

ArtsUnion Call for Producers

ArtsUnion 2014 Event Series
Union Square, Somerville

Deadline: April 21, 2014

**Ever wish to produce your own cultural event - with funding?
Here's your opportunity!**

About ArtsUnion

Now celebrating ten years, the Somerville Arts Council's ArtsUnion Project is an initiative designed to boost the cultural economic development of Union Square, Somerville. ArtsUnion presents numerous events and markets, develops and leads cultural and historical tours, commissions street furniture and public art, and has revised zoning to incentivize arts related development in the Square. The Somerville Arts Council and the Mayor's Office of Strategic Planning and Community Development created ArtsUnion. Our 2014 partners include Artisan's Asylum, ArtSomerville, Massachusetts Alliance for Portuguese Speakers, the Somerville Historic Preservation Commission, Somerville Community Access Television, Somerville Open Studios and Union Square Main Streets. Generous funding for the initiative is provided by the Massachusetts Cultural Council's John and Abigail Adams Program and the City of Somerville.

About the Call to Producers

The goal of the ArtsUnion event series is to increase the visibility of our strong local artist population; increasing economic activity for participating vendors and the area in general; and cultivating the square's artistic, diverse and unique ambiance. We are looking for events that are: centered on a theme, are unusual and creative, and will garner good press and attendance.

ArtsUnion is looking for creative individuals to create, produce and manage cultural events that will take place in Union Square, Somerville from June through early October, 2014. We seek producers who will develop 2-5 hour cultural events/performances, or public art initiatives around a certain theme. Working with the Somerville Arts Council, producers will be responsible for the following: selecting a theme, lining up talent and/or vendors, creating activities, submitting a budget, planning and managing the event, and helping to promote the event. Themes can be broad or specific, ranging from dance, food, or performance art to film and multimedia work. Past ArtsUnion events include the well-known Fluff Festival, a Haitian Film Festival at Somerville Community Access Television, Squeezebox Slam Accordion festival, and the Ignite Street Festival celebrating food in Union Square.

Please view the ArtsUnion section of our Web site to see full descriptions of all past ArtsUnion events. Programming that reflect and include the diverse Union Square community are particularly encouraged. We also urge you to find ways to work with area businesses. For example, several area



restaurants and food markets have participated in recent events and we have a good relationship with them. Most events take place in Union Square Plaza, but we are open to other ideas. In general, we encourage you to discuss any ideas with us.

Budget

For events, the SAC/ArtsUnion will provide funding based on your proposed budget. Sometimes projects require no funding, others we can provide up to \$1,200. If your project anticipates a larger need please include additional sponsors you are approaching or a plan for crowdfunding your project. We also provide technical support/equipment, marketing, and permitting. We encourage you to call and discuss any ideas.

How to Apply

Please provide the following information on no more than two pages:

1. Contact info: e-mail and snail mail addresses, phone, fax and Web site (if applicable)
2. Describe your concept/theme.
3. List some or all of acts/talent you would like to include; describe talent and how it supports your theme.
4. Tell us what day and time frame would be ideal for your event. Propose to us your first, second and third choice for dates. Night events, especially those incorporating film, may take place on the Friday of the following weekends. For example, you could propose to have an event Fri., June 20; the raindate could be Sat., June 21. We are open to all dates between May and early October EXCEPT for the weekend of ArtBeat, July 18/19.
5. Outline schedule for your event (which act goes one first, second, etc.).
6. List technical requirements (stage, sound, lighting, etc.).
7. Give budget: Break down how you would spend stipend; this may include a producer stipend, talent fees and other fees you foresee.

Market producers: include information about # of vendors and what your vendor fee will be.

8. Somerville affiliation (if any)
9. Please describe your experience in producing previous cultural events. Also, include support materials; i.e., photos (.jpg), press clippings, resume(s), etc.

Please email your application using the following information:

Meagan O'Brien

ArtsUnion Coordinator

Email: megart04@gmail.com

Phone: 617-625-6600 x2985