free or if admission is charged, the entity that produces the series, how often the series occurs, time of year it takes place, day(s) and time(s) it takes place, the music genres typically presented, the caliber of artists presented, the diversity of the music lineup, and the audience that the series typically attracts. If more than one free concert series already takes place at the selected public space, provide information about each series. Explain why there is a need for a Levitt AMP grant and how the Levitt AMP [Your City] Music Series will be different from the concert series already taking place at this site.

11. Will the Levitt AMP grant funds be used to support an already existing concert series?

Instructions: Check "Yes" if the Levitt AMP grant funds will be used to support an already existing concert series should a grant be awarded. Check "Levitt AMP" if the grant funds will be used to support an existing Levitt AMP [Your City] Music Series. Check "No" if the grant funds will not be used to support an already existing concert series.

- Yes
- Levitt AMP
- No

11 a. Tell us about the concert series.

[1,500 characters max]

Instructions: Provide information about the existing concert series including whether it is free or if admission is charged, whether it takes place at the selected public space for the Levitt AMP [Your City] Music Series or a different site, whether the entity that produces the series is the primary organization or a different entity, how often the series occurs, time of year it takes place, day(s) and time(s) it takes place, the music genres typically presented, the caliber of artists presented, the diversity of the music lineup, and the audience that the series typically attracts. Explain how receiving a Levitt AMP grant will elevate the existing series, enhance various aspects of the series, and/or increase overall engagement and impact of the series. Please note: if you receive a Levitt AMP grant to support an existing concert series, the entire concert series must be called the Levitt AMP [Your City] Music Series, it must meet all of the Levitt AMP eligibility criteria, and it must comply with the Levitt AMP rules and regulations.

12. In addition to any existing concert series previously described in Questions 10 and 11, does a free concert series already take place within a 20-mile radius of the selected public space for your Levitt AMP [Your City] Music Series?

Instructions: Check "Yes" if a free concert series already takes place within a 20-mile radius of the selected public space for your Levitt AMP [Your City] Music Series, regardless of the time of year that the other free concert series takes place. This would be in addition to an existing concert series already taking place at the selected public space as previously described in Questions 10 and 11, if applicable.

- Yes

- o No

12 a. Tell us about the free concert series.

[1,500 characters max]

Instructions: Provide information about the free concert series including the entity that produces the series, where it takes place, how often it occurs, time of year it takes place, day(s) and time(s) it takes place, the music genres typically presented, the caliber of artists presented, the diversity of the music lineup, and the audience that the series typically attracts. If more than one free concert series already takes place within a 20-mile radius of the selected public space, provide information about each series. Explain why there is a need for the Levitt AMP [Your City] Music Series in your community and how the Levitt AMP [Your City] Music Series will be different from the already existing free concert series.

Section 5: Budget

Instructions: The Levitt AMP Budget Form is required in order for your Levitt AMP [Your City] Grant Awards application to be considered complete. Download the editable PDF, which includes instructions for your Levitt AMP [Your City] Music Series income and expenses, from the Levitt AMP website and upload your completed form in Section 6. A budget submitted in another format will not be accepted.

Section 6: Application Uploads

To complete your application, you must upload the following documents.

1. IRS 501(c)(3) Determination Letter (REQUIRED)

Instructions: Upload a PDF of the primary organization's IRS determination letter indicating that the organization has been recognized as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. Please name your file "Primary Organization Name_IRS Letter."

2. Permission to use public space from managing authority (REQUIRED)

Instructions: Upload a single-page PDF letter granting permission to use the selected public space for your proposed Levitt AMP [Your City] Music Series. The letter must be from the entity that owns and/or manages the space, which will likely be the City, the County, the State, or an entity contracted to manage the space. The letter must be on that entity's letterhead signed by someone with the authority to grant permission for use of that public space. Please name your file "Primary Organization Name_Permission Letter."

3. Letter(s) of commitment from partner(s) (IF APPLICABLE)

Instructions: Upload a single-page PDF letter from each partner that states their commitment to being a partner for your proposed Levitt AMP [Your City] Music Series and details the role they will play in producing the free concert series. The letter must be on the partner organization's letterhead (not applicable to partners who are individuals) and signed by someone with the authority to make such a commitment on behalf of that organization or by the partnering individual. Each primary organization may have up to five partners. One letter of commitment per partner is required. Please note: support letters are optional and can be uploaded separately. Name each file "Primary Organization Name_Partner Name_Commitment Letter."

4. Levitt AMP Budget Form (REQUIRED)

Instructions: Download the editable PDF from the Levitt AMP website and upload your completed form. A budget submitted in another format will not be accepted. Please name your file "Primary Organization Name_Budget Form."

5. Image of public space (REQUIRED)

Instructions: Upload an image that shows the current state of the selected public space where your proposed Levitt AMP [Your City] Music Series will take place. The image must be square, 500 x 500 pixels

(800 x 800 pixels maximum), and in JPEG or PNG format. Please note: maximum file size is 2MB. Please name your file "Primary Organization Name_Public Space Image."

6. Image that best reflects your community and proposed Levitt AMP [Your City] Music Series (REQUIRED)

(PUBLIC) *Instructions: Upload an image that represents your community and your proposed Levitt AMP [Your City] Music Series. This image will represent your proposed Levitt AMP [Your City] Music Series on the Levitt AMP website during the online public voting period. The image must be square, 500 x 500 pixels (800 x 800 pixels maximum), and in JPEG or PNG format. Text on image should be limited to the name of the city or music series. Please note: maximum file size is 2MB. Please name your file "Primary Organization Name_Online Voting Image."*

7. Letter(s) of support (OPTIONAL)

Instructions: You may submit up to five letters of support from various individuals and organizations, expressing why the Levitt AMP [Your City] Music Series is needed in your town or city and how the free concert series will impact your community. Each letter should be a PDF and no longer than a single page. Submitting letters of support is optional and is not required for your application to be considered complete. Please note: letters of support are separate from the letter(s) of commitment from your partner(s). Name each file "Primary Organization Name_Entity Name_Support Letter."

Section 7: Application Review & Submission

For your review, your application answers and uploads will be visible online prior to submission. If you would like to edit an answer or delete an upload, you will need to return to the corresponding Section of the online application to make and save your changes.

Upon clicking the **Review** button, you will have the opportunity to review your entire application, including uploads, before officially submitting through the Levitt AMP website.

Upon clicking the **Submit** button, your application will be submitted to the Levitt Foundation and considered to be in final form.

Confirm Your Application*

Instructions: In order for your application to be considered complete, you must check the following box.

By clicking this box, I hereby submit my grant application agreeable to the terms and official rules of the Levitt AMP [Your City] Grant Awards. I certify that I have the authority to submit this application on behalf of the primary organization and that the primary organization and partner(s) (if applicable) listed in this application are also agreeable to the terms and official rules of the Levitt AMP [Your City] Grant Awards. I further certify that the information provided in this application is true and correct to the best of my knowledge.*