



FY 2019-20 SONOMA TID GRANT PROGRAM
IN PARTNERSHIP WITH SONOMA VALLEY VISITORS BUREAU

APPLICATION

To be considered for support through the FY 2019-20 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2019.

Please include an IRS Letter of Determination along with each application.

EVENT DETAILS

Name of Event: Two new exhibitions featuring Valentin Popov & Judy O'Shea with a third recurring exhibition featuring 750 4th and 5th grade students of Sonoma Valley

Event Date(s): January 15-April 15, 2020 **Time:** _____

Event Location: Sonoma Valley Museum of Art, 551 Broadway, Sonoma CA

Projected Attendance: 4,500 **Projected overnight rooms:** 49

Brief Event Description: Two exhibitions: The first featuring the postmodernist works of Valentin Popov, in which he combines classical and modernist traditions in a style distinctly his own, at once poetic, technically dazzling, and wryly ironic; The second featuring the work of installation artist Judy O'Shea. Her installations are created to provide the visitor with an interactive experience that allows for the exploration and discovery of hidden elements. The third, a closing exhibition featuring the work of 750 local 4th & 5th graders inspired by the work of Popov & O'Shea. Along with a robust calendar of public programming in conjunction with the exhibitions including hands-on activities, workshops, lectures, & discussions by arts professionals.

Years in Sonoma, CA: 20

APPLICANT/CONTACT INFORMATION

Applicant Organization: Sonoma Valley Museum of Art

Name of Applicant: Linda Keaton

Phone Number: (707) 939-7862 x 121

Cell Phone Number: ()

Business Address: 551 Broadway

City: Sonoma **St:** CA **Zip:** 95476

E-Mail Address: lkeaton@svma.org

MARKETING DETAILS

MARKETING PLAN AND BUDGET

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

Target Demographic: Students, teachers, artists, adults, children, art appreciators, art collectors, Bay Area residents and visitors.

Describe your Media plan/mix: The media plan will consist of promotion across print and digital platforms, including social media posts, mail and email campaigns, along with digital advertising.

Describe your Public Relations efforts: Public relations efforts will be targeted toward overnight Bay Area visitors, with the goal to engage them with SVMA's unique events, programs and exhibitions and to showcase the vibrant intersection of art, community, and education in the Sonoma Valley. Additionally, the Museum will continue to partner with local organizations and artists, ensuring mutually beneficial relationships between SVMA and the public, while creating experiences with local relevance in the Bay Area.

Target markets: Expanded markets in the Bay Area and Northern California

Promotional activities: Extensive programming will be built around the exhibitions. Additionally, workshops, discussions, speakers and Family Day will be promoted along with the general exhibitions.

Paid advertising budget: \$ 12,250

Amount being requested: \$ 10,000

APPLICATION SUBMISSION DETAILS

Applications must be received by the **Sonoma Valley Visitors Bureau by Friday, August 31, 2019** no later than 4:00 p.m. Methods of submitting applications: 1) via email: marketing@sonomavalley.com (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E, Sonoma, CA 95476. An award decision will be made and announced during September 2019.

Submitted by:

Linda Keaton
NAME

Executive Director
TITLE

Linda Keaton
SIGNATURE

8/30/19
DATE

This communication is an invitation to submit an application and should not be interpreted as approval of TID funding.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

501(c)(3)

FILE COPY

Date: NOV 05 2003

SONOMA VALLEY MUSEUM OF ART
PO BOX 322
SONOMA, CA 95476

Employer Identification Number:
68-0409459

DLN:
17053186712063

Contact Person:
JOHN M WHITE ID# 52118

Contact Telephone Number:
(877) 829-5500

Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated September 15, 1998, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

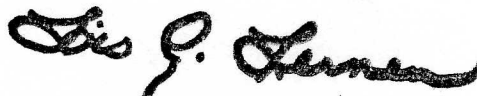
Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements