



# 2018 Program Brief

**PURPOSE:** Creature Comforts Brewing Co. (CCBC) acknowledges the obstacles to becoming a self-supporting professional artist in today's market, and therefore wishes to participate in a way that helps remove some of these barriers.

In concert with its Community pillar, CCBC is launching the *Get Artistic* initiative in June 2018 to support the arts in its many forms—e.g., visual art, performance, music, writing—with an initial emphasis on local art.

**Specifically, this program aims to serve artists using the following avenues of support:**

1. Leveraging our *Get Artistic* Lead staff member to curate exhibition and performance space onsite
2. Offering strategic grant proposals for commissioned art
3. Patronizing local artists for our facilities: both as-is and commissioned works
4. Providing long-term patronage (e.g., artist-in-residence programs)
5. Creating onsite enrichment opportunities for the arts community (e.g., sponsored collaborations, workshops)
6. Supporting arts-oriented nonprofit projects and/or government arts programming

Finally, *Get Artistic* seeks to continue developing relationships with in-market arts organizations and venues to affirm that this team 'walks their talk' and remains a company committed to its city and determined to inspire others to pursue their passions.

**METHODOLOGY:** Program funding will be generated through the *Get Artistic* beer brand, merchandise, a variety of donations, and fundraiser events both on- and off-site. Once a baseline funding target is hit, CCBC will publish to its website—[GetCurious.com](http://GetCurious.com)—Requests For Proposal (RFPs) to initiate and fund items 1-6 listed above.

**EVALUATION CRITERIA:** To qualify for *Get Artistic* funding, an artist or agency must:

- Meet all RFP requirements
- Grant CCBC use of any work produced by *Get Artistic* funding, which would include any profit-generating usage (e.g., can or label art)

**SIMPLE ROLLOUT CALENDAR:**

|               |                                       |
|---------------|---------------------------------------|
| June 22, 2018 | G.A. launch in conjunction w/ AthFest |
| Fall 2018     | 1st disbursement of G.A. funds        |