2017 CATS End of Year Report
FINAL

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What is the purpose of this document?

This document documents and describes the 2017 creative grant process at Apogaea, Inc., in as transparent a manner as possible. This document is made available to Apogaea, Inc. and the Apogaea community via apogaea.com.

Some of the people responsible for authoring this document are human. Because of this, it is possible this document might contain unintentional mistakes or errors. If you think you see a mistake or error in this document, please report it to art@apogaea.com.

What is CATS?

Creative Art Team Support (CATS) is a diverse cross-section of the Apogaea population dedicated to maintaining a community that cultivates interest in and pursuit of art, music, and artistic expression by awarding creative grants and facilitating art at the event.

- CATS members agree upon a standard by which creative grants can be awarded in a non-biased, transparent manner
- CATS members agree to a set of CATS Member Expectations
- CATS members operate in a 100% transparent environment: Read last year's 2016 End of Year Report.
- CATS members agree to immediately communicate Conflicts of Interest to CATS
- CATS is open to any volunteer wanting to discuss art and Apogaea
- CATS members put in a lot of volunteer time each year

Membership in CATS is open to all participants in the Apogaea community
- Watch http://apogaea.com/get-involved/join-ignition/ in July for openings

All members of CATS are active members of Apogaea, Inc. (aka Ignition)
- Roles are filled by nominating and voting on CATS members to fill a given role at a monthly meeting.
- CATS confirm whether they will be returning for the next event year in July post-event. CATS begins recruiting for new members in July and ratify/vote on new members in September
- CATS meets once a month for approximately 2 hours (24 volunteer hours per volunteer per year), plus two additional longer 4 hour grant scoring meetings (8 volunteer hours per volunteer per year)
- CATS spend an additional approximate 10 hours independently reviewing and scoring applications during each grant cycle (20 volunteer hours per volunteer per year)
- CATS also each have 1-2 additional dedicated roles and tasks to complete in support of the CATS department, and spend an additional 5-10 hours a month depending on the position (60-120 volunteer hours per year)
- Finally CATS are expected to participate in all Ignition votes such as the BOD election, ticket art, and theme contests

There were 8 CATS members serving in 2017:
- While CATS has held up to 22 members in the past, after operating with a smaller, more focused team of 8 for 2016 and 2017, it is agreed that a team of this size is much more productive and easier to manage.
- Ongoing, CATS membership will be capped at a maximum of 9 Ignition members for this reason. While we have had 8 members the past 2 years a 9th would be welcome to provide an odd number for voting and additional work share.
- CATS developed the Sparks/Kitten roles in much greater detail this year, to allow a more formal onboarding process for someone who is new to volunteering with CATS or Apogaea. We also had our first Spark/Kitten this year who successfully managed the Art Fair and attended all meetings to learn more about CATS. There is no cap on the number of Sparks/Kittens that can volunteer. These Kitten positions are typically more task focused and mentored by a more experienced CAT. They also can join later in the year and closer to event, for those who wish to get involved but missed the July recruitment for Ignition positions. Sparks are encouraged to attend all monthly meetings, but are not required. They do not vote on the grants though they can share feedback. They will also choose a task-related role to work on throughout the year from available positions..

2017 CATS Members

Name	AKA
Claire Lay	**Eclair**
Cody Day	**Codiak**
Marc Jones	
Becky Guy	**Spec Lee**
Chelsea Trinka	**chel.C**
Mike Lustig	
Mitchell Hoffman	**Giraffe**
Daniel Gonzales	
Christa McCabe **SPARK/KITTEN**	

All CATS have confirmed their intention to continue volunteering for the 2018 year with the exception of Daniel Gonzales who will be resigning from CATS, but still continuing his other Ignition position with AMP.

CATS Roles

Ignition Level Role - CATS		
Role	**Responsibility**	**CATS Member**
Pussies Galore (Secretary)	Ensure we have a meeting venue that can accommodate our group Get a screen and projector (or the equivalent) for the meetings Create an agenda for each meeting and a brief presentation applicable to that meeting Take meeting minutes and post online within the following week. Record votes during meetings.	spec
Grant Meow	Manage grant application process Manage grant scoring process Manage grant voting process Present list of selected grants to Disbursements Meow Oils the Grant Robot (makes updates and improvements to programming and data base)	Marc Jones
Disbursements Meow	Facilitate the contract negotiations between the Board of Directors and the Artist for the Temple and Effigy projects Manage paperwork for awarded grantees including contracts, W-9, payments, and proof of milestones documentation Work with granted artists, the Board of Directors Art Liaison, and the Finance Committee to facilitate payments to artists Collect ticket requests from granted artists to relay to the Ticketing Communicate ticket information to granted artists Feline-tographer: Coordinate documenting the granted art at the event (may be delegated to a Spark)	chel.C and Eclair
CATS Liaison to the Board of Directors	- Facilitate communication between the CATS and the Board of Directors - Work to align goals and strategies of both parties - Report regularly to both parties on progress	Chelsea Trinka (chel.C)

CATS Liaison to Placement, Registration, WWWW, DPW, and BAMF Meow	Work with artists and Placement to ensure that placement needs of artists are filled. Relay description of all projects to WWWW creator for inclusion in Guide. Facilitate all artists to register any events in WWWW. Relay pertinent information on granted projects to BAMF for fire and safety considerations. Relay information from granted projects to the Registration to ensure that granted artists are added to the lists for early entry and work weekend. Relay pertinent information on granted projects to both DPW for infrastructure needs. Able to work with DPW to share heavy machinery at event. Compile requirements for fire art approval for publicizing at the opening of each grant round. Work with applicable artists and the Fire department to ensure that requirements are met for art, personnel and timelines.	Codiak, Dan Gonzales, Claire Eclair Lay, Chelsea
Communications Meow	Works with Telemetry to publish all CATS and art related announcements on the website, social media, email list and more. Speaks for CATS on the Apogaea Facebook page. Work with the Disbursement Meow post-award to collect descriptions and images for community announcements about the awards. Does Meowtreach role if not filled by a Kitten.	Daniel Gonzales
Surveys / Feedback / Transparency Meow	Collect feedback and input from various parties, analyze the input, compile reports and publicize them. Create a report outlining what CATS did throughout the year	Marc, Claire Eclair Lay, Chelsea
Kittens (Sparks)		
Art Fair Kitten	Plan and organize the annual Apogaea Art Fair Event happens February/March	Christa McCabe
Granted Art Signs Kitten	Create and distribute commemorative signs to mark granted art pieces at the event	Codiak
Transportation Kitten	Help coordinate shared transportation resources for granted and ungranted artists to transport art projects to event.	Mitch 'Giraffe' Hoffman
EduCATion Kitten	- Plan, organize and execute community workshops to relay information and best practices in applying for an Apogaea grant - Teach Ignition and the community what CATS does - Post on Facebook page	Mike
Art of Apo Fundraising Kitten	Art of Apogaea Book Program Management Work on sourcing hi-res credited photos and content Assist in layout and formatting of project Assist in other fundraising efforts as appropriate	
Art Tour Kitten/Art Guide (WWWW info)	Curate and lead event art tour	spec, Mitch, Christa
Feline-tographer Kitten	Works with Disbursement Meow to document art at the event. If there is a Photo Meow role in Ignition (AMP Photography Meow), work with that Meow to, at a minimum, get the granted art documented and on the website. Provide Telemetry images to use on the website	

Meowtreach Kitten	Work with Communication Meow. Contact other media outlets like Jack Rabbit Speaks, BM Regionals, and any other relevant venues that might benefit from the Apogaea grant program Look for opportunities for Apogaea art to be integrated into other events Work with the CATS to gather information about artists willing to participate in outreach events Work with Grant Meow to increase the diversity of grant applicants Engage artists who work in mediums normally absent or underrepresented at Apogaea and encourage them to bring their art to the Apogaea community	Mitch 'Giraffe' Hoffman

2017 Fundraising

Fundraising became an important priority for the 2016 year because of the event cancellation in 2015 budget for grants was exceedingly limited. Since the 2016 event was completed as planned, there was more of a normal budget for 2017, so fundraising was not as high of a priority this season.

Apogaea Art Book

In 2016 CATS began planning a coffee table book to showcase the art of Apogaea, and raise more money for art grants. We created a draft of the book, and continue to source quotes, images and content to complete this project. There was no lead for this project for the 2017 year so the project did not have much movement this year, other than collecting additional content. We will continue to recruit for this position in 2018 and collect more content in preparation.

2017 Art Fair

Due to the reduced budget and grants for 2016 there was no art fair. 2017 saw the triumphant return of the Apogaea Art Fair, which was paired with the Fantastic Host Rumpus in the Park. This popular outdoor event made for the most successful and well attended art fair yet. 8 different artist teams set up booths to share about their projects and recruit help from the several thousand attendees that came throughout the day.
Funds Spent: $0

2017 Art Tour

In 2017 CATS ran an art tour on site. It was very well attended, approximately 40-50 people participated in a ninety minute tour, visiting and discussing more than a dozen of the granted art projects. This followed an equally successful art tour in 2016. For comparison, the art tour in 2014 had fewer than 5 attendees. A number of the artists either came on the tour or were near their projects to give a first-hand description and inside info on their piece. CATS provided snacks and refreshments for the group.
Funds Spent: $161.77

2017 Transportation Assistance

While CATS offered a shared trailer for artists to share transportation in 2016, there was less interest in this option by 2017 artists. After surveying artists it was determined just 1-2 artists would be able to utilize the space. Combined with budget cuts, CATS opted not to offer the Art Trailer this year. We will evaluate if this option would be useful in the future and if funds exist to support it in 2018.
Funds Spent: $0

2017 Other Expenses
Swag, Stickers, Signs and Gifts

- (28) **Custom art installation signage** - Printed digital vinyl applied to reclaimed wood signs. 10"w x 10"h w/36" post.
  Signs were delivered to each art piece for the artist to display and then keep.
  New signs to be produced for next year. Goal to distribute earlier or have ready by work weekend perhaps for quicker distribution.

  (200) **Custom printed stickers for artists and art tour attendees** - Printed digital vinyl in leftover space from printing signs
  UV GLoss lam, exterior quality vinyl.

  Funds Spent: $240

- (50) **Custom CATS Ignition Patches** - 4 inch woven patches as reward/volunteer incentive for CATS members. While there are nowhere near 50 current CATS volunteers, it was only $5 more to order 50 patches instead of 15, so we placed the larger order so that this schwag gift can be handed out to future CATS members without having to recur the main expense of setting up the design for production.

  Funds Spent: $201.70

Total Category Funds Spent: $441.70

Grant Rounds

How is the grant budget determined?

The Art Grant Budget is set each year by the Apogaea Board of Directors. Historically, this has been an average of 32% of the previous year's gross ticket revenue. Why previous year's gross ticket revenue? Before there was an official budgeting process, the operational cash from the event came from the previous year's ticket sales. So, the grant budget was a reflection of the revenue available from the previous year.

This year's budget was set to be "as normal" since the event was produced and not cancelled last year, for a total of $60,000 in art grants (30% of the prior year's ticket sales). This was allocated in December when the grant rounds open, however as the event planning continued into the spring, there was concern that there would be a shortfall in other departments. CATS had already awarded the BIG MONEY grants, however they were able to reduce the funds available in the SEED grants by $6,900 to return funds to other operational departments in need of funding.

While the event was produced "as normal" (at least more normal than being cancelled!), it has become clear that the new location will incur higher expenses ongoing. While funding the arts is a primary goal of the Apogaea organization, it needs to be balanced with the overall success of the event as well, so CATS plans to reduce the grant budget from one-third (33%) of ticket sales to one-quarter (25%) of ticket sales in the future.

[View the complete Apogaea grant history](#)

How are grant rounds and amounts determined?

There are two competing ideas in the CATS, which gets considerable discussion each year. Each is valid, and has a valid argument, but are still at odds with each other:

1. We should fund a smaller number of larger art projects

Why? If we want serious, and ambitious art, then we need to be prepared to give out a small number of large grants to the most ambitious projects. You don't build massive projects taking months of work by large teams with sophisticated construction and interactions by handing out $600 grants. "This isn't a craft fair, art is supposed to blow your mind, and sometimes that costs more."

2. We should fund a larger number of smaller art projects

Why? The art grant process exists partly as a way to support our community's "new" artists - people who have good projects in mind and just need a little funding to get rolling. Funding many small projects gives the most number of people that shot, ultimately resulting in more art. "We aren't here to support only established artists with big plans, a complete support network, and lots of experience - we are here to encourage artistic expression among all participants, which means supporting more smaller projects."

Both of these arguments are valid.

In previous years, the three-round grant scheme was implemented with the intent of supporting both of these opposing goals. The Ludicrous and Big Money Rounds were fully intended support ambitious projects, and yes, that means fewer numbers of bigger pieces. The Seed Money round was intended to fall more in the direction of the second point - spreading funds around to support new artists who are just getting started with their public art, or who just have simpler projects in mind.

In 2016 only the Seed Round was completed due to extremely limited budget. With budget more "normal" for 2017, we evaluated the previous 3 round structure and found that there was a great deal of redundancy between the Ludicrous and the Big Money rounds. To streamline the grant process and make the application, promotion and scoring more time effective, we combined the Ludicrous and Big Money round into a single BIG MONEY round for large scale grants, as well as effigy and the temple applications. The SEED round continues as normal for smaller projects that need just a little support to become a reality.

All grant recipients receiving $600.00 or more were required to submit a W-9.

Big Money Round, including effigy and temple
- Funds available: $45,000
- Any amount from $600 – $9,000
- Accept applications: December 17th, 2016 to January 17th, 2017
- CATS discussion, review, scoring: January 18th to January 31st.
- Finance Committee/Board of Directors Review: February 1 to February 7th.
- Applicants informed of CATS recommendation: February 8th
- Contracts due: February 20th
- Disbursements begin on or around week of February 22nd.

Seed Money Round
- Funds available: $15,000
- Up to $599 (to stay below IRS reporting limited)
- Accept applications: February 28th to March 14th
- CATS discussion, review, scoring: March 15 to 28
- Finance Committee/Board of Directors Review: March 29 to April 4
- Applicants informed of CATS recommendation: on or around April 5
- Contracts due: April 15th
- Disbursements begin on or around week of 4/17

Grant Guidelines

Things that ARE NOT funded by Apogaea grants:
- Apogaea tickets
- Alcohol
- Marijuana
- Anything illegal
- Payment for artist time or for performers to appear
- Projects with applications that are not complete and received by the deadline - i.e. fully itemized budget, thoroughly thought out safety plans, detailed physical descriptions, etc.
- Art not being shown at Apogaea
- Bouncy Castles, Trampolines, Bungee Jumping, Rock Climbing Walls, Animals, Jumpy Pillows, and other types of entertainment, rodeo and carnival type devices and activities
- Explosives, fireworks, or pyrotechnic devices
- Sports/Leisure/Entertainment Activities and Devices
- Any temporary grandstand, tent, bleacher, stage and/or any other temporary structure
- Any type of aviation - planes, helicopters, balloons, etc.
- All stunting activity (any feat or activity requiring special strength, skill, equipment, device or daring), or any practice, preparation of any such stunt
- Anything that, in the opinion of CATS or the Apogaea Board of Directors, presents a safety risk to participants
- Gifts or swag

Things that ARE funded by Apogaea grants
CATS tries to keep an open mind when considering what is eligible for grant funds. While basic needs/infrastructure like generators, domes, furniture, etc are currently eligible for grant funds, it is important to realize that a grant for a new camp generator, or to fix your camp's broken shower, might not be as appealing to the majority of CATS as a grant for something that is more in line with what we have funded in the past.

Except for the prohibited items, grant funds can be used for anything including, but not limited to the following types of items:
- Raw materials necessary to the construction or exhibition of the art including, but not limited to: wood, metal, fabric, glass, lighting, electronics, nails, screws, bolts, nuts, washers, adhesives, paint, wire, cable, tubing, stakes, decorative items, etc.
- Consumable items that are depleted during the construction or exhibition of the art including, but not limited to: sandpaper, saw blades, drill bits, glue, paint brushes, propane for fire art used at the event, fuel for generators used at the event
- Food and nonalcoholic beverages that have a strong artistic component. Any food grant is subject to the grantee complying with (and being able to demonstrate compliance with) all applicable state and local laws.

- Project expenses such as equipment rental and fuel used to bring your project to and from Apogaea

Grant Application Process

The Grant Robot

In 2015, The Grant Robot constructed in Google Apps had reached the end of its' viability. Due to a rift between the author and the Apogaea Board, most of the inner working code had been lost and was unrecoverable. (The data and results of previous years was not lost). While the code was eventually recovered from the author, CATS was forced to reimplement Grant Robot from scratch. Thankfully, Rachel FIsh, an IT Spark, volunteered to lead the re-write.

The Grant Robot is now an Open Source project named Weightlifter. It is based on the Laravel PHP framework. The project is available in github, and anyone can use, improve, fork and customize the software. All commits and changes are tracked and users and developers can open bug against it. https://github.com/itsrachelfish/weightlifter

2016 was the first year this system was used, and 2017 allowed us to optimize and make many improvements to the grant robot for a smoother application and scoring experience. We continue to make upgrades as issues arise. This platform also was rolled out to the volunteer database and other departments of Apogaea this year after being successfully put to the test with CATS in 2016.
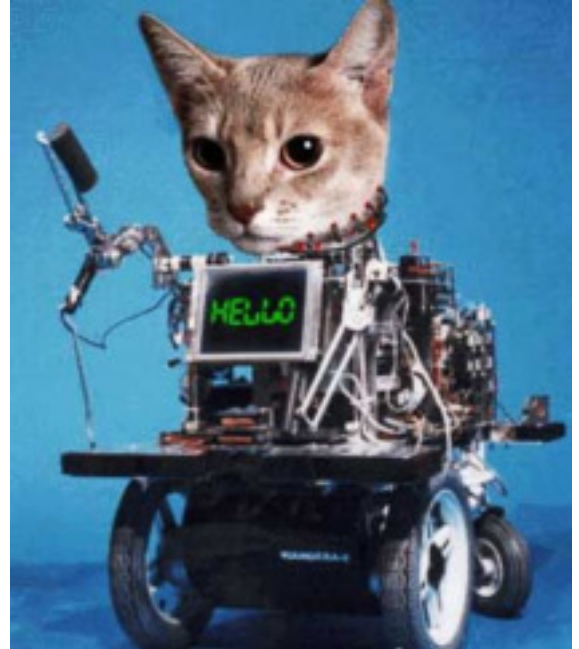
How are grants selected?

CATS Make Grant Recommendations

Scoring was handled online via the Grant Robot. CATS members score each application. After applications have been assigned a score, the ordered list is used at the in-person CATS meeting to drive the discussion and voting. Motions are made to individually fund projects with a specific amount of grant funds. Any application can be nominated for a grant at any time during the grant selection process, but CATS chose to review the grants in order of scoring this year. If the motion receives a majority vote, the application is added to the list of recommended grants. CATS members must be present at the meeting to vote.

Board Review

The list of recommended grants is sent to the designated board member for CATS to review with the CATS Board Liaison to make sure CATS isn't funding their vacations to a tropical island, that there aren't conflicts of interest, or any other concerns that need to be addressed before funding. In theory, after all of the reviewing, from the Grant Robot, the CATS, and members of the BOD, the approved grants should be viable and should be a responsible use of Apogaea's money.

Who applied for grants?

Anyone can apply for an Apogaea grant. Announcements were coordinated through Telemetry, the Apogaea, Inc. communications team which handles the website, the official and unofficial Apogaea Facebook pages, Yahoo mailing list, and other communication channels. The grant rounds were also were announced through Burning Man media outlets like Jack Rabbit Speaks and on other Burning Man Regionals' Facebook pages. All members of the CATS are encouraged to share information about the grants in their respective art communities. Applicants are allowed to resubmit their application in subsequent rounds if a grant was not awarded to the applicant in a given round.

Grant Statistics

In 2017, there were 36 unique applicants (artists) and 46 applications, with XXX unsubmitted/unfinished, for 40 submitted applications. Of those 36 unique applicants, 3 applicants submitted more than one application. Of the 40 submitted applications, 3 were duplicates and 4 were withdrawn by the artist making 33 viable applications for CATS to review. **Of the 33 viable applications, 22 were**

approved and 11 were declined.

Applications Received by Round

		Granted	Declined	TOTAL		
	Big Money	11 (26%)	32 (74%)	**43**	**63%**
	Seed	18 (72%)	7 (28%)	**25**	**37%**
		29	**39**	**68**	
		42.64%	**57.36%**		

Requested and Granted Funds by Round

		Requested		Granted	
	Big Money	**$157,156.83**	**92%**	**$45,000**	**86%**
	Seed	**$13,251.21**	**8%**	**$7,166.47**	**14%**
		$170,408.04		**$52,166.47**	

Applications by State

	Seed		Big Money		Seed		Big Money	
CO	20	**80%**	35	**82%**	$6,091.47	**85%**	$37,000	**82%**
TX	0		3	**7%**	0		0	
OR	0		1	**2%**	0		0	
MO	1	**4%**	2	**5%**	0 (was funded $476 but had to decline)		0	
FL	0		1	**2%**	0		0	
AZ	1	**4%**	0		$575	**8%**	0	
CA	1	**4%**	1	**2%**	$500	**7%**	$8,000	**18%**
MA	1	**4%**	0		0		0	
NC	1	**4%**	0		0		0	
	25		**43**		**$7,166.47**		**$45,000**	
	100%		**100%**		**100%**		**100%**	

Who was awarded grants?

- A total of **68** applicants requested **$170,408.04** in grant funds
- A total of **$52,642.47** was granted to **29** projects (a contract with a specific grant amount was sent to the applicant)
- A total of **$52,166.47** was disbursed to **28** grant recipients (one grant recipients declined the grant)

Project Name	Grant Amount	Disbursed Amount
Almighty Lite Bright	$1,000.00	$1,000.00
ALL OF YOU	$1,276.00	$1,276.00
Bon*fire	$1,409.00	$1,409.00
Club Smash Club	$4,042.31	$4,042.31
Heart of Gold (Effigy)	$8,000.00	$8,000.00
Hotaru no Hikari: The Firefly Temple	$6,000.00	$6,000.00
Mercury Touchstone	$2,500.00	$2,500.00
Outside In	$6,645.79	$6,645.79
Queen of the Night	$5,250.00	$5,250.00
SoundPuddle	$1,907.21	$1,907.21
Speleo Mountain	$6,969.69	$6,969.69
Adorn An Ashtray	$200.00	$200.00
Apogaea Soldering Workshop 2017	$599.00	$599.00
Apogaea's Original Banana Stand	$420.00	$420.00
Camp Wardrobe MalFUNKtion	$500.00	$500.00
Colossal Head	$350.00	$350.00
Fiber Optic Free-For-All	$476.00	$0.00 (artist declined)
Hat Bar	$200.00	$200.00
Infinescent Garden	$325.00	$325.00
Laetor's Ladder	$575.00	$575.00
Late Nite Price is Right	$449.00	$449.00
Los Diablos Pianos del Fuego	$450.00	$450.00
Love Within	$100.00	$100.00
Man Pavillion LED Columns	$473.00	$473.00
Narwhal Deck	$250.00	$250.00
Scrabble Camp	$500.00	$500.00
StarDust Safety Makeover	$579.73	$579.73
The Octopussy	$596.74	$596.74
Thereminus Rex	$599.00	$599.00
TOTAL	$52,642.47	$52,166.47

Detailed descriptions of each project are on the Apogaea website:
Big Money Grants
Effigy and Temple
Seed Round Grants

Projects that did not put reasonable effort into completing the project are tracked for posterity, and some may be subject to legal action, as determined by the Board of Directors.

Tickets and Grants

There were 100 ticket codes issued to grant winners. We did not receive feedback from ticketing about how many of these codes were used vs not used. If any tickets were declined/unused/voided, they were made available for purchase in the last public ticket sale.

Project	Ticket Codes Issued
Adorn An Ashtray	2
All of You	2
Apogaea Soldering Workshop 2017	1
Apogaea's Original Banana Stand	2
Bon*fire	1
MalFUNKtion Magnificent Arch of Fashion Splendor	10
Club Smash Club	6
Colossal Head	2
Heart of Gold - Effigy Team	20
Fire Globe from 2016 (not granted)	2
G String (not granted)	2
Hat Bar	2
Infinescent Garden	2
Laetor's Ladder	2
Late Nite Price is Right	2
Los Diablos Pianos del Fuego	3
Love Within	2
Man Pavillion LED Columns	2
Mercury Touchstone	2
Narwhal Deck	2
Outside In	10
Queen of the Night	6
Scrabble Camp	2
SoundPuddle	2
Speleo Mountain	6
StarDust Safety Makeover	1
Thereminus Rex	2

TOTAL	100

Who showed up?

There were 28 art grants issues for 2017 and all artists created and displayed their project within the expectations of their grant and artist contract. CATS personally verified their installation and functionality at event during a walkthrough, and received post-event photo documentation as required by the artist contract from most 2016 artists. The following 3 artists were verified to be there, but did not complete the photo documentation requirement: The Queen of the Night, Los Diablos Pianos del Fuego, and Man Pavillion LED columns.

Applicant Feedback

A survey was sent to all 68 grant applicants. With two weeks and two reminder emails, 25 (37%) artists completed the survey. Google Forms was used for the Feedback questionnaire.

Hugs available ~ One size fits all

Where do you get your information and news about Apogaea?

Most respondents get their information from the Apogaea website.
Note that applicants can choose more than one source of information.

	TOTAL	
Apogaea website	21	84%
Facebook (unofficial page)	16	64%
Facebook (official page)	14	56%
Apogaea Newsletter	6	24%
Yahoo group	0	0%
Word of mouth	11	44.%
I know someone in CATS	11	44%
Socrates	1	4%
Other	1	4%
Total Responses	58	

How satisfied were you with the Apogaea website?

Average score was 3.95 indicating that overall, respondents were satisfied with the Apogaea website.

	TOTAL	
1 - Not satisfied at all	0	0%
2	1	4%
3	5	20%
4	12	48%

5 - Very satisfied	7	**28%**
Total Responses	25	

Did you find the website to be super duper user-friendly?

Overall, respondents found the website to be user-friendly.

	TOTAL	
A circus monkey could navigate this site with a blindfold on	9	**26%**
Took me a few clicks, but I eventually figured it out	16	**64%**
This website is more complicated than Einstein's theory of relativity	0	**0%**
Total Responses	25	

Did the website contain all the information needed for you to complete your application?

Most respondents felt the website contained all the information necessary for a circus monkey to complete their grant application.

	TOTAL	
Yes - A circus monkey could navigate this site with a blindfold on	15	**60%**
Sort of - Took me a few clicks, but I eventually figured it out	9	**36%**
No - This website is more complicated than Einstein's theory of relativity	1	**4%**
Total Responses	17	

Were emails from Apogaea members ever flagged as SPAM?

Most respondents didn't have issues receiving emails from Apogaea.

	TOTAL	
Yes - I had to go fishing in the spam box to locate them	4	**16%**
No - They arrived in my inbox, safe and sound	21	**84%**
Don't remember	0	**0%**
Total Responses	25	

Do you like cats?

Most respondents liked cats, or were at least somewhat interested in cats.

	TOTAL	
Yes - I'm the crazy cat lady/man	15	**60%**
Sort of - Variety is the spice of life	5	**20%**
No - My dog would eat your cat	5	**20%**
Total Responses	17	

How the heck did you hear about the Apogaea grant program?

Most respondents are well-seasoned burners that know everything.

	TOTAL	
Apogaea website	10	40%
Social Media	4	16%
Apogaea Newsletter	1	4%
Jack Rabbit Speaks	1	4%
Word of mouth	11	44%
BM know it all	13	52%
BM Regional Page	1	4%
Other	1	4%
Total Responses	25	

Have you received a grant from Apogaea before?

Most respondents have not received a grant from Apogaea before

	TOTAL	
Yes	12	48%
No	13	52%
Don't remember	0	0.00%
Total Responses	25	

Have you received a grant from SOMEONE OTHER THAN APOGAEA before?

Most respondents have received a grant from someone other than Apogaea.

	TOTAL	
Yes	11	44%
No	14	56%
Don't remember	0	0%
Total Responses	25	

Why did you apply for a grant?

The answers in this section have not been edited for grammar, spelling, etc. They are **direct quotes** from the respondents.

- *I need assistance funding some important safety upgrades to my art car.*
- *To offset some of the cost of the project materials.*
- *To help offset the cost of construction*
- *To contribute something awesome to Apogea, that would not otherwise be possible.*
- *I'm a broke-ass bitch*
- *Couldn't afford to build my project otherwise*
- *To bring the head to apo*
- *So we could build next-level climbable art.*
- *To bring art to the community!*
- *Wanted to build a re usable shade structure so we could host seminar in our camping area.*
- *To help cover the cost of building materials so we could gift bananas. I recently had to quit my job due to disability so any help*

was appreciated.
- *Because i wanted to keep the lights after apogaea and participate with colorado burner culture!*
- *Make cool art*
- *We really wanted to bring Late Nite Price is Right back to Apogaea, but needed help with funding to build bigger and better games!*
- *For myself and the community. I wanted to take a fun past experience and make it even better for everyone involved. Making art, be it an installation or a workshop, is one of my favorite ways to give back to the community.*
- *Needed the money to make the art*
- *I needed some financial help to get the project off the ground!*
- *Funding for a large project*
- *To help pay for art*
- *Travel expenses*
- *Because I need financial help to make the art magic happen*
- *I wanted to make something awesome.*
- *We had a crazy idea and love contributing to the beauty of Apogaea!*
- *To make a quite different head/body/spirit/experience space from the rest of Apogaea and the rest of the world.*
- *Because our camp was much smaller than in previous years and we were not able to cover the entire cost.*

How absolutely positively sure were you that you would receive a grant?

	TOTAL	
1 - Not sure at all	0	0%
2	2	8%
3	0	0%
4	4	8%
5	6	24%
6	4	16%
7	3	12%
8	3	12%
9	4	16%
10 - Absolutely, positively sure	1	4%
Total Responses	25	

How satisfied were you with the overall grant process?
Overall, respondents were satisfied with the grant process.

	TOTAL	
1 - Not satisfied at all	1	4%
2	0	0%
3	1	4%
4	8	32%
5 - Very satisfied	15	60%
Total Responses	25	

Was the grant process easy to understand?

Overall, respondents felt the grant process was easy to understand.

	TOTAL	
Yes	21	84%
Sort of	4	16%
No	0	0%
Total Responses	25	

Did you refer to the scoring rubric when writing your grant application?

Most respondents used the rubric when writing their grant application. An alarming number of respondents didn't know there was a rubric. The rubric was displayed in the application and on the Apogaea website when the grant rounds are announced..

	TOTAL	
Yes - The rubric was my bible	11	44%
Sort of - I used it here and there	10	40%
No - What rubric?	4	16%
Total Responses	25	

What could be improved about the Apogaea grant application process?

The answers in this section have not been edited for grammar, spelling, etc. They are **direct quotes** from the respondents.

- *I also applied for a low income ticket and did not receive notification that I got a low income ticket until after the directed ticket deadline. I was stuck - should I wait and hope for a low income ticket or should I get a directed ticket? The timing/communication was not great.*
- *Google drive is the worst. Please find a better system for the artists to share their files/photos/receipts other than Google Drive (there are a lot of open-source, free solutions for non-profits out there!)*
- *Can't think of anything right now*
- *Different phrasing of the questions*
- *More moniez for everyone!!!*
- *I think it's a fairly easy process, but also think you should hold a work shop helping people with the process. Maybe a couple, kind of give people an idea what you're looking for. If I didn't have veteran help I might have been overwhelmed with it all.*
- *Maybe earlier deadlines and money distribution. I wasn't sure if I could do the project without the grant but it was only about a month before the event that I found out I got one which was not a lot of time to work.*
- *PLEASE! Camp Wardrobe MalFUNKtion need financial support for MORAL purposes, yes, we made some funded art, but we still believe that our costume camp deserves some financial support for what we do as a costume camp! Costumes are ART! Each costume is unique and creative and a reflection of the wearers statement and creative idea! Our fashion show runway is ART! We have struggled with this issue before. We do fundraiser events but the community support is not there anymore and when we do not have that and we do not have CATS recognizing us as a costume camp and contributor of costume art to Apogaea, It invalidates us! I know I am not the best grant writer! But I bring it! If you want us back next year, we really need to feel like what we do is appreciated and supported by the Apogaea community! I appreciate you funding our art piece in the form of a flaming arch, but honestly I cannot fathom us making any more stuff from CWMF, We have so much art!! We have 7 years of art! We have to store and display all of this and I cannot imagine us making any more than what we currently have for our camp, we have gone over the top! That said, I honestly need something, anything offered to my costume project if we are to bring it back. I dont need a lot! Just something to acknowledge what we do! Thank you!*
- *A faster turn around for the first reading would be helpful. We had to order materials direct from China, and ended up not being able to start construction as early as we would have liked. We needed more time, but didn't know if we'd have funding or not.*
- *Communication about the location of my workshop was the biggest problem. It ended up getting printed wrong in the WWWW, but it all worked out int he end.*
- *The cute stupid application is cute, but isn't sufficient. You should be interviewing applicants and understanding their capabilities, history of working to bring it to Apo, understanding the project.. now it seems like an arbitrary popularity contest.*
- *By far the most confusing part for me, since I went for a big money grant, was being able to transfer my formal written proposal info into the fields in the application form. I had written a pdf-style proposal that covered a lot more than the questions asked*

so I had to copy and paste into sections that didn't seem to quite make sense. I think for the smaller grants the used format makes sense but for the bigger ones maybe have the required points listed that need to be addressed in the proposal, but allow for a bit more freedom in submission format. I was really freaked out that my idea would be immediately rejected since it came out weird with the copy/paste. I didn't know what you guys were seeing from your side so I referred to the pdf and crossed my fingers that it made sense, and fortunately I think it did work OK, but I was really worried that it wouldn't come across coherently. All-in-all it worked well and I really liked the process, but there could maybe be a couple tweaks.
- *Include rubric questions on the application itself.*
- *The question regarding successive years think that is it, on the agreement is confusing.*
- *More detailed information on what Apo will and will not fund should be made available. I also believe Installation Infrastructure pertaining to safety should be funded.*
- *Honestly woundn't change much. I would award the second disbursement of large grants earlier...that definitely but a crunch on our timeline a bit to have half of the budget 30 days before the event.*

Would you tell all your friends to apply for a grant?

Most respondents would tell others to apply for a grant.

		TOTAL
Yes - I already have!	15	60%
Maybe - If they asked about it first	10	40%
No - I'd block them on Facebook if they did	0	0%
Total Responses	25	

What's the best piece of advice you could give a new applicant?

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- *Have working prototype before applying for a grant.*
- *Stress less about the grant and more about the actual art*
- *Have detailed plans. There are always last minute issues which will fuck your day.*
- *Probably to be as descriptive as possible and include tons of details about the project.*
- *Read the rubric before and while filling out your app*
- *Answer all of the questions as comprehensively as possible*
- *Know the logistics of your piece and how well it will hold up*
- *Start early, pay attention to the rubric, flesh out your ideas BEFORE the deadline!*
- *Read the grants guide!*
- *Make sure you check the website out way before the grants actually due so you know what information you need to write up. Also keep detailed notes on the prices of stuff cause if you don't fry the first round you can re write it for the next round.*
- *Read the rubric and helping documents and create an outline first, then compile into cohesive document.*
- *Write your grant then wait a day and revise it*
- *Your judged just as much on how you write the grant as you are for the idea*
- *Read the directions. Expect to offer matching funds. Be specific.*
- *Don't stress.*
- *Make friends with the people on CATS. It is the best and only tip you will need.*
- *Read, read, read the rubric! It's massively important. Also, shoot for realistic goals. I spoke to a number of people that applied that either couldn't pull off what they pitched, pitched unrealistically expensive, or did something some niche that it wouldn't appeal to the broader community. Put yourself in the CATS shoes when writing.*
- *Use the rubric. Without it, at least in years past, even a well filled out application stands no chance of getting granted.*
- *Do it!*
- *Have a friend look it over*
- *Don't get your hopes up*
- *Try to think about all aspects of your art, your bid will be more accurate.*
- *Do your homework, see what other artist have done, ask for mentorship and utilize your contacts at CATS to learn about the process and ask questions!! Also Go big, as big as you think you can...and then go even bigger.*
- *Do what isn't there already.*

Did you receive any questions about your application via email during the Question and Answer period?

Most respondents received questions about their application from CATS.

	TOTAL	
Yes	20	80%
No	3	12%
Don't remember	2	8%
What Question and Answer period?	0	0%
Total Responses	25	

How would you rate any feedback received from CATS regarding your application?

Most respondents felt the feedback received from CATS was helpful.

	TOTAL	
1 - Completely useless	1	4%
2	0	0%
3	5	20%
4	8	32%
5 - Totally helpful!	11	44%
Total Responses	25	

How long did it take you to fill out the grant application?

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- *4 hours*
- *Approximately 2 days (including editing time)*
- *a couple hours?*
- *did it over the span of 2 days, I'll admit that I procrastinated until the deadline.*
- *4-ish hrs total?*
- *3 hours*
- *Less than an hour*
- *Several hours*
- *Two Hours*
- *20+ hrs. Plus all the information i had to gather with prices and logistics.*
- *A couple of hours +more editing... 3 or 4 hours from scratch*
- *I wrote my grant then revised it. Maybe 5 hrs total.*
- *1 hour*
- *2-3 hours (but we used a lot of last year's information)*
- *couple hours over a few days*
- *A few days with getting things together*
- *10 hours - I spent a pretty huge amount of time on a standalone proposal*
- *Multiple days. Our grant was really complex though...*
- *A couple hours.*
- *Not long*
- *10+ hours*
- *About a week*
- *A few days*
- *Many rounds, but it's difficult to plan with ambivalent partners.*
- *5-10 hours of several peoples time.*

To what type(s) of art should the CATS award grants?

Most respondents feel the CATS should award grants to both new and returning art, but slightly favored new art.

	TOTAL	
New art only	2	**8%**
Both returning and new art	23	**92%**
Returning art only	0	**0.00%**
Total Responses	25	

How much should bringing a project to Apogaea in the past weigh on decision to award a grant?

Respondents felt that bringing a project in the past should have some impact on the decision to award a grant.

	TOTAL	
1 - Not at all - Keepin' it FRESH!	2	**8%**
2	0	**0%**
3	8	**32%**
4	13	**52%**
5 - Very much so - I've paid my dues!	2	**8%**
Total Responses	25	

If you were not awarded a grant, why do you think you weren't awarded a grant?

The answers in this section have not been edited for grammar, spelling, etc. They are direct quotes from the respondents.

- *I was awarded a grant*
- *My idea might have been crucial for our camp but not to apogaea. I think the shade would have been more then what it was if I have gotten the funding, but we did have a little.*
- *I write shitty grants, and we are a mainstay at Apogaea. Its expected that we will show up and throw down like we have for the last 7 years....However, what I feel and have hear from so many people- is that when you bring it and bring it big to this community...there becomes an expectation that you can and will do it again and again, when becomes an expectation, and there is not "energy" given back to artists like me, the feeling that begins to cultivate becomes one of being taken for granted. This results in the artists like myself feeling used up..and this, I feel is what has brought about an undertone of burn out from many of the older community members and artists.*
- *Yes, you granted me $500 for the arch for my camp, and I brought you all a $3000 piece of art this year. But no money for Wardrobe itself. I can make it without the cash however....Im at the point where Im feeling used up, and under appreciated...just a token, something to acknowledge the amount that I personally bring to Apogaea can and would put wind in my sales energetically. especially when there is a lack attendance from the community to my fundraisers. Im suggesting this because I am finding that this feeling of being used up seems prevalent in this community lately and I want to look at ways to change this.*
- *I have considered that perhaps Wardrobe is overdone and perhaps "stale", however we continue to make a lot of people happy and I see a LOT of new people, first timers to Apogaea and to Burning Man that visit our camp and very are excited. So I feel that the level of gifting that we do and what we provide could and should continue to be an appreciated and loved mainstay at Apogaea.*
- *There are a lot of applicants and not much effort to understand what we planned to bring. We understand that they all cannot be funded but rejecting it without any conversation or questions just seems like it is a popularity contest among friends.*
- *N/A*
- *I applied two different years for the same project. The first year my application was denied because I didn't have a proof of concept. CATS was afraid it wouldn't work. Two years later I applied again with a working installation completely funded by myself, I just needed a little help with infrastructure to make it safe and burn ready. This time I think I was denied because I needed money for infrastructure not the 'pure art' part of the project. Disappointing....*

If you are bringing your project even though you did not receive a grant from Apogaea, how did you end up funding your project?

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- *I did receive a grant - but that wasn;t an option on the required question above.*
- *my project went over the grant amount budget, I paid out of pocket*
- *Our camp held fundraiser and the partially funded some and most came outta pocket.*
- *Not my situation- i wanted to come out but had a commitment to the midwest burn on the same weekend*
- *We did a fundraiser event, that was amazing however one of the issues we, and others I have spoken to have run up against is a low attendance of fundraiser events, Is there a way that Apogaea can further support and promote such events? Something I have been pondering over.*
- *We received our grant!*
- *I didn't.*
- *N/A*
- *We got a grant, so the above question doesn't apply to us.*

Where should CATS announce Apogaea grants?

The answers in this section have not been edited for grammar, spelling, etc. They are direct quotes from the respondents.

- *The website and newsletter were all great. Just announce the art pieces sooner - it helps the artists with fundraising additional funds outside of Apogaea in a timely fashion.*
- *all*
- *FB seems most effective because I don't think many people frequent the Apo website. But important stuff never seems to show up in my news feed.... but I'm also never on FB.... so there's that... yeah.*
- *as many media channels as possible*
- *Everywhere!*
- *Group page on Facebook, website, and newsletters seems to be enough for me.*
- *Emails and Facebook*
- *No clue. Maybe something in the materials coming in or going out of the event?*
- *All current avenues of announcement seem to be sufficient.*
- *Doesn't matter*
- *All of the above!*
- *Outpost newsletter, Facebook unofficial group*
- *Jack rabbit speaks*
- *All the places you have been announcing has been great!*

Additional comments, concerns, shout outs, etc.

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- *Thanks for helping make StarDust a safer ride,; we will be getting the most from these improvements at future events: Burning Man 2017, Denver Makers Faire & InterFuse 2018! Hope to see you there and thank you in person.*
- *Super Shout Out to the fire safety team at Apo, our fire safety inspection was a great experience. Claire Lay for answering all my art grant questions! Brant More for finding us the perfect placement spot with great road access. AND Rolf the DMV lead - thanks for running me down :)*
- *I'm not sure this is the right place for this feedback, but our project was greatly impacted by placement. We followed Zilla's plan, and it's not his fault, but Friday night not 1 person came to check out our art, it was totally hidden and inaccessible on the other side of a dangerous ravine. We moved it Saturday next to queen of the night, but did not operate it all night. Thursday, there was no fire at all, so we only used a fraction of our propane, the rest was donated to Queen of the Night (Which I also worked on). If you have to leave camp and "miss out" on apogea just to do your art, that's a bummer. Also it didn't help that the Mischief Lab was so awesomely massive that it made our fire look stupid and small.*
- *thanks friends!*
- *Sincere thanks for all you do CATS!! And thanks for the grants... hopefully you like what we did with the place.*
- *thanks again and can't wait tell next year.*
- *I feel like more money should be given to new projects, not ones that have been around for years, and have received apo grants in the past. Also, is it possible to see the grants to see what things people said they were going to use the money for?*
- *I worked very hard this year to bring everything that I could to support the Colorado Burner community, and bring a new life and excitement to Apogaea which I personally feel was deflating energetically this year. I appreciate CATS and understand your intentions. We both share the same goal of supporting art and artists. I appreciate my feedback being heard. I also acknowledge that my effigy project was well funded! THANK YOU!*
- *If some of the long time projects are not receiving grant funds, how can we support them in their fundraising efforts? I aconsider myself a wiz at fundraising, I have not only helped raise money for my projects, but also raised a lot of money for*

CCL by doing heavy promotion for their online HotDamn fundraiser event in 2015. I feel that perhaps some way of supporting creative fundraisers that go beyond the online crowdfunding is a great idea! I have learned a TON from Spelio on how to run and manage an effective crowdfunding campaign.

- *I feel that in person fundraiser events are VERY important for integrating and supporting our community. Fundraiser events are a way for new people to get connected, meet people, make friends and feel welcome in our community, and hopefully feel moved to bring new art and ideas. We have had a huge changeover in the Colorado community, gone are the Pink Pussies, Late Night shlong, and many others that have "graduated" from Apogaea and are no longer involved. MalFUNKtion hold the record as the longest running Apogaea theme camp.*
- *Now is a key time where (I feel) we need to support and inspire a new generation of art and artists to keep Apogaea wonderful and amazing.*
- *I wonder how we can best do this? I am more than willing to mentor and support budding artists on creating a theme camp and fundraising, if we had someone from CATS offering pointers on grant writing, perhaps we have a workshop we can offer? Id be happy to help with this. I was mentored in how to do and run MalFUNKtion when I started. If we have more people having successful fundraisers, it supports CATS! Just a thought...:) Thanks for listening!*
- *You guys are great! Thank you so much for putting in the time to make Apo art happen!*
- *For those of us who have consistently brought large amounts of art to the fest for more than a decade at great personal expense it is insulting to be denied an art grant without any questions or inquiry into the project from CATS. I totally understand that there is only so much money and many applicants but the lack of any communication or inquiry made the process feel arbitrary or about funding friends projects.*
- *Shout out to Mike Lustig - friend and coach on this! Also shout out to Bryan Corey (Burnin to the Beat) for proposal coaching! And of course a mad shout to chel C. for the help through everything. She was super-responsive and extremely helpful!*
- *Our liason was awesome and super helpful! Really prompt responses to our questions, and with good connections!*
- *You guys have been absolutely amazing. Keeping the art alive through some turbulent times for the event. I particularly want to thank Claire Lay for all of her hard work. She was an excellent contact!*
- *Please use your cat power to change the door 8 pm curfew, and art cars not driving in daytime policy. It makes running a big camp even harder.*
- *Go team.*

Other Analysis

Grant History

On average, Apogaea gives 32% of the previous year's gross ticket sales as grants the following year.

Year	Total Funds Requested	Total Grant Budget	Previous Year's Gross Ticket Sales	% Prev Year's Gross Sales Given as Grants
2004	UNKNOWN	$1,200.00	UNKNOWN	UNKNOWN
2005	UNKNOWN	$2,000.00	UNKNOWN	UNKNOWN
2006	UNKNOWN	$4,000.00	$10,650.92	37.56%
2007	$22,285.00	$7,500.00	$22,621.61	33.15%
2008	$24,000.00	$9,500.00	$18,897.00	50.27%
2009	$20,885.00	$9,932.00	$42,106.54	23.59%
2010	$23,250.00	$13,535.00	$44,263.68	30.58%
2011	$103,488.00	$19,500.00	$61,103.39	31.91%
2012	$134,709.00	$23,000.00	$81,265.48	28.30%
2013	$86,609.21	$30,000.00	$97,960.00	30.62%
2014	$249,101.10	$50,000.00	$154,207.31	32.42%
2015	$216,223.72	$55,000.00	$222,160.00	24.76%
2016	$15,426.19	$12,000.00	$100,000	12.00%
2017	$170,408.04	$60,000.00	$204,775	29.30%

CATS Volunteer Time

We collected additional statistics on the grant review process this year, and after some quick calculations, we estimate that, including reviewing, questions, scoring, and in-person meetings, about 600 hours (meowers) were spent on the Seed Money Round applications between all CATS and over 1,000 hours on the Big Money Round applications . That is an average of over 3 hours per application. Every application is valuable to us, and all get careful consideration.

Why do we do it? Because we care about your art.

A sincere thanks to all those who have taken the time to imagine a project, sketch it, document it, model it, fill it into the application, and put yourself on the line - knowing full well that we are unable to fund everything and that you may hear unhappy news at the end. **But please keep dreaming big dreams, and we'll keep running along after you, opening as many doors as we can.**

If you want to get involved (and can budget around 50 hours of time between January and May), please consider joining the CATS next year! We start in July.

Good things that happened...

- CATS was able to shift $6900 from planned grants in the SEED round to other departments in need of additional funding so that operations were not negatively affected by budget cuts
- We had BIG FIRE this year even with a burn ban in place. Successful relations with the local fire marshals, involvement of new fire volunteer leadership, and a good track record from 2016 burns allowed us to bring lots of propane art to Apogaea this year.
- We funded the first ever effigy to MELT METAL instead of burning a wooden structure. While the final burn did not complete exactly as planned, this was a unique and "first ever" type of burn for any regional.
- Apogaea now owns a piece of propane art (Heart of Gold) that can be used at future events and other burn related events throughout the year. Artist Mark Switzer will be training additional local people to operate it safely at Decompression this year.
- We have a large art project from Outside In that will be returning for a second year in 2018, we look forward to seeing this project grow over the next 12 months.
- CATS took steps to simplify and improve the grant process, making it less time consuming and more streamlined for scoring, voting and for applicants
- We were able to bring back the Art Fair and partnered with the Fantastic Hosts Rumpus in the Park for a very well attended event to promote art at Apogaea that was a lot of fun
- The Art Tour continues to be well attended and received additional vehicle support from DPW to assist with bringing drinks and snacks en route to keep all attendees hydrated, happy, and engaged with the tour.
- No one was hurt during the production of this report (at least physically).

Credits

This report is the product of several CATS. Thank you all! Me-YOW!

Before this document was released to the public, it was reviewed by CATS, the Board of Directors,, and probably some other people we don't know about. Thank you!