



2019 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 extension of its purpose to create enjoyable experiences, to inspire others to pursue their passion, and to encourage people to care for their community, Creature Comforts launched the *Get Artistic* program in June 2018 to support the local arts community. This includes art in its many forms—e.g., visual art, performance, music, writing, film, and so on.

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

1. Leveraging the *Get Artistic* Lead to curate exhibition and performance space onsite
2. Offering strategic grant proposals
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, lectures)
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. At the beginning of *Get Artistic's* season of emphasis (June - August 2019), CCBC will publish to its website—GetCurious.com—two separate Requests For Proposal (RFP) to initiate and fund items 1-6 listed above. One RFP will be targeted toward DIY arts producers with a focus on emerging artists, while the other RFP will be targeted toward arts-focused nonprofits and other independent projects.

EVALUATION CRITERIA: To qualify for *Get Artistic* funding, an artist, producer, 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)

ROLLOUT CALENDAR:

June 8, 2019	<i>Get Artistic</i> launch event at CCBC
June 10, 2019	RFPs published on GetCurious.com
Late Fall 2019	Disbursement of <i>Get Artistic</i> funds