



KREATIVE GROWTH ARTIST PROGRAM 2024 FAQ

PREREQUISITES

1. Do I need to live in the Bay Area to apply to the program?

Yes, at this point in time, we are only focusing on artists based in the San Francisco Bay Area, which is defined by having primary residence in any of the (9) counties in the region according to the [CA State Census](#): Alameda County, Contra Costa County, Marin County, Napa County, San Francisco County, San Mateo County, Santa Clara County, Solano County, Sonoma County.

2. Do I have to be born in the Bay Area to apply?

No, you do not need to be native to the Bay Area to apply. Applicants must currently reside in the Bay Area.

3. I'm 18 years old, can I apply for the program?

Unfortunately no, you have to be 21+ to apply for our program.

4. Do I have to identify as Filipino and/or have a Filipino background to apply?

Applicants for the Kreative Growth program are not required to be of Filipino descent. The program is open to individuals of all backgrounds, as we do not discriminate based on ethnicity, race or heritage. However, it's important to note that Balay Kreative is a Filipino/a/x focused non-profit. We do

encourage artists of Filipino/a/x descent to apply.

5. Do I have to provide proof of identification to apply?

Not at the time of application, but if you are awarded an artist position we will ask for proof of residency in the Bay Area such as a utility bill, bank statement, rental agreement, driver's license, etc.

6. If I was a past Balay Kreative Program Artist, can I still apply?

Yes, you can still apply. In your application, please let us know if you've participated in our program in the past.

7. I just started my art practice, can I still apply?

Yes! We welcome artists at all levels. But please note that you would still need to provide a portfolio of your work so we can see your style and practice. No matter how long you've been doing your art practice, passion and dedication to your art form and growing as an artist are key aspects that we value.

ABOUT THE PROGRAM

8. What are the important dates and deadlines that I need to know?

05/01/24: Applications are OPEN!

05/09/24: Online Application workshop (6pm to 7pm) [RSVP Here](#)

05/15/24: Online Application workshop (12pm to 1pm) [RSVP Here](#)

06/06/24: Online Application workshop (6pm to 7pm) [RSVP Here](#)

06/03/24: Last day to submit questions about the application.

5/13/24 to 06/07/24: Book a One on One Meeting to discuss your application. [Book your appointment](#)

6/07/24: All answers to all questions posted on our website FAQ

06/08/24: In-person Kreative Growth Workshop @ Balay Open Studios (2 - 3pm)

06/10/24: Applications due @ 11:59pm

9. Which disciplines are eligible for this program?

- **Visual Arts** (include, but are not limited to): painting, drawing, ceramics, sculpture, printmaking, design, crafts, photography, multimedia production, immersive experience, and fashion/textiles.
 - Our key classification for “visual art” is that it must be something that is physical and tangible (therefore, Film/Video would instead fall under our “Content Creation” track).

- **Music:** practices can be expressed through modes such as an album, EP, or soundscape.
 - Whether it's a rap song or an instrumental piece, the main emphasis for this track is that the work is in the form of song or musical composition.

- **Performing Arts** (include, but are not limited to): dance/choreography, theater, screenplay/script reading, puppetry, circus acts, and poetry/spoken word performance.
 - Our key classification for “performing arts” is that the practice involves using facial expressions, voice, and/or body language to communicate an idea/story to an audience.

- **Media/Film/Animation**
 - This entails digital media practices such as, short and long form films/videos, multimedia production, podcasts, animated film or an animated series.

- **Comedy**
 - This track would support the exploration of comedy across various mediums, including stand-up, improv, sketch, comedic writing, and digital content creation.

If you have any questions about our Program Tracks, please contact: Nicole Salaver at Nicole@KultivateLabs.org

10. How much funding will I receive from the program?

- 2 Visual Artists will receive \$3,000 each
- 2 Musicians or Music Artists will receive \$4,000 each
- 1 Performing Artist will receive \$4,000
- 1 Filmmaker/Media/Animation Artist will receive \$5,000
- 1 Comedy Artist or group will receive \$2,000

11. What is the Kreative Growth Masterclass series & the subsequent coaching sessions? Do I need to attend those if I am chosen?

The Kreative Growth Masterclass series will be artist-focused workshops led by industry professionals. Past topics include money and mindset, leadership and building a team, and monetization strategies. The series was created to better prepare our artists to launch their projects and develop their careers.

If you are chosen, you will need to attend at least 80% of the Masterclass series & 50% of the coaching zoom sessions as it is part of your program requirements. More information will be provided once you have been selected.

12. Who has participated in the Balay Kreative program? Is there a list of past artists that I can see?

We're proud to have had many talented artists like, [Amihan Redondiez](#) and [Ramon Abad](#), receive an artist stipend from us. The full list of recipients can be [found here](#).

APPLICATION

13. When is the application deadline?

Submissions will close on **June 10th, 2024 at 11:59pm PST**.

14. I missed the application deadline. Can I submit a late application?

Late submissions will not be accepted. Your application MUST be RECEIVED no later than **11:59 PM PST on June 10th, 2024**.

15. Can I apply to more than one track?

Yes, but you must submit 1 application per track. You cannot combine applications together. Also, please note that if you do apply to more than one track, you will only get selected for one of them.

16. I'm applying for the program, but I want to partner with other artist(s) on my project. Is this possible and do we have to each submit an application?

Yes, applicants may collaborate with one or more artists on their project. Only (1) application from (1) artist in the partnership is required. Prior to applying, your party must decide who will apply on your behalf, considering that: in a collaborative project for any track, the individual who submits the application will be considered the "Lead Artist." In the application, the Lead Artist will have the opportunity to name any other project partners.

If awarded a spot in the Kreative Growth program, all paperwork, including checks, and accreditation will be in the name of the Lead Artist. It is the Lead Artist's responsibility to manage the disbursement of funds amongst your party, attend 80% of the Masterclasses provided and 50% of the coaching sessions.

17. I'm applying for the program and my project will be in partnership with other artist(s). Do we both have to identify as Filipino and/or be of Filipino/a/x descent?

Applicants for the Kreative Growth program are not required to be of Filipino descent. The program is open to individuals of all backgrounds, as we do not discriminate based on ethnicity, race or heritage. However, it's important to note that Balay Kreative is a Filipino/a/x focused non-profit. We do encourage artists of Filipino/a/x descent to apply.

18. I am planning on creating art and curating an art show with other Filipinx artists with musicians and other performers to play a show at the opening reception [aka the presentation of their work]. Is this possible and which track should I apply for?

We suggest you choose the track in which you feel strongly supports and advocates for your project, for this project it seems music is the most appropriate.

19. My project requires more than what the artist stipend offers, can I still apply?

Yes, but you will need to acquire the funding for the rest of the cost elsewhere. When outlining your budget on the application, please note where you will receive the extra funding. We need to know that your project's needs will be met and could be executed by January 2025.

20. I'll be working on a new song. Do I need to include the producer, musicians, recording, mixing/mastering engineer, background singer as partners if I'm writing the song?

Yes. Please include all the contributors (producers, musicians, etc.) that help produce your song. Please be as detailed as possible about your fellow collaborators that are helping create your work.

21. Does the song have to be finished at the moment? Can it be almost done?

For the application, we suggest that any submitted work be finished. If not, please share the best draft of the piece by the time of the deadline.

22. Should I apply for the Kreative Growth Program for 2024 for a project that I already have plans to launch this year?

Unfortunately not since your project has already been set to launch. The program is intended for new works to be created.

23. I'm having trouble with project-specific questions, where can I get help?

We have several workshops planned. Please go to the Balay Kreative events page for more information and to RSVP.

SELECTION

24. When/How will I be notified of my application status?

You will be notified of your status via the email you provided in your application on **July 10th, 2024.**

25. How many artists will be chosen?

There will be up to 7 artists accepted into the program.

26. What will the selection process look like?

Balay Kreative's Programming Advisory Board and Staff will be reviewing your application. Then a panel of judges will be scoring your application based on a rubric. We will add up all the points for the different judges and the highest scores will be awarded. Our panel of judges consists of past Kreative Growth artists, board members, Kultivate Labs staff and artistic professionals from the community.

27. If chosen, when and how will I get my artist stipend disbursement?

Distribution will be broken down in three steps:

- 1st Distribution: Artists must review and sign artist agreements by July 8th, 2024.
- 2nd Distribution: Artists are required to finish 80% of the Masterclass Series by Aug 31st, 2024. These are held on zoom for 7 weeks. The entire series will be recorded for artists to make up days/times they could not attend.
- 3rd Distribution: Artists must finish 50% of the 6 coaching calls provided, complete the final presentation/project by February 2025 & submit the final report.

28. If chosen, when do I have to finish my project?

You will need to complete your project by the end of 2024. While planning your project please ensure that it will be possible to finish it by the end of the year.

29. If planning an event, could Balay Kreative assist with connecting food vendors with the artists?

If you are chosen, Balay Kreative may assist you with the best of our abilities to help you succeed with your project.

30. How will final presentations/events be programmed and marketed?

Balay Kreative will assist in operational, programming, and marketing support depending on your project needs. However, Kreative Growth artists are required to help promote and market their own final presentations.