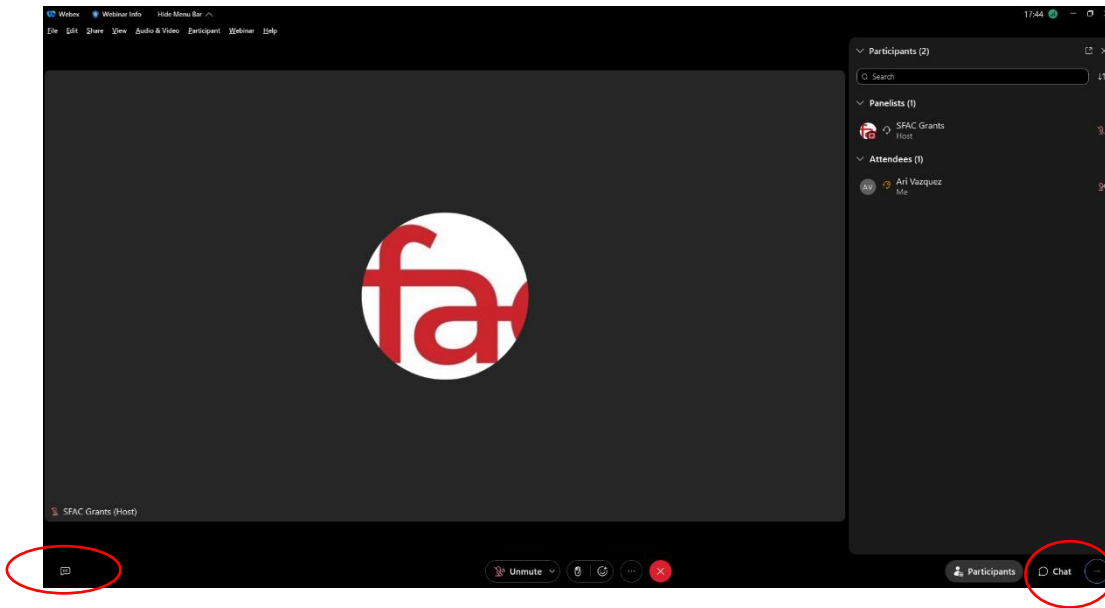


# **WORK SAMPLE WEBINAR**

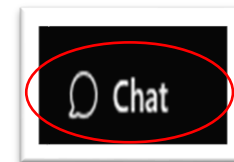
**September 20, 2024  
12 p.m.**



# TECHNICAL HOUSEKEEPING



Click 'CC' in lower left-hand corner for closed captioning.



Access Chat by clicking the 'Chat' option.

# TECHNICAL HOUSEKEEPING

https://sfartscommission.org/content/grant-information-sessions


**sfac** OUR ROLE & IMPACT FIND OPPORTUNITIES EXPERIENCE ART GET INVOLVED

RELATED INFORMATION

- Grant Guidelines
- Community Investments
- Call for Grant Panelists

## Grant Info Sessions

APPLY FOR A GRANT! WE'RE HERE TO HELP!



Shawna Virago | "The ghost of the 90's" Photo by Lindsay Gauthier

## Upcoming Grant Info Sessions

Join an information session to learn more about all of the SFAC's 2024-2025 grants and get tips for a strong application! All sessions are virtual, not held in person. See below for the unique link to each session.

- This Webinar is being recorded!
- This slide deck, a link to this recording can be found on the SFAC Grant Info Sessions Page 5-7 business days after today's session.
- For technical support, please email [sfac.grants@sfgov.org](mailto:sfac.grants@sfgov.org). In the email, share the technical issue and staff will respond shortly after to assist.

# LAND ACKNOWLEDGEMENT

The San Francisco Arts Commission acknowledges that we are on the unceded ancestral homeland of the Ramaytush Ohlone. We affirm the sovereign rights of their community as First Peoples and are committed to supporting the traditional and contemporary evolution of the American Indian community and uplifting contemporary indigenous voices and culture.

# OUR PRESENTERS



## SFAC Community Investments Staff

- Program Officer Jen Atwood (she/her)
- Senior Program Officer Anne Trickey (they/them)
- Program Officer Jonell Molina (he/him)
- Program Officer Jennifer Chu (she/her)
- Program Associate Christian Weaver (they/them)

## Bilingva

### ASL Interpreter

- Lixa Pustelnik (she/her)
- Amberle Walsh (she/her)

21CEI A PLACE OF HER OWN

# AGENDA



- SFAC Overview (10)
- Work Sample Overview (20)
  - Selection
  - Technical tips
- Smart Simple Demo (10)
- Grant Seeker Tips (5)
- Q&A (15)

2020 SPX Dancer's Group, SharpFine  
by RJMuna



# SFAC OVERVIEW





# ABOUT SFAC



The San Francisco Arts Commission is the City agency that champions the arts as essential to daily life by investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy.

Our programs include:

- Community Investments
- Public Art
- Civic Art Collection
- Civic Design Review
- Art Vendor Program
- SFAC Galleries

2023 CEI grantee African Arts  
Academy Photo by David Perea



# RACIAL EQUITY STATEMENT



2020 Cultural Centers SOMArts,  
Thinking of You

The San Francisco Arts Commission is committed to creating a city where all artists and cultural workers have the freedom, resources and platform to share their stories, art and culture and where race does not predetermine one's success in life. We also acknowledge that we occupy traditional and unceded Ohlone land. Fueled by these beliefs, we commit to addressing the systemic inequities within our agency, the City and County of San Francisco and the broader arts and culture sector. This work requires that we focus on race as we confront inequities of the past, reveal inequities of the present and develop effective strategies to move all of us towards an equitable future.

# COMMUNITY INVESTMENTS PROGRAM



The **Community Investments Program** supports San Francisco artists, arts organizations, and communities with an equity lens through grants, technical assistance and capacity building, economic development, arts education initiatives and community-based Cultural Centers.

2021 BAAITS QCC credo Arlene  
Mejorado

# CULTURAL EQUITY ENDOWMENT FUND



## SEC. 68.1. PURPOSES

The Cultural Equity Endowment Fund is established to move San Francisco arts funding toward cultural equity.

Priority funding goes to organizations that foster artistic expression deeply rooted in and reflective of historically marginalized communities. These communities include: African and African American; Latinx; Asian and Asian American; Arab; Native American; Pacific Islander; lesbian, gay, bisexual, queer; transgender and gender variant people; people with disabilities; and women.

2022 SPX Fresh Meat Productions FRESH  
MEAT FESTIVAL Trans And Queer Performers

# SFAC GRANT CYCLE





# **WORK SAMPLE OVERVIEW**





# WHAT IS A WORK SAMPLE?

- Image, Document/Pdf, Audio/Video
- Uploads or links
- Completed or in-progress work
- Demonstrates knowledge and experience
- Relevant to your project



Moments and Decisions  
Tsungwei Moo, 2020

# SFA: HOW TO CHOOSE A WORK SAMPLE?



- Start with your project
- Relationship, progression, or continuation
- Consider:
  - Theme
  - Aesthetics
  - Topics
- Call out your part in collaborations

ASTIG Event Flyer  
ET IV, 2019



# AIE: HOW TO CHOOSE A WORK SAMPLE

## Arts Impact Endowment (AIE)

- Relevant to the selected one funding channel for your project:
  - Sustaining Ongoing Initiatives
  - Resilience & Growth
  - New Creative Opportunities
- Inclusive of a Racial Equity & Social Justice Lens for project/program design.
- Demonstrate a Public Benefit



2021 Arts Impact Endowment Grantee | Bayview Center for Arts & Technology (BAYCAT)  
Fall 2021 Interns | Photo By Barak Srama

# CEI: HOW TO CHOOSE A WORK SAMPLE?

## Cultural Equity Initiatives

- Samples of organization's past work.
- Mission and Community.
- Demonstrate knowledge of and experience in your organization's creative practice(s)/field.



2022 CEI Grantee Nā Lei Hulu I Ka Wēkiu Hula Halau. Production still from RITUAL show. September 2023. Photo courtesy of Nā Lei Hulu I Ka Wēkiu Hula Halau.

# ALG: HOW TO CHOOSE A WORK SAMPLE?



2024 Artistic Legacy Grant recipient Rhodessa Jones at the African American Art & Culture Complex in San Francisco. Photo: Santiago Mejia / The Chronicle

## Artistic Legacy Grant

- Artistic Leadership, artistic accomplishments, and contributions.
- 25 consecutive years or more of artistic practice.
- Examples of the artist's engagement/connection with one or more of the community or communities identified in the Cultural Equity Endowment legislation.

# SMARTSIMPLE INFORMATION



- Total uploads and links = (five) 5
- Any combination of Images, Documents/PDF, or Audio/Video
- 10 minutes of content

21AIE04 Community Vision - KulArts



# IMAGES

Still practices:

- craft
- design
- visual art



Sana Sana Corazón Sagrada (Heal Heal Sacred Heart)  
Monica Magtoto, 2019

# DOCUMENTS or PDFs

INT. MATT'S APARTMENT - NIGHT

Matt and Cody are deep in debate. Colin covers his ears.

MATT

If gaycism doesn't really exist,  
then why is "No Blacks, No Asians"  
still a thing?

CODY

What if they, or I, just prefer--

MATT

A whole race of people?

(beat)

How is writing off a whole race of  
people not racist?

CODY

Listen, I respect your opinion. I  
just don't see it that way.  
Everyone's different.

MATT

(beat)

You ever hook up with a white guy,  
and everything about them, their  
interests, it's all... Asian?

(off Cody's silence)

And they just don't see you as a  
person... As an individual.

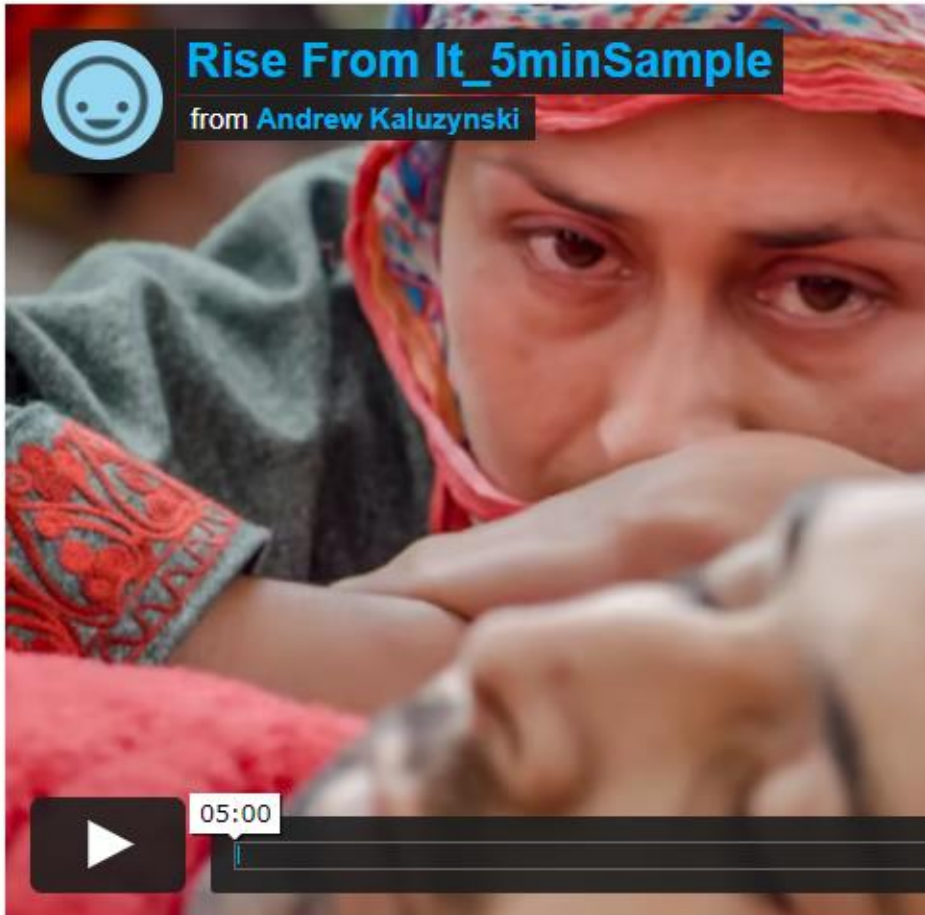
(beat)

That. That's why I don't fuck with  
white boys anymore. And *that's* why  
an All-Asian drag family.

Documents:

- comics
- plans
- scores
- scripts
- websites
- writing

# AUDIO/VIDEO



Dynamic practices:

- dance
- film
- media
- performance

Rise From It  
Tara Dorabji, 2020



# WORK SAMPLE TAB

2024-2253 Individuals



- Please complete the mandatory questions below.
- Some of information is copied directly from your organization and user profiles and will appear in a read-only state within this form. If the information displayed is not current, please update your organization and user profiles prior to completing and submitting this form. Click Save Draft to see the information from your registration.
- If you wish to communicate with staff regarding your application, use the **Notes** tab located within the left side menu.

## Application Summary

APPLICANT INFORMATION   PROJECT INFORMATION   GRANT PLAN   **WORK SAMPLES**   DEMOGRAPHIC SURVEY   CERTIFICATION AND RELEASE

Please list five work samples in this table. The samples should show your ability to complete your proposed project, as well as demonstrate knowledge of and experience in your creative practice. You may provide up to 5 work samples totaling 10 minutes of material to review. Panelists will ONLY review a total of 10 minutes of work samples.

Open

## Work Sample Uploads

If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3.

### TECHNICAL NOTES

The total number of individually uploaded or linked work samples cannot exceed five (5).

The total size of all your work sample uploads cannot exceed 35 MB.

To avoid exceeding this size limit, we recommend linking to work hosted online whenever possible.

The total size of your application uploads including ALL UPLOADS cannot exceed 50 MB.

IMPORTANT: The application form will only accept the following audio and video extensions: jpg, pdf, mpg, mp3, mp4, doc, docx, vma, divx, mov, avi, wmv, wma, png.

Drop files here or browse files

Maximum file size: 50 MB | Maximum number of files: 5 | Allowed file types: MPG, MP3, MP4, VMA, DIVX, MOV, AVI, WMV, WMA, PDF, DOC, DOCX, PDF, JPG, PNG

< BACK

# WORK SAMPLE TABLE

**i** Please list five work samples in this table. Work Sample Description 400 characters including spaces maximum. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3.

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
--------------------------------	----------------------------	--	--	---	------------------------------------	-------------	---------------------------------------

+

Save

# WORK SAMPLE TABLE

Work Samples - Work - Microsoft Edge

https://sfartscommission.us-1.smartsimple.com/s\_viewxmlpage.jsp?fieldid=dFB1YX97dnRyTXFLXgxxXQsGEmRIX2gOAgYOAg8BCQg~&codedid=QF18JxIBOiUifmteKV4iMSIsEyYpeUIJH2JdUkpFYVFe&mode=0&isanno=08

Please list five work samples in this table. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3. Work Sample Description 400 characters maximum.

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
<input type="text"/>	<input type="text"/>	<input type="text" value="mm/dd/yyyy"/>	<input type="text"/>	<input type="text" value="Please Select"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

+

Please list five work samples in this table. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3. Work Sample Description 400 characters maximum.

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
WS1 - Happy Mother's Da	music video	05/14/2023	a video of my mom and I signing her favorite song	URL	https://www.tiktok.c	0:00 - 0:32	<input type="text"/>

+

Please list five work samples in this table. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3. Work Sample Description 400 characters maximum.

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
WS1 - Happy Mother's Da	music video	05/14/2023	a video of my mom and I signing her favorite song	URL	https://www.tiktok.com/	0:00-0:32	<input type="text"/>
WS2 - Hello bunny	sculpture/3D printing	09/15/2019	self-designed rabbit toy with a digital	Upload	<input type="text"/>	<input type="text"/>	<input type="text"/>

+

# WORK SAMPLE UPLOAD

Work Samples - Work - Microsoft Edge  
https://sfartscommission.us-1.smartsimple.com/s\_viewxmlpage.jsp

Please list five work samples in this table. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3. Work Sample Description 400 characters maximum.

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
WS1 - Happy Mother's Da	music video	05/14/2023	a video of my mom and I signing her favorite song	URL	https://www.tiktok.com/	0:00-0:32	
WS2 - Hello bunny	sculpture/3D printing	09/15/2019	self-designed rabbit toy with a digital	Upload			

[+](#)

[Save](#)

IMPORTANT: The application form will only accept the following audio and video extensions: pdf, doc, docx, mpg, mp3, mp4, vma, dvx, mov, avi, wmv, wma, jpg.

# WORK SAMPLE UPLOAD

## Work Samples

Please list five work samples in this table. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3.

Open

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
WS1 - Happy Mother's Day	music video	05/14/2023	a video of my mom and I signing her favorite song	URL	<a href="https://www.tiktok.com/@eddiem/video/7233079710106864942?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7260558383710897707">https://www.tiktok.com/@eddiem/video/7233079710106864942?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7260558383710897707</a>		
WS2 - Hello bunny	sculpture/3D printing	09/15/2019	self-designed rabbit toy with a digital program, printed in white plastic	Upload			

## Work Samples (25 Points)

If you are uploading files, label the Work Sample numerically - ApplicantName\_WS1, ApplicantName\_WS2, ApplicantName\_WS3, ApplicantName\_WS4, ApplicantName\_WS5.

Very large files should be linked not uploaded. Large files are difficult to upload and download, please link to larger files whenever possible.

Applicants cannot delete or change out work sample uploads. If you need to delete an upload, please contact [sfac.grants@sfgov.org](mailto:sfac.grants@sfgov.org) for assistance. Requests must be made before the application deadline.

### TECHNICAL NOTES

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The total size of your application uploads including ALL UPLOADS cannot exceed 50 MB.

IMPORTANT: The application form will only accept the following audio and video extensions: jpg, pdf, mpg, mp3, mp4, doc, docx, vma, divx, mov, avi, wmv, wma, png.

 Drop files here or [browse files](#)

Maximum file size: 50 MB | Maximum number of files: 5 | Allowed file types: MPG, MP3, MP4, VMA, DIVX, MOV, AVI, WMV, WMA, PDF, DOC, DOCX, PDF, JPG, PNG



# WORK SAMPLE UPLOAD

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
WS1 - Happy Mother's Day	music video	05/14/2023	a video of my mom and I signing her favorite song	URL		0:00 - 0:32	
WS2 - Hello bunny	sculpture/3D printing	09/15/2019	self-designed rabbit toy with a digital program, printed in white plastic	Upload			

## Work Samples (25 Points)

If you are uploading files, label the Work Sample numerically - ApplicantName\_WS1, ApplicantName\_WS2, ApplicantName\_WS3, ApplicantName\_WS4, ApplicantName\_WS5.

Very large files should be linked not uploaded. Large files are difficult to upload and download, please link to larger files whenever possible.

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 Drop files here or [browse files](#)

Maximum file size: 50 MB | Maximum number of files: 5 | Allowed file types: MPG, MP3, MP4, VMA, DIVX, MOV, AVI, WMV, WMA, PDF, DOC, DOCX, PDF, JPG, PNG

< BACK

NEXT >

Save Draft

Submit

 Drop files here or [browse files](#)

Maximum file size: 50 MB | Maximum number of files: 5 | Allowed file types: MPG, MP3, MP4, VMA, DIVX, MOV, AVI, WMV, WMA, PDF, DOC, DOCX, PDF, JPG, PNG



File Name

Size Date



ApplicantName\_WS2\_Hello\_bunny.jpg

32.7 KB 09/18/2024 9:21 AM

Total Files: 1

< BACK

NEXT >

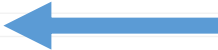
Save Draft

Submit

# WORK SAMPLE UPLOAD

Open

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.
WS1 - Happy Mother's Day	music video	08/14/2024	test	URL	http://www.taxes.ca.gov/Sales_and_Use_Tax/SellersPermit.html	0:00 - 0:41	
WS2 - Hello bunny	Craft	07/17/2023	test	Upload			
WS3 - I will love you when it gets hard	sculpture/3D printing	09/15/2019	test	URL	https://sfartscommission.org/grants	0:00-0:32	
WS4	Quilt	08/01/2023	test	Upload			
WS5	writing	07/17/2023	test	URL	https://www.tiktok.com/@eddiet0m/video/7233079710106864942?is_from_webapp=1&sender_device=pc&web_id=7260558383710897707	0:00 - 0:32	



## Work Sample Uploads

If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3.

### TECHNICAL NOTES

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The total size of all your work sample uploads cannot exceed 35 MB.

To avoid exceeding this size limit, we recommend linking to work hosted online whenever possible.

The total size of your application uploads including ALL UPLOADS cannot exceed 50 MB.

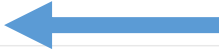
IMPORTANT: The application form will only accept the following audio and video extensions: jpg, pdf, mpg, mp3, mp4, doc, docx, vma, divx, mov, avi, wmv, wma, png.

Drop files here or browse files

Maximum file size: 50 MB | Maximum number of files: 5 | Allowed file types: MPG, MP3, MP4, VMA, DIVX, MOV, AVI, WMV, WMA, PDF, DOC, DOCX, PDF, JPG, PNG



<input type="checkbox"/> File Name ^	Size	Date
ApplicantName_WS2_Hello_bunny.jpg	32.7 KB	08/27/2024 2:32 PM
ApplicantName_WS4_quilt.jpg	243.5 KB	08/27/2024 2:32 PM



Total Files: 2



# FORM INFORMATION

- Title of work
  - Your Name + WS# + short title
- Genre of work
  - mural, photography, dance, installation, etc.
- Date work complete/occurred
  - specific date, preferably w/in the last two years
- Description
  - be sure to include your role
  - “Clip from a feature length documentary where I was the editor.”

# TECHNICAL INFORMATION: FILE TYPE

## Images:

.bmp .gif .jpg .jpeg .png .tif .qtf

## Documents:

.doc .docx .xls .xlsx .ppt .pptx .keynote .key .pdf .odt .odt  
.ods .odp

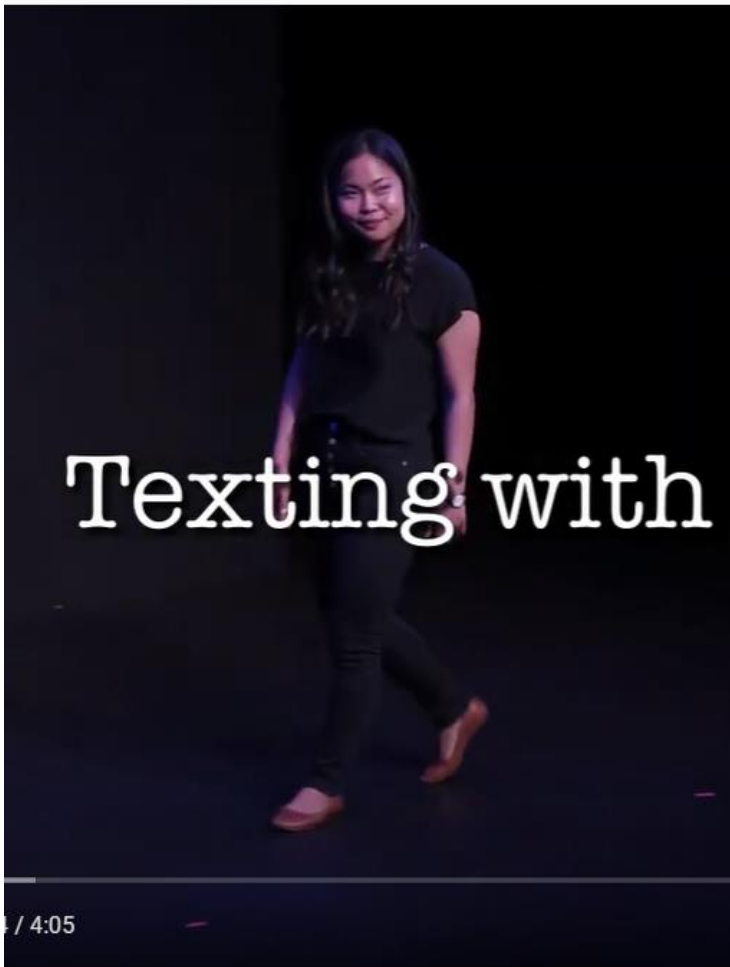
## Archive Files:

.zip .rar .tar .gz .shar .cpio .bz2 .lz .lzma .lzo .sz .xz .z .Z  
.7x .ace .afa .alx .aok .ark .b1 .cab .cfs .dar .dgc .dmb .gca .lzh  
.lha .lzx .sit .sitx .tgz .tbz2 .tlz .zoo .par .par2

## Audio/Video:

.mpg .mp3 .mp4 .vma .divx .mov .avi .wmv .wma

# ONLINE HOSTING: STATIC LINKS



- Static links
- Do not change privacy status
- Carefully consider passwords
- Direct panelists to specific content
- Include viewing cue

“Hello, Boar—You Must Be Hungry”  
Sarah Matsui, 2020

# ONLINE HOSTING: OPTIONS

## Images:

- Flickr
- Facebook
- Instagram
- Google Photos
- Twitter
- Photobucket
- Imgur

## Audio/Video

- YouTube
- Vimeo
- Instagram
- Facebook
- SoundCloud
- BandCamp
- Twitch

## Pages

- Personal & Professional websites or blogs
- News outlets
- Google Drive
- Dropbox



# **SMARTSIMPLE DEMONSTRATION**





# **GRANT SEEKER TIPS**



# PANELIST REVIEW



- AIE/ALG/CEI: 15 points, 15% overall
- SFA: 25 points, 25% of overall application
- No more than 10 minutes
- Accessible (include password, if applicable)



# GRANTSEEKER TIPS



- Read the guidelines thoroughly and refer to the instructions.
- Schedule a 15-minute session with the category specific Program Officer.
- Gather work samples, review file size and test links in advance.
- Draft responses in another document, then cut and paste answers into the online form. Pay attention to word count.
- Write with enthusiasm and tell a compelling story.
- Be consistent, be specific, consider having a friend review before submitting.

# Q & A



2020 IAC Sarah Cargill performing Lucid Dreams  
Photo Credit Kimi Mojica

# Thank you!

Grant Category	Program Officer	Email
San Francisco Artist Grants	Jen Atwood	<a href="mailto:jennifer.atwood@sfgov.org">jennifer.atwood@sfgov.org</a>
Cultural Equity Initiatives	Jennifer Chu	<a href="mailto:jennifer.chu@sfgov.org">jennifer.chu@sfgov.org</a>
Arts Impact Endowment	Jonell Molina	<a href="mailto:jonell.molina@sfgov.org">jonell.molina@sfgov.org</a>
Artistic Legacy Grant	Jennifer Chu	<a href="mailto:jennifer.chu@sfgov.org">jennifer.chu@sfgov.org</a>