**take pART Project Narrative**

Note about formatting text: If you want to use underline, bold, italics, bullets, etc., please work from a separate document to format your text, then COPY and PASTE the formatted text into the appropriate text field on this form.

**Project Summary**

***1. BRIEFLY* summarize your proposed project(s), including date(s), venue(s) and estimated audience (for performances) as well as number of participants (for workshops, classes, recitals, etc.)** (250 words max.)

**2. Organizational Overview**

**Provide a brief organizational overview. Include your mission and any arts programs done previously. How does the proposed project relate to the organization’s mission?** (500 words max.)

**3. Project Description**

**Describe your project, including its goals and major components. How did it arise? If it is an existing project, what, if anything will be different? Discuss the artistic quality of your project and how artists/participants are selected. Discuss the resources, people, money, etc. you will need to implement the project. Do you already have these resources within your organization or, if not, how do you plan to obtain them? Provide a timeline of key components. What will be the effect on the project if the awarded grant is two-thirds of the requested amount?** (2250 words max.)

**4. Community Characteristics**

**Describe the characteristics of the community that will be served by this project. What is the need in this community that the project is intended to meet? How will you measure the project’s effectiveness in meeting that need?** (500 words max.)

**5. Communications (Marketing and Outreach) Plan**

**Describe your communications plan (i.e., marketing and outreach through social media, print ads, press releases, etc.) and its effectiveness. Do you have a targeting strategy? Is your intended audience already familiar with your work, or does it represent a new market? What is your goal for the number of audience members and/or participants? If this is a repeat project, how does this goal compare to prior years? How will you reach your goals and why do you think that the goals are realistic?** (500 words max.)

**6. Key Artistic and Administrative Staff**

**List key artistic and administrative individuals associated with your project, with a brief description of their role and how long they have been with the organization, if applicable. (A sentence or two per person is sufficient.)** (1,250 words max.)

**Before submitting, please:**

**1) Select “Save as” and title your document with the name of your event.**

**2) Convert your new document to a PDF. (Select “Save as”, and in the “Save as type” field, select PDF (\*.pdf) from the drop down menu.**

**3) Upload the PDF as an attachment. Thank you!**

**Questions? Email Arlene Biala at** [**arlene.biala@sanjoseca.gov**](mailto:arlene.biala@sanjoseca.gov) **or call 408-793-4332.**