



## **Levitt AMP [Your City] Grant Awards Current Grantee Application and Instructions**

**This application is for current Levitt AMP grantees only. There is a different application for organizations that have either not received a Levitt AMP grant in the past or received a Levitt AMP grant prior to the 2021 grant cycle (2021 concert series).**

All applications must be completed online. Our online application system allows you to save your information and resume completing your application at a later time. 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. For your reference, there is a suggested character count for each narrative question. The character count may be used as a guide to adequately answer each question, though your answers may consist of more or less than the number of characters suggested. For additional information, please read the [FAQs](#) online or send an email to [amp@levitt.org](mailto:amp@levitt.org).

**Applications are due Friday, May 27, 2022 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.

- Permission letter to use public space for three (3) years (PDF)
- Budget Form (PDF) – Download from Levitt AMP website
- Letter(s) of support, up to three (PDF) – Optional

## Grant Request Amount

### Select Grant Opportunity

Beginning in 2023, current Levitt AMP grantees will have the option to apply for a three-year grant for \$15,000 per year or \$30,000 per year. Please click [here](#) to view the differences between the two grant opportunities. Instructions: Please select the grant opportunity for which you are applying.

- \$15,000 per year for three years (2023/2024/2025)
- \$30,000 per year for three years (2023/2024/2025)

## Contact Information

### 1. 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.

### 2. Primary Contact Title

Instructions: Enter the title of the primary contact person.

### 3. Primary Contact Affiliation

Instructions: Enter the affiliation of the primary contact person for your Levitt AMP [Your City] Grant Awards application –for example: employee of primary organization, community partner, volunteer, board member, or other.

### 4. Primary Contact Email

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

### 5. Primary Contact Phone

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

### 6. Secondary Contact

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

### 7. Secondary Contact Title

Instructions: Enter the title of the secondary contact person.

### 8. Secondary Contact Affiliation

Instructions: Enter the affiliation of the secondary contact person for your Levitt AMP [Your City] Grant Awards application –for example: employee of primary organization, community partner, volunteer, board member, or other.

### 9. Secondary Contact Email

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

### 10. Secondary Contact Phone

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

## 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

*Instructions: Enter the public name of the organization that is typically used for marketing and outreach—for example: an organization's legal name may be "Downtown Partnership of Freemont, Inc." and the organization's public name may be "DP Freemont."*

### 3. Employer Identification Number (EIN)

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

### 4. Primary Organization Address

*Instructions: Enter the mailing address of the primary organization.*

### 5. Website

*Instructions: Enter the website of the primary organization*

### 6. Mission Statement

*Instructions: Enter the mission statement of the primary organization. [Suggested character limit is 500, incl. spaces]*

### 7. Organization Overview

*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. [Suggested character limit is 1,500, incl. spaces]*

### 8. Annual Operating Budget

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

- Under \$500K
- \$500K – \$1M
- \$1M – \$2M
- \$2M - \$5M
- Over \$5M

### 9. Primary URL for your Levitt AMP [Your City] Music Series

*Instructions: Provide the URL that will be used to promote your Levitt AMP [Your City] Music Series.*

**10. Organization Social Media Handles**

*Instructions: Provide links to your organization's social media pages. Enter N/A if not applicable.*

- Facebook:
- Instagram:
- Twitter:

**11. Levitt AMP Music Series Social Media Handles**

*Instructions: Provide links to social media pages created specifically for your Levitt AMP [Your City] Music Series. Enter N/A if not applicable.*

- Facebook:
- Instagram:
- Twitter:

**12. Organization E-Newsletter**

*Instructions: Provide link to subscribe to the organization's e-newsletter/e-updates which will include promotion of your Levitt AMP [Your City] Music Series. Enter N/A if not applicable.*

**Organization Demographic Information**

The Levitt Foundation is committed to equity, diversity, and inclusion (EDI) in our organization throughout all aspects of our work, recognizing these values as essential to realizing the Levitt mission. We consider the wide range of experiences, backgrounds, and perspectives of our staff to be a critical piece of our organization's culture. Thus, we believe an organization's impact and work is greatly enhanced when people from different backgrounds and perspectives are engaged in an organization's activities and decision-making processes. In this spirit, the Foundation requests demographic information from applicants seeking grant funds. This includes questions about the composition of an applicant's board, staff, and those served.

Demographic information and representation of communities served is part of the holistic way in which we look at equity, and one of many factors considered in proposal review and grant award decisions. While information provided may be considered in the Foundation's decisions regarding grant applications, no particular response will disqualify an organization from being considered for a grant.

**Enter Total Number in Each Category**

Insert the total number of people who make up your board and staff for each category.

<b>Role at Applicant Organization</b>	<b>Total Number in Each Category</b>
Board Members	
CEO/Executive Director	
Senior/Other Management	
Remaining Staff	

**Provide Demographics for Each Category**

Please provide demographics for your board and staff for each of the following: race/ethnicity, gender identity, sexual orientation, and disability by indicating the number of members in each category. Demographic information pertaining to your community will be asked in other sections of the application.

We understand not every organization currently collects comprehensive demographic information. **If your organization does not collect information for each category below, we ask that you refrain from guessing; instead leave the field blank and provide an explanation in the Comments box.**

	<b>Board Members</b>	<b>CEO/Executive Director</b>	<b>Senior/Other Management</b>	<b>Remaining Staff</b>	<b>Comments</b>
<b>Race/Ethnicity</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	
Asian or Asian American					
Black, African American, or African					
Latino/Latina/Latinx or Hispanic					
Middle Eastern or North African					
Native American, American Indian, or Native Alaskan					
Native Hawaiian or Pacific Islander					
White					
Preferred to self-describe (specify in comments)					
Individuals decline to state					
Unknown race/ethnicity					
<b>Gender Identity</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	
Female					
Male					
Nonbinary/Nonconforming					
Transgender Female or Male					
Additional gender category/identity (specify in comments)					
Individuals decline to state					
Unknown gender identity					
<b>Sexual Orientation</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	
Asexual					
Bisexual					
Gay or Lesbian					
Heterosexual or straight					
Pansexual					
Queer					
An identity not listed (specify in comments)					
Individual(s) decline to state					
Unknown sexual orientation					
<b>Disability</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	<b>Number</b>	
Person with a disability					
Person without a disability					
Individual(s) decline to state					
Unknown disability					

## Partner Information

Please provide the following information pertaining to your Levitt AMP partners, if applicable. A partner is integrally involved in producing or promoting your Levitt AMP Music Series and plays an active role in making the concert series a success, beyond providing cash or in-kind support. For example, a partner may coordinate outreach efforts to engage specific audiences, take the lead on booking talent, or help secure sponsorships. If awarded a multi-year Levitt AMP grant, you are not required to partner with the same organization(s) for all three years. Partners may remain the same or change each year.

**Please note: one letter of commitment per partner must be uploaded in Application Uploads Section.**

### 1. Is your organization partnering with another entity to produce your 2023 Levitt AMP [Your City] Music Series?

*Instructions: Select “No” if your organization will be the only entity involved in producing your Levitt AMP [Your City] Music Series. Select “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.*

**Please note: you will have the opportunity to enter information about each partner separately.**

- Yes
- No

#### 1a. Enter the number of Partners

#### 2. Partner Name

*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 be integrally involved in producing your Levitt AMP [Your City] Music Series.*

#### 2a. Is this partner a new or returning partner?

- New
- Returning

#### 3. Partner Website

*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

#### 4a. Department

*Instructions: If you selected “Municipality” or “College/University” indicate the specific department or school that will be your partner—for example: Parks & Recreation Department, School of Music, etc. [Suggested character limit is 100, incl. spaces]*

**5. Tell us about your partner and the role this partner will play in producing your Levitt AMP [Your City] Music Series. Explain why you are continuing to work with this partner or why you have selected this new partner.**

*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. Explain why continuing to work with this partner will benefit your concert series or why this new partner has been selected.*

[Suggested character limit is 1,000, incl. spaces]

## Site Information

**1. Will your Levitt AMP [Your City] Music Series take place in the same public space previously approved by the Levitt Foundation.**

- Yes
- No

**2. Official Name of Public Space**

*Instructions: Enter the official name of the public space where your Levitt AMP [Your City] Music Series will take place.*

**3. 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 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. Select "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.***

- I confirm the selected public space meets the criteria
- I do not confirm the selected public space meets the criteria

**4. Site Address**

*Instructions: Enter the physical address of the public space. If a street number has not been assigned to the public space, enter the nearest cross streets. Please note: a letter granting permission to use the public space for your Levitt AMP [Your City] Music Series must be uploaded in Application Uploads Section.*

**5. Describe the site where the proposed Levitt AMP Music Series will be held. How is this site currently being used, if at all, throughout the year?**

*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. [Suggested character limit is 1,500, incl. spaces]*

**6. Explain the site's location in relation to your overall town or city.**

*Instructions: Indicate the location of the selected public space relative to the major areas and neighborhoods that comprise your town or city—downtown, downtown adjacent, midtown, central city, outskirts, riverfront, beachfront, etc. [Suggested character limit is 500, incl. spaces]*

**7. Indicate how the site is accessed.**

*Instructions: Indicate how the site is typically accessed—for example: by foot, car, bike, public transportation, etc. [Suggested character limit is 500, incl. spaces]*

**8. Provide the demographics of the area and neighborhoods immediately surrounding the public space. Please note, overall demographics of your community should be shared in the next section of the application. This question pertains specifically to the demographics surrounding the proposed site.**

*Instructions: Provide the demographics for each of the following: age, race/ethnicity, and income in the areas and neighborhoods immediately surrounding the public space.*

- Age:
- Race/Ethnicity:
- Income:

**9. 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 that the concert audience area at the 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.*

**10. Does the site have adequate electrical support? Describe.**

*Instructions: The electrical power at the 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. [Suggested character limit is 1,000, incl. spaces]*

**11. Does the site have public restrooms?**

*Instructions: Select “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

**11a. Will you be providing portable restroom facilities?**

*Instructions: Select “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 for children, seniors, or anyone with limited mobility during the Levitt AMP [Your City] Music Series will not be considered competitive.*

- Yes
- No



**12. Confirm the site is currently ADA compliant?**

*Instructions: Select “Yes” if the 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, I confirm the site is ADA compliant
- No, I cannot confirm that the site is ADA compliant

**12a. Tell us how you will make the site ADA compliant for your Levitt AMP [Your City] Music Series.**

*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. [Suggested character limit is 1,000, incl. spaces]*

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

*Instructions: It is recommended that an alternate location be secured to prevent canceling a concert due to inclement weather. Select “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. Select “No” if an alternate location has not been identified.*

- Yes
- No

**14. Your Levitt AMP [Your City] Music Series may consist of up to three (3) off-site concerts, including but not limited to pop-up concerts and mobile flatbed concerts in different areas and neighborhoods in your town or city. Do you intend to incorporate off-site concerts in your 2023 Levitt AMP [Your City] Music Series?**

- Yes
- No

**14a. Describe your plans for off-site concerts.**

*Instructions: Tell us about your plans for off-site concerts in 2023, including type(s) of concerts (e.g., pop-up concerts, mobile flatbed concerts, etc.), location, and frequency. Explain why you selected the specific area(s) or neighborhood(s) in your town or city. Describe your experience producing off-site concerts and, if applicable, lessons learned and how you will implement those lessons in 2023. [Suggested character limit is 1,200, incl. spaces]*

## **Narrative Questions**

**1. Why will continuing your Levitt AMP Music Series be meaningful to your town or city? Describe the impact that the Levitt AMP Music Series has had in your community and how another three years of Levitt AMP funding will build upon that impact. Indicate your goals for the free concert series and whether they have evolved from previous grant cycle(s).**

*Instructions: Describe how your town or city has benefitted from your Levitt AMP Music Series and identify the opportunities for continued impact. Describe lessons learned from previous series that will be applied moving forward. Include short-term and long-term objectives and goals for continuing the series. [Suggested character limit is 1,500, incl. spaces]*

**2. How will you leverage this multi-year grant opportunity to elevate your Levitt AMP Music Series?**

*Instructions: Describe how receiving a multi-year Levitt AMP grant will open additional opportunities to elevate your series and broaden the reach of the series throughout your community.*

[Suggested character limit is 1,500, incl. spaces]

**3. Describe the year-round marketing and outreach efforts you will implement, including any complementary off-site and/or virtual programming, to publicize your multi-year Levitt AMP Music Series, to ensure overall access and broaden community engagement. Share any lessons learned from previous years that will be applied moving forward.**

*Instructions: Levitt concerts are places where social connections are fostered. Considering the overall demographics of your town or city, provide your year-round plans for promoting and publicizing your Levitt AMP Music Series to attract audiences of all ages and backgrounds to the free concert series. Describe targeted outreach activities, applicable complementary programming like mobile and virtual concerts, 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 have participated in your previous Levitt AMP Music Series. Indicate whether you have already begun to engage with these partners and organizations and what the status of your collaboration has been thus far. Share any lessons learned from previous years that will be applied moving forward.*

[Suggested character limit is 1,500, incl. spaces]

**4. Provide the overall demographics of your town or city and tell us about the size and composition of your previous audiences. Describe how your Levitt AMP Music Series has brought together the various communities that comprise your total population. Share any lessons learned from previous years, including efforts to broaden the reach of the series to increase overall community engagement, that will be applied moving forward.**

*Instructions: Provide the demographics of your town or city, including age, race, ethnicity, income level, education, employment, etc. and enter the average number of people, including adults and children, that have attended previous concerts (rather than a cumulative estimation of all series concerts). Indicate whether your audiences have grown from year to year and whether your Levitt AMP Music Series has played a role in bringing together the various communities that comprise your town or city's total population, including how, or whether, the composition of your audiences have changed from year to year. Include lessons learned from previous years that will be applied moving forward.*

[Suggested character limit is 1,500, incl. spaces]

**5. Describe your programming philosophy and how it is inclusive of your overall community. How will your programming build upon lessons learned from your previous Levitt AMP Music Series and what are the desired outcomes of your programming?**

*Instructions: The Levitt AMP Music Series is an opportunity to showcase diversity, appeal to different musical tastes, and introduce community members to new types of music. Describe how you plan to program your Levitt AMP Music Series so that it is inclusive, family-friendly, representative of a wide range of music genres, and reflective of your community. Indicate if your programming philosophy will differ from previous years and explain why or why not. [Suggested character limit is 1,500, incl. spaces]*

**6. Will another concert series take place at the Levitt AMP site in the coming year, other than your Levitt AMP Music Series?**

*Instructions: Select “Yes” if a concert series (other than a Levitt AMP series) will take place at the site of your Levitt AMP Music Series in the coming year, regardless of the time of year that the other concert series will take place. Select “No” if a concert series will not take place at the Levitt AMP site.*

- Yes
- No

**6a. Tell us about the concert series.**

*Instructions: Explain the continued need for a Levitt AMP grant and how the Levitt AMP Music Series is different from the other concert series taking place at this site. 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 takes place at the Levitt AMP site, provide information about each series. [Suggested character limit is 1,000, incl. spaces]*

**7. In addition to any concert series described in Question 6, will another free concert series take place within a 20-mile radius of your Levitt AMP Music Series?**

*Instructions: Select “Yes” if a free concert series will take place within a 20-mile radius of the Levitt AMP site, regardless of the time of year that the other free concert series takes place. This would be in addition to the concert series taking place at the Levitt AMP site as described in Question 6.*

- Yes
- No

**7a. Tell us about the free concert series.**

*Instructions: Explain the continued need for a Levitt AMP grant and how the Levitt AMP Music Series is different from the other free concert series taking place in your area. Provide information about the concert series including: 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 takes place within a 20-mile radius of the Levitt AMP site, provide information about each series. [Suggested character limit is 1,000, incl. spaces]*

## **Budget**

*Instructions: The Levitt AMP Budget Form for your 2023 series is required in order for your Levitt AMP [Your City] Grant Awards application to be considered complete. Download the editable budget form below that corresponds with the grant opportunity for which you are applying. You will be asked to upload the completed budget form in Application Uploads Section. A budget submitted in another format will not be accepted. Please note: if awarded a grant, current year budget forms will be required on an annual basis.*

- Levitt AMP Budget form - \$15,000 per year grant opportunity
- Levitt AMP Budget form - \$30,000 per year grant opportunity

## Application Uploads

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

### 1. Permission from managing authority to use the public space for three years (REQUIRED)

*Instructions: Upload a single-page PDF letter granting permission to use the public space for your proposed multi-year Levitt AMP Music Series, from 2023-2025. 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.*

### 2. 2023 Levitt AMP Budget Form (REQUIRED)

*Instructions: Upload your completed budget form. If awarded a grant, budgets will be submitted annually. A budget submitted in another format will not be accepted.*

### 3. Letter(s) of support (OPTIONAL)

*Instructions: You may submit up to three letters of support from various individuals and organizations, such as city leaders, local business owners, local nonprofits, key stakeholders, community members, partner organizations, etc. Letters should express why continuing the Levitt AMP [Your City] Music Series is needed in your town or city and how continuing 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, however, submitting letters of support will make an application more competitive. Please note: letters of support are separate from the letter(s) of commitment from your partner(s).*

## 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.

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.\*