

2018 CATS End of Year Report

FINAL



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What is the purpose of this document?

This document documents and describes the 2018 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 [2017 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 September 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 September and ratify/vote on new members in October/November
- 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 2018:

- While CATS has held up to 22 members in the past, after operating with a smaller, more focused team of 8 for 2016-2018, 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 (with a possible 10th reserve CAT allowed). 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, and a 10th as reserve/backup in case of changes to CATS during the year.
- 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.

2018 CATS Members

Name	AKA
Claire Lay	Eclair
Cody Day	Codiak
Marc Jones	
Becky Guy	Spec Lee
Chelsea Trinka	chel.C
Mike Lustig	
Mitch Hoffman	Giraffe
Christa McCabe	
Stephanie Schwartz	SPARK/KITTEN
Tim Collins	SPARK/KITTEN



All CATS have confirmed their intention to continue volunteering for the 2019 year. Tim Collins has applied to move from a Sparks role to a CAT/Ignition Role.

CATS Roles

Ignition Level Roles			
Role	Email	Responsibility	CATS Member
Pussies Galore / Meeting Meow		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.	eclair and Cody
Grant Meow	grants@apogaea.com	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

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, spec
CATS Liaison to the Board of Directors		<ul style="list-style-type: none"> - 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 	chel.C
CATS Liaison to Placement, Registration, WWW, DPW, and BAMF Meow		Work with artists and Placement to ensure that placement needs of artists are filled. Relay description of all projects to WWW creator for inclusion in Guide. Facilitate all artists to register any events in WWW. 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.	chel.C, Codiak
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.	Eclair
Meowtreach Meow		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, spec (Santa Fe artists)
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	Christa
Kittens (Sparks)			
Art Fair Kitten		Plan and organize the annual Apogaea Art Fair Event happens April	Not filled this year
Granted Art Signs Kitten		Create and distribute commemorative signs to mark granted art pieces at the event	Cody and Tim
EduCATion Kitten		<ul style="list-style-type: none"> - 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 - 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	Stephanie, Cody
Art Tour Kitten/Art Guide		Curate and lead event art tour	spec, Mitch
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	Not filled this year

2018 Fundraising

There was no fundraising activity in 2018.

Apogaea Art Book

There was no Art Book activity in 2018

2018 Art Fair

There was no art fair in 2018. While 2017's art fair was a great success and well attended in partnering with the Fantastic Host's Rumpus in the Park event, this year the Pavillion space was unavailable due to repairs at the park. There appeared to be limited interest from this year's artists as well, so between the lack of designated kitten lead, the absence of the space we had wanted to use, and limited interest in artists to participate, we opted not to hold an art fair. It may be brought back in 2019 depending on interest by artists again.

2018 Art Tour

In 2018 CATS continued to host an art tour on site. It was very well attended, approximately 50-60 people participated in a hour-long tour, visiting and discussing more than a dozen of the granted art projects. This was the most successful art tour yet with highest attendance of any year. Both 2017 and 2016 had well attended tours as well. For comparison, the art tour in 2014 had fewer than 5 attendees. Starting from Center Camp has made it more accessible and well-attended. 4pm Friday start time has been convenient but also a little warm on some days - recommend that participants bring shade umbrellas in future perhaps. 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, and support vehicle from DPW to carry the items. It was suggested that mutant vehicles or event infrastructure ATVs or Gators could provide transport for disabled participants to attend in future years though this was not officially announced for this year.

Funds Spent: \$165.09

2018 Transportation Assistance

This was not provided for 2018, but CATS has decided to add a new Transportation Funding round specifically for funding the transportation of art in 2019 to encourage artists from out of state to bring existing art pieces and also to separate transportation requests for funding from the general art rounds of funding.

2018 Other Expenses

Swag, Stickers, Signs and Gift

- (26) **Custom art installation signage** - Printed digital vinyl applied to reclaimed wood signs. 10"w x 10"h w/36" post. *Signs were posted at greeters during work weekend for artists to pick up on their way into the event. Artists were told to look for their signs and pick them up there. This was highly successful and all signs were distributed by end of day Thursday. Plan to do this again next year. This year's signs were designed to be easier to hammer into the ground and were new and improved from years past! New signs to be produced for next year.*
- (5 50"X50" Sheets) **Custom printed stickers for artists and art tour attendees** - Printed digital vinyl in leftover space from printing signs. *UV GLoss lam, exterior quality vinyl*
- (9) **Custom CATS Ignition Beverage Bottles** - Schwag for Ignition Volunteers this year included a vacuum insulated water bottle (or "other" beverages bottle) with custom CATS branding

Total Category Funds Spent: \$388.91

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 for granted art was planned to be reduced from prior year's history. Typically one third of the event revenue was returned to the art grant fund for the next year. In 2017 this level of funding caused undue budgetary crutches in other departments as the current land and size of the event has dictated additional costs for DPW and BAMF/safety. CATS was able to adjust the grant amounts in year to free up close to \$7000 of funding for these other departments to avoid a shortage. For 2018 the plan was to build this reduction in from the beginning to ensure all operational departments had their needs met as well. CATS requested 25% of the budget for art grants (\$49,000) and was approved for 21% (\$42,000). This allowed other departments to meet their budgetary needs and going forward we expect the art grant budget to maintain a similar level of funding between 20-25% of the past year's revenue, unless there is significant changes to land, location or overhead that would dictate a change.



Even at this level of funding (21% or \$42,000), CATS did not award the full amount in grants and ended the year with a balance of \$11,700 in the art grant account. CATS received fewer applications and less requests for funding than many prior years. We believe this is due to two factors. One, the current land is further away from Denver than past event sites, which has reduced the overall population and attendance of the event and made logistics of transporting and setting up large art projects more difficult than in the past.

The second is that delays in receiving our budget did not allow us to open grant rounds until January and start funding artists until late February or early March. This allows about 3 months of build time for big money art projects, and CATS has received feedback from many of these larger installation artists that this is simply not long enough. We believe that promoting and opening the grant rounds earlier, and in turn funding artists 6+ months in advance will allow more of them to create large projects that need a significant amount of prep and planning. However the logistics of the board and entire event are such that the event budget is typically not able to be fully approved until December, so a creative solution is needed to solve this problem for the coming year.

To this end, CATS received approval to roll their budget overage of \$11,700 over into an earlier BIG Money round, and also receive preliminary funding of \$20,000 additional from the 2019 budget. This Big Money, Effigy and Temple round will open in September, immediately following Burning Man, rather than opening in January. Artists will have until November to apply and will receive notification and funds in December, giving them twice as long (over 6 months) to build their projects. CATS will then receive the remainder of their art grant budget for seed money grants, cash for gas, and operations along with all other departments at the standard timing in December or January.

[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."

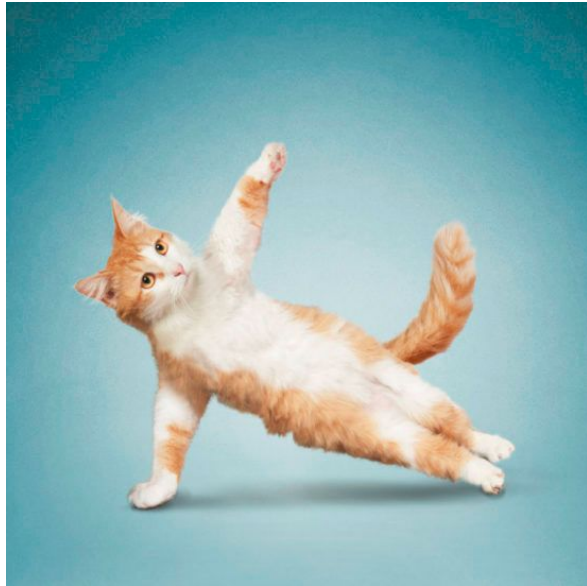
2. We should fund a larger number of smaller art projects

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.

This two-round scheme has worked well and will be continued, however we plan to add two additional "targeted" rounds that will run concurrently with the Big Money and Seed Round for 2019.

First, the Temple and Effigy Grant Round will run concurrently with the Big Money Round but as a separate/distinct round of its own. The 2018 event year saw very few applicants for these two large and key pieces of community art. We believe by soliciting them in a separate round we will receive more attention for them and hopefully more applications. Both Temple and Effigy are considered large scale pieces so this grant round will be open at the same time as Big Money.

Secondly, a new grant round called Cash for Gas will run around the same time as Seed Money art grants. Cash for Gas will be targeted specifically at funding propane for fire artists and mileage/travel costs for all artists, but especially those coming from out of state to encourage cross-pollination between regionals. Funds in this new round will be largely targeted at existing projects that need gas to operate (propane) or gas to get there (mileage costs). This will allow the Seed Money round to focus more on the creation of new art projects and the Cash for Gas to focus on funding existing fire pieces and other existing piece's travel. We hope this will encourage more applications in both rounds since each is a little more specifically targeted to a certain funding goal.

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

Big Money Round, including effigy and temple

- Funds available: \$38,000
- Any amount from \$600 – \$6,000
- Accept applications: December 15th, 2017 to January 15th, 2018
- CATS discussion, review, scoring: January 16th to January 30th.
- Finance Committee/Board of Directors Review: February 1 to February 7th.
- Applicants informed of CATS recommendation: February 8th
- Contracts due: February 25th
- Disbursements begin on or around week of February 26th.

Seed Money Round

- Funds available: \$13,500 (rolled forward remaining excess from Big Money round)
- Up to \$599 (to stay below IRS reporting limited)
- Accept applications: February 12th to March 12th
- CATS discussion, review, scoring: March 13 to 27
- Finance Committee/Board of Directors Review: March 28 to April 4
- Applicants informed of CATS recommendation: on or around April 5
- Contracts due: April 23rd
- Disbursements begin on or around week of 4/23

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:

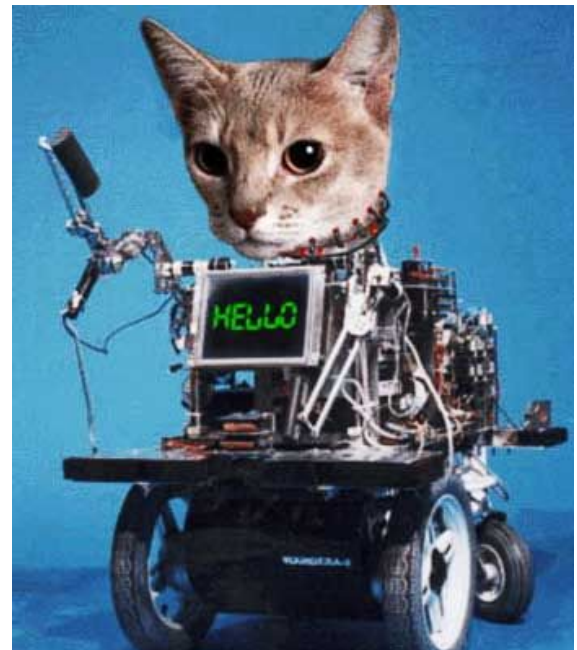
- Raw materials necessary to the construction or exhibition of the art including, but not limited to: wood, metal, fabric, glass, lighting, electronics, nails, screws, bolts, nuts, washers, adhesives, paint, wire, cable, tubing, stakes, decorative items, etc.
- Consumable items that are depleted during 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

The Grant Robot is 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>

In 2018 we continued 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. The main improvement in 2018 was the ability to track multiple grant rounds with different questions and criteria.



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 re-submit their application in subsequent rounds if a grant was not awarded to the applicant in a given round.

Grant Statistics

In 2018, 49 applications were submitted by 43 artists for CATS to review; 24 were submitted in the Big Money Round and 25 were submitted in the Seed Money Round. 6 applicants submitted more than one application. **Of the 49 viable applications, 27 were approved and 22 were declined.** One application pulled themselves out of consideration and one project received funding outside of the granting process so that the event would have a Temple, which still resulted in 27 granted projects.

Applications Received by Round

		Granted	Declined	TOTAL	
	Big Money (including the Temple)	12 (50%)	12 (50%)	24	49%
	Seed	15 (60%)	10 (40%)	25	51%
		27	22	49	
		55%	45%		

Requested and Granted Funds by Round

		Requested		Granted	
	Big Money	\$69,383.55	84%	\$19,465.55	67%
	Seed	\$13,125.81	16%	\$7,453.00	26%
	Additional Funding (Supplement for Effigy and Grant for Temple)			\$2,026.00	7%
		\$82,509.36		\$28,944.55	

Applications by State

	Seed (total #)		Big Money		Seed Granted (\$)		Big Money Granted (\$)	
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			(Total #)					
CO	23	92%	19	80%	\$6,903	93%	\$16,477	78%
PA	0	0%	2	8%	N/A		\$0 (artist declined)	0%
NM	1	4%	1	4%	\$0	0%	\$0	
TX	1	4%	1	4%	\$550	7%	\$912.55	5%
ID	0	0%	1	4%	N/A		\$2,080	10%
	25		24		\$7,453.00		\$19,469.55	
	100%		100%		100%		100%	

Who was awarded grants?

- A total of **49** applicants requested **\$82,509.36** in grant funds.
- An additional **\$1,200** was requested by the Effigy for the extra fire effects on burn night.
- One request came in after the grant rounds ended to fund a Temple, which received **\$826** in grant money.
- A total of **\$30,481.55** was granted to **27** projects (a contract with a specific grant amount was sent to the applicant)
- A total of **\$28,948.55** was disbursed to **26** grant recipients.

Project Name	Grant Amount	Disbursed Amount
A Modern Arrangements	\$599.00	\$599.00
Air Band @ A Camp	\$195.00	\$195.00
BadAss Archway Improvements	\$500.00	\$500.00
Bass'd on Science	\$400.00	\$400.00
Big Charles	\$4,800.00	\$6,000.00 (additional request for money)
Big Puffy Yellow Art Car	\$599.00	\$599.00
Black Rock Blind Tiger Outhouse of Conflict	\$550.00	\$550.00
Camp Wardrobe MalFUNKtion	\$500.00	\$500.00
Crank Baby	\$2,415.00	\$2,415.00
de Dar a Luz	\$82.00	\$82.00
DecaLume Apogaea	\$1,533.00	\$0 (artist declined)
EV Aliens	\$2,100.00	\$2,100.00
FSSSH	\$599.00	\$599.00
Harmonia	\$1,120.00	\$1,120.00
Late Nite Price is Right	\$599.00	\$599.00
Levitating Table Tennis	\$520.00	\$520.00
Little Rocket Man	\$513.00	\$513.00
Outside In v2	\$599.00	\$599.00
Primordial Moth Bath	\$599.00	\$599.00
Return of Dragomi	\$1,800.00	\$1,800.00
The G String	\$2,080.00	\$2,080.00
The Return of the Queen	\$1,380.00	\$1,380.00
The Temple - Foris Arca	n/a0	\$826.00

Unicorn X-ing Hologram	\$912.55	\$912.55
WonderLounge	\$800.00	\$800.00
Wyrn Food Warming Beacon	\$599.00	\$599.00
Y'ALL	\$2,062.00	\$2,062.00
TOTAL	\$28,455.55	\$28,948.55

Detailed descriptions of each project are on the Apogaea website:

[Big Money Grants](#)

[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. This did not apply to any grants in 2018, all artists completed their obligations and delivered projects in line with their contracts.

Tickets and Grants

There were 100 ticket codes allocated for CATS, 88 of which were used/sent to artists (78) and department volunteers (9). All 9 Ignition/Ground Control/Sparks tickets were redeemed and used. Of the 78 artist ticket codes issued only 56 were redeemed. The remaining unused 12 initial ticket codes and 22 unused artist codes were made available for purchase in the last public ticket sale.

All artist tickets are full price guaranteed ticket codes that allow artists a guaranteed ticket but no discount, except effigy and temple which receive a discounted (\$50 off) sparks level ticket. After discussion and reviewing feedback from several artists this year, CATS plans to make 2 discounted Sparks level tickets (\$50 discount) available to anyone receiving a 2019 Big Money Art Grant in recognition of these larger projects require more work and volunteer effort to complete.

All granted projects were offered and accepted 2 guaranteed ticket codes with the exception of Wyrn Food which requested only 1 ticket, Dragomi and Queen of the Night which requested and received 6 ticket codes, Big Puffy Yellow which requested and received 4 ticket codes, Big Charles (effigy) which requested and received 8 ticket codes in addition to the 2 discounted tickets, and Outside In which requested and received 12 ticket codes. Typically CATS considers and tries to accommodate any requests by artists for additional ticket codes they need within reason. This is a typical usage amount in line with past years where about 75% of tickets are used, especially since many of the smaller grants were awarded after the ticket sales.



Who showed up?

There were 27 art grants issues for 2018 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.

Applicant Feedback

A survey was sent to all **43 grant applicants**. With two weeks and two reminder emails, **18 (42%) artists completed the survey**. Google Forms was used for the Feedback questionnaire.

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*

	TOTAL	
Apogaea website	14	78%
Facebook (unofficial page)	6	33%
Facebook (official page)	11	61%
Word of mouth	5	28%
I know someone in the Org	6	33%
Other	1	5%
Total Responses	43*	

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	6%
3	3	17%
4	8	44%
5 - Very satisfied	6	33%
Total Responses	18	

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

Overall, respondents found slightly confusing and could be improved.

	TOTAL	
A circus monkey could navigate this site with a blindfold on	5	28%
Took me a few clicks, but I eventually figured it out	13	72%
This website is more complicated than Einstein's theory of relativity	0	0%
Total Responses	18	

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 - All that AND a bag of chips	16	90%
Sort of - Took me a few clicks, but I eventually figured it out	2	10%
No - This website is more complicated than Einstein's theory of relativity	0	0%
Total Responses	18	

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	0	0%
No - They arrived in my inbox, safe and sound	15	83%
Don't remember	3	17%
Total Responses	18	

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	9	50%
Sort of - Variety is the spice of life	6	33%
No - My dog would eat your cat	3	17%
Total Responses	18	

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

Most respondents are well-seasoned burners that know everything.

	TOTAL	
Apogaea website	10	56%
Social Media	4	22%
Apogaea Newsletter	2	22%
Jack Rabbit Speaks	1	6%
Word of mouth	7	39%
BM know it all	7	39%
BM Regional Page	1	6%
Other	1	6%
Total Responses	33	



Have you received a grant from Apogaea before?

Most respondents have not received a grant from Apogaea before

	TOTAL	
Yes	8	44%
No	10	56%
Don't remember	0	0.00%
Total Responses	18	

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

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

	TOTAL	
Yes	10	56%
No	8	44%
Don't remember	0	0%
Total Responses	18	

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.

- *To build the relationship between apogaea and big puffy yellow where we can support each other's efforts*
- *missed out on the ticket rodeo - and it was an opportunity to upgrade the project*
- *It's an expensive project that we are passionate about and it would've been a lot harder to get it done without funding help.*
- *So I could bring a more compelling and interactive piece to the festival as part of a new late-night food service camp*
- *To help cover costs of improvements and travel*
- *so I could afford to make more levitation devices*
- *I love art and want to bring it to the community!*
- *To help with transportation and logistics to share our art from Texas.*
- *To bring more art!*
- *To grow my project so that it could touch more people in a more interactive way.*
- *To return with our sculpture "The Queen of the Night"*
- *To help pay for making my project burn event ready, off grid, safe and LNT*
- *I though sharing a 10 person steam sauna was worth some support from the community.*
- *I love being part of the Apogaea experience!*
- *Bring art to Apogaea*
- *For assistance building and bringing our art to Apo.*
- *To be able to create an exciting interactive game with an artistic facade to engage our fellow Apogaeans*
- *Additional funds allow us to more, as we always have to balance core costs and projects*

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

	TOTAL	
1 - Not sure at all	1	6%
2	1	6%
3	7	39%
4	8	44%
5 - Absolutely, positively sure	1	6%
Total Responses	18	

How satisfied were you with the overall grant process?

Overall, respondents were satisfied with the grant process.

	TOTAL	
1 - Not satisfied at all	0	0%
2	1	6%
3	3	17%
4	8	44%
5 - Very satisfied	6	33%
Total Responses	18	

Was the grant process easy to understand?

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

	TOTAL	
Yes	17	94%
Sort of	1	6%
No	0	0%
Total Responses	18	

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	7	39%
Sort of - I used it here and there	4	22%
No - What rubric?	7	39%
Total Responses	18	

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.

- *No criticism*
- *somehow my placement was overlooked?*
- *Nothing comes to mind.*
- *More time for submission, earlier in the year*
- *I though everything was great*
- *I'm not sure at this time*
- *Honestly, nothing comes to mind. Seems straightforward and fair to me.*
- *Start earlier!*
- *More trust in first timers.*
- *Cats rejection technique.*
- *I thought it was great!*
- *Nothing*
- *Very happy with he process.*
- *I can't remember if this is available, but a few examples of past high-scoring grants would be useful for artists wanting to see how it's done right.*
- *Less cats, more kitties*
- *quicker turnaround... had to order parts, came down to the wire whether they would arrive on timeThe process should conclude before the tickets go on-sale. We had to jump on the main ticket sale to purchase our tickets, because we had not yet been awarded a grant, and therefore could not count on the DGS tickets. Once we received the grant, we already had scrambled for tickets.*



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!	17	94%
Maybe - If they asked about it first	0	0%
No - I'd block them on Facebook if they did	1	6%
Total Responses	18	

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

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- *Evaluate your weak points in the project before you apply because it will always double effort/money than you think it will.*
- *Have a realistic timeline created before you even start applying for a grant.*
- *Bounce your ideas off of other people. It's good to get an outside perspective to point out potential hurdles, spark new ideas and maybe even get an extra set of hands to help build art.*
- *Be realistic about what's possible and plan your project out in detail prior to applying for a grant.*
- *Go big!*
- *have a clear vision and budget, and be able to show both*
- *Read the rubric*
- *Be as thorough as possible and be honest with what you are doing and bringing.*

- *Organize everything prior to applying, supplies, cost, etc.*
- *Look to past grants for examples of what works and what doesn't and use the rubric heavily.*
- *A realistic budget and timeline are the key to success!*
- *You have to have a proof of concept and detailed budget.*
- *Prepare for crushing rejection and make sure your project is super impressive to people on lots of drugs.*
- *Follow the rubric and think objectively about the experience and how the CATS crew might view it.*
- *apply*
- *Be clear with your goals and create multiple levels of funding.*
- *Be descriptive with what you are creating. Demonstrate how it will positively impact the event.*
- *Do something creative, find ways to reduce costs as much as possible*

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	16	89%
No	1	6%
Don't remember	1	6%
What Question and Answer period?	0	0%
Total Responses	18	

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	6%
2	0	0%
3	1	6%
4	5	28%
5 - Totally helpful!	11	61%
Total Responses	18	

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

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

- *An afternoon*
- *15 mins*
- *Several hours over the course of a few days.*
Most time spent on laying out a budget and collecting support materials.
- *4 to 5 hours*
- *Not long enough*
- *maybe 30 min?*
- *Two hours*
- *30 mins*
- *About an hour*
- *A couple weeks of revising, gathering feedback, but probably only 4-6 hours of work*
- *A few days*
- *Many hours, 3 times*
- *6 hours*
- *~2 hours*
- *30 minute*
- *2-3 hours to write and 2-3 hours revising*
- *about two hours to write things up, then about half an hour to fill out the form.*
- *Hour*

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	0	0%
Both returning and new art	18	100%
Returning art only	0	0.00%
Total Responses	18	

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!	1	6%
2	0	0%
3	10	56%
4	6	33%
5 - Very much so - I've paid my dues!	1	8%
Total Responses	18	

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.

- N/A (5)
- Was not "practical" and lacked "art-iness" ..

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

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

- N/A (5)

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.

- Facebook
- Facebook is good, also on the website. I think you're already doing a pretty good job of announcing the grant rounds, really.
- Meow Wolf pages
- Facebook and website
- Website and email
- Apogaea Website should be the first place, with links, announcements and reminders via email and on the official Facebook page.
- Every way possible, email, social media, website!
- don't really care any more
- Website and social media
- no sure.
- Website and Facebook
- Denver Post

Additional comments, concerns, shout outs, etc.

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

- would be great to offer artist that bring returning art that perhaps does not need funding the ability to get tickets since they will be "bringing it" (ie: the art)

- The art at Apo is outstanding and seeing how many grants were given is notable.
- Nope
- Meow!
- This doesn't always apply to CATS, but I've noticed that some very important announcements are only shared on the official Facebook page, where they often get buried by adorable cat pictures within a couple of days. This can be quite inconvenient for people that don't regularly check that page (or Facebook in general). I almost missed a couple of key meetings because of this. Perhaps we could make sure all key meetings and announcements (placement, sound, etc.) are also listed on the Apogaea page so that it's all in an organized place.
- Thank you for all of your hard work CATS! You are fantastic at what you do!
- Thanks for helping me bring my unicorn!
- So funny..... a rejection in the form of "We're not super jazzed about your project because CATS hate water and melt if we get wet - plus we really think the mural you spent days on, would look better in UV paint. However, we appreciate the time, energy and personal funding that you put into sharing Steamylicious with the Apogaea community. To encourage you to bring your project to Apo CATS would like to give you a \$30 grant to help cover expendables (propane & water) to show our support. Long live blinky lights and art that looks good on drugs!" In the words of CATS "rejection is never easy", but really that's all it would have taken to get Steamylicious to Apo.
- Thanks!

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%
2018	\$82,509.36	\$42,000	\$197,018	21.32%



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 September.

Good things that happened...And lessons learned!

- While CATS did not receive enough applications to award the full art grant budget this event year, we have been able to work with the board to roll forward the overage as well as receive provisional partial funding early to start the grant process even earlier for 2019. The goal of this is to increase engagement with artists and make it easier for them to create large scale art with more lead time and time with funds in hand. This will solve an ongoing issue CATS has dealt with each year of not having their budget approved until several months after their timeline necessitates approving it partially to start the Big Money, Effigy and Temple rounds, and then completing budget funding for Seed and Operations at the normal budget times.
- CATS did not receive any viable applications for the Temple in the planned round or in a second call out for Temple applications. It was decided that there would not be a temple, however we then received a proposal from a new artist just a few weeks pre-event. The artist completed the normal grant application and responded to questions by the grant committee, however the standard scoring was not utilized to evaluate this application since it was not in a regular round. While the committee ultimately decided to fund the project just a couple weeks before event because it was a smaller than normal temple request at just \$826 and would fill what some may perceive as a void, the grant committee as a whole was in agreement that this is not a best practice and that any grant applications in the future should only be considered through the full process as normal, and not ad hoc, even for a key piece that was an identified need like Temple. The installation was completed as planned though the artist agreed that the short time frame was stressful. The written cloth panels from the event will be taken to the big burn on playa this year to be burned in the temple ceremony there too, which does hold significance for several community members. That said, CATS opinion is that it is best to adhere to our grant process and standards in the future even if it means omitting a piece like temple or effigy for a year. Funding on short time line at the last minute does not always lead to the highest quality or most desirable results and it is better to stick to the process, which is there for a reason.
- Despite being in a Stage 2 burn ban which did not even allow for smoking of cigarettes outside, We had an effigy burn with liquid fuels and several propane fire art pieces. Just a few days before the event we were informed that propane art pieces could only operate in one designated area which created some challenges for art pieces that had been placed elsewhere, however most artists displayed great resilience and a positive can-do attitude and successfully relocated or altered their art to meet to last minute changes in placement. Successful relations with the local fire marshals, involvement of new fire volunteer leadership (shout out to BAMF and Ken King for their awesome leadership and guidance!), and a good track record from 2016 and 2017 burns allowed us to bring lots of propane art to Apogaea this year. To avoid last minute changes in future we may encourage all fire art to be located in one area solely next year.
- 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. Apogaea acquired this piece at the 2017 event and held a training session to educate several community members how to safely operate the piece this year in February. Additional modifications were made to the piece in February and in June to improve its safety and ease of setup including purchasing a chain hoist for lifting and mounting the heart in it's frame. This setup can now be accomplished with 3-4 people instead of 6-8 (though the more the merrier!). Art owned by the Apogaea org has had a downfall of often sitting unused in past years if it is not actively managed. We are pleased to say that this year the piece was active and used several times, an operating manual was built for it, and several improvements were made to it. We plan to continue operating it as a community piece at Apogaea and potentially at Decompression or other local burn events as well as an accessible piece of artwork that those interested in getting hands on with propane can gain supervised experience in setting up and operating propane art. The goal of this community piece is to maintain more fire art at local burn events and also allow opportunity for community members of any skill level to engage and learn about propane art.

- CATS worked with DPW and High Plains Propane to provide on site propane fills to all propane artists for the first time this year, giving them access to daily fills at a discounted rate which was both more convenient and a very welcome cost savings for these artists. This goes hand in hand with CATS goal of supporting and bringing as much fire art as possible to the event, and needing to focus this on being non-ember producing fire art due to ongoing burn bans. We plan to continue this relationship and offer next year and will be opening a specific "propane" (Cash for Gas) round to allow artists to apply to have Apogaea cover these costs of on site propane fills as well.
- CATS took steps to simplify and improve the grant process, making it less time consuming and more streamlined for scoring, voting and for applicants
- CATS will be creating a new grant round to support propane costs and transportation costs specifically in the coming year, in an effort to encourage more out of state artists and fire artists to participate in addition to new artists and established artists creating new art.
- 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.
- The new process for distributing granted art signs was smoother and easier than any year past and will be repeated going forward.
- There was no attrition in volunteers this year, CATS play nice and work well as a team and generally had lots of fun and catnip this year. Meow!
- No one was hurt during the production of this report (at least physically).



Credits

This report is the product of several CATS.

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 all! Me-YOW!