Application: Refresh Collective

Doc Harrill -
Project Support

Summary

ID: PS2023-0000000554
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Labels: PS 2023

Organizational Overview - PS 2023

Completed - Aug 1 2022

Organizational Overview - 2023 PS

This section will be pre-populated from the Eligibility form, but you may update or correct any information here.

Organization Name

Refresh Collective

Publicly Known As

Refresh Collective

Date Organization Formed

6/1/2011

Website

www.refreshcollective.org

Mission statement

Refresh Collective is a 501(c)3 nonprofit arts and education agency whose mission is to harness the power of hip-hop music and hand-printed apparel to help young people flourish.

Organizational history

Refresh Collective was founded by Dee Jay Doc Harrill in 2011 as the Fresh Camp, a hip-hop-in-action summer program which used the recording arts to build new bonds and explore everything fresh about the Cleveland community. Since 2011, summer Fresh Camps have expanded into new neighborhoods while school outreach programs engage students within the Cleveland Metropolitan School District. Refresh Collective has taught over 10,000 youth ages 8 to 18 to find their voices through lyric writing, digital music composition, and recording. In 2019, Refresh Collective established the Fresh Lab, an educational recording studio located in Cleveland's Detroit Shoreway neighborhood to offer out-of-school time programs, workforce development opportunities, and virtual in-school programs --even through the 2020 COVID pandemic.

Grant Contact Information

Grant Contact Name	Philip Hewitt
Title	Grants and Communications Manager
Email Address	
Phone	

Financial Snapshot

Enter your <u>organization's total budget</u> (expenses) for the 2022 fiscal year.

$ 631,031

Project Basics Form - PS 2023

Completed - Aug 3 2022

Project Basics Form - 2023 PS

Project Basics

Use the fields in this section to provide basic project details.

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1. Project Title

This should be the title, not a summary of the project.

Fresh Force: Digital Arts Workforce Development

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2. Project Summary

Briefly describe the project in a sentence or two.

The Fresh Force is a digital-arts mastery program for teenagers from inner-city Cleveland. This intensive summer employment experience includes digital media education, public performances & unique career exposure opportunities. Students will be trained in digital music composition; vocal recording, mixing & mastering; digital photography & videography; & graphic design.

It is our explicit goal to lift up the voices of young black & brown artists with no other access to music education.

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3. Total Project Expenses

What you will spend on this project.

$ 45,000

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4. Amount Requested from CAC

The requested amount cannot be more than 50% of the proposed project's total expenses. See your eligibility email from Cuyahoga Arts & Culture for your maximum allowable request amount.

$ 19,925

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5. Project Dates

The start and end dates should not be the entire grant period. All events must begin and end within the grant period (January 1, 2023 – December 31, 2023).

Start Date (mm/dd/yyyy)	01/03/2023
End Date (mm/dd/yyyy)	12/20/2023

6. Public Event Location(s) Where will the events posted on ClevelandArtsEvents.com be hosted?

During the Spring, Summer, and Fall Refresh Collective facilitates our Fresh Force teenagers to perform at live community events. Each year the performance schedule is subject to change. Below is a list of our closest community partners and most frequent performance locations.

Juneteenth, TBD

The Fresh Lab, 5409 Detroit Ave, Cleveland, OH 44102

Bop Stop @ The Music Settlement, 2920 Detroit Ave, Cleveland, OH 44113

Michael J. Zone Rec Center, 6301 Lorain Ave, Cleveland, OH 44102

Kings Church, 14100 Franklin Blvd. Lakewood Civic Auditorium. Lakewood, OH 44107

Shalom and Tranquility Community Garden,

3797 W 39th St, Cleveland, OH 44109

7. Total number of expected participants and/or audience members

300

8. Will the event/activity be free or fee-based? How was this decision made?

The Fresh Force program will be free for teenage participants. Even better the 15 Fresh Force teenagers will be paid hourly for 150 total hours of training and project-based work during a six-week summer job experience in June and July, 2023.

Our Annual Hip-Hop @ the Bop Stop (100 audience capacity) will be a ticketed fund raising event. $20 general admission and $75 VIP table seat. All other performances will be free to the public to make the Fresh Force music most accessible to the community.

Application Narrative Form - PS 2023

Completed - Aug 4 2022

Application Narrative Form - PS

The narrative is an important part of your application. It is your opportunity to communicate to the panel the specific details of your proposed project. Keep in mind that panelists are from outside the region and likely not familiar with your organization and/or community. It is important that you communicate all relevant information necessary for a person unfamiliar with your organization to fully understand your project. Before starting your responses to the narrative section, review the Funding Criteria definitions on page 6 of the [Project Support guidelines](#).

We recommend that you prepare your answers offline in a word processing program and copy/paste your responses into the appropriate text box in the online application. Please note that your application can be saved at any point and you may return to the application to continue work.

1. Describe your project. Include an overview of planning process, project activities, implementation and when and where your project takes place.

Refresh Collective will run a high-level digital-arts program for innercity teenagers & grow our workforce of digital media artists in our 2023 Fresh Force program.

Planning efforts largely revolve around partner collaborations. We've developed this mastery-level job training program since summer 2021 building meaningful arts education and workforce development around the six-week summer jobs program supported by our community partner Youth Opportunities Unlimited. We engage local recording artists and industry professionals to line up guest speakers, & we rely on our community partnerships for performance & apprenticeship opportunities for Fresh Force participants.

Activities:

January 2023 - Interviewing & onboarding teen participants begins

May-June 2023 - Worksite orientation for fifteen teenagers chosen for the Fresh Force Juneteenth Weekend 2023 - Our first Fresh Force performance will showcase the music of veteran Fresh Force participants to inspire new recruits

June 20 - July 28 - The Fresh Force works 25-30 hours a week on payroll during the summer employment period at the Fresh Lab Recording Studio. All major instruction & production is completed during this summer intensive.

August-December - Fall programming provides ongoing performance opportunities and industry connections for ongoing education & apprenticeship opportunities. For high school graduates we also help facilitate teacher aide & professional development opportunities like a digital music marketing masterclass with iHeartRadio.

If the Fresh Force is implemented successfully teens will achieve these learning objectives:

1. Mastery of music production including lyric writing, digital music composition, recording engineering, mixing and mastering

2. Working knowledge of digital photography, videography & graphic design

4. Adept job-readiness skills and an understanding of digital media career paths

5. High level interpersonal communication skills to work in a team toward creative ends.

Public Benefit

2a. Define your community. How will you engage your community to carry out your project?

Tip: A community may be defined by geography (place), identity (attributes) or affinity (what we like). The best way to demonstrate your project's public benefit is to demonstrate that you share power with your community by understanding, respecting, working with, and responding to them.

The Refresh Collective community includes all young people of the city of Cleveland, especially teenagers that attend CMSD schools, youth from black and brown communities, and young people with no other access to arts education. The Fresh Force recruits teens from our in-school high school programs at CMSD schools and digital media afterschool programs.

To prepare teens for the onboarding process we offer free "My First Job Interview" workshops before interviewing applicants to narrow our list of Fresh Force teens down to fifteen. We then support the fifteen families through the complicated process to acquire a Youth Opportunities Unlimited (YOU) summer job. YOU validates family income to meet federal TANIF funding regulations, so each participant in the Fresh Force is from a "Needy Family".

Youth voice drives all creative programming at Refresh Collective programming. When the Fresh Force performs they are expressing authentic perspectives from and aspirations for their community.

2b. How will your project build and strengthen meaningful relationships with your community, residents, and audiences including through efforts to be inclusive and to engage diverse populations?

The Fresh Force program is built around the Refresh Collective Core Values of Active Mentorship & Synergistic Service.

Active mentorship involves meeting teenagers where they are at & engaging them with culturally relevant hip-hop curriculum to grab their attention. From there we help students prepare for the professional experience. Often times the Fresh Force is the youth's first job, so Refresh Collective works to support them & their families through the entire process.

Synergistic Service means we build long term working relationships with schools, community centers & other community leaders to enhance our programming and strengthen the Cleveland community. Arts agencies, independent artists & other hip-hop industry stakeholders are invited in to share their unique experience with the Fresh Force participants. Our goal is to prepare these teenagers to be the future workforce, so building this digital-arts network has real economic development outcomes for the community.

Artistic & Cultural Vibrancy

3. Describe how your organization will create a quality project that inspires and challenges your community.

Fresh Force in-take interviews are used to identify each teenager's strengths & goals for growth. Teens are assigned to small groups to work with throughout the summer. From June 20 - July 28 small groups produce original hip-hop music, music videos, album art & custom apparel working collaboratively to meet a challenging set of deadlines. The Fresh Force teens themselves craft the message, vision & execution of these projects.

Refresh staff deliver stair-step instruction building each small group up for each next step in the production process. Industry guests visit for Q&A's with the teens offering career advice & networking opportunities. The summer culminates with a performance at a local jazz venue where the young artists take the stage to perform their brand new music for the world.

Each participant is prepared to continue their own career pursuits & collaborations at the end of the Summer. Hip-Hop and digital media projects spiral out even after the Fresh Force concludes.

Organizational Capacity

4a. Describe your team. Include who will be involved and how they are qualified to complete your project.

DeeJay Doc, Executive Director, acts as creative director of the Fresh Force program. He has over three decades experience of music production & has led the Refresh Collective to engage over 10,000 Cleveland youth in arts education since 2011.

Philip Hewitt, Funding Cultivator, coordinates community partnerships especially Youth Opportunities Unlimited summer youth employment. He has ten years experience in youth mentorship.

Zachary Schwartz, Lead Educator, is an experienced hip-hop journalist & creative writing educator. He has been working with Cleveland youth for five years & leads most of our arts education programming.

CJ Thompson AKA Bars & Poetry and Olympio Jefferson AKA Anti are Educators & recording artists who grew up through Refresh programs. Now as college students they return in the summer as educators to help instruct.

Juan Evans AKA Dark Note, Peer Mentor, is a two-year Fresh Force participant & high school grad who is in training to join Refresh education staff.

4b. Set one project goal. In addition to completing this project, what goal does your organization want to accomplish within this project?

Tip: Institutional goals are specific, measurable, achievable, realistic, time-targeted, inclusive, and equitable (SMARTIE) aims that an organization develops to achieve its mission.

Goal	Our goal is to engage fifteen deserving Cleveland teenagers in the 2023 Fresh Force program to meet the specific Refresh Collective arts education learning outcomes: 1. Mastery of music production 2. Working knowledge of photo, video & graphic design 4. Adept job-readiness skills & career exposure 5. High level interpersonal communication skills
How will you know you have accomplished or made progress towards your goal?	Outcomes: -33% returning Fresh Force participants from the 2022 cohort -66% new Fresh Force participants -100% Retention rate throughout the six-week summer employment period -Observable growth in digital media production skills & social emotional competencies in each participant measured by pre- & post-surveys. -3 original hip-hop tracks produced -3 corresponding music videos produced -3 corresponding sets of album art produced -3 sets of custom apparel produced -At least 3 live performances

5. Optional: Is there any additional information about your project or organization that may be helpful to an outside panelist reviewing your application?

Tip: CAC recruits panelists from outside of the region. What might be important information to share with someone who is unfamiliar with Cuyahoga County or your work? i.e. demographic information, project location descriptions, historical context., etc.

Refresh Collective was founded as the Fresh Camp, a hip-hop in action summer camp that our Founder, David "DeeJay Doc" Harrill started in his living room at his home in the Glenville Neighborhood of Cleveland.

Refresh Collective has delivered in-school arts-enrichment to every freshman class of MC2 STEM Cleveland Metropolitan School District (CMSD) High School since 2011. Each class composes, writes & records their own original hip hop track.

In 2019 Refresh Collective moved to its current space in the Detroit Shoreway neighborhood of Cleveland. This storefront & educational recording studio is known as the Fresh Lab. Complete with a computer lab & 3 recording booths, the Fresh Lab can work with up to 20 young people at one time.

The Fresh Force allows us to build the culture of Refresh Collective by building up teen participants toward mastery of the digital arts. Our hope is that the Fresh Force participants will continue to work with us after graduation as instructors & guest artists.

Our Fresh Force allows teens to work for part-time wages through YOU Summer Youth Employment Program. CAC funds will allow us to offer stipends to 1-3 deserving students who cannot make it through the YOU onboarding process. We are working to arrange internships & apprenticeships with local industry professionals for deserving Fresh Force participants each Fall. The Fresh Force is an exciting workforce development & career exposure opportunity for innercity Cleveland youth.

Project Budget and Financials Form - PS 2023

Completed - Aug 4 2022

Project Budget and Financials Form - 2023 PS

Complete the following project budget tables.

Income

Please describe your sources of income and their amounts in the table below. NOTE: Use the first row for your CAC Request. Please do not include any commas and only whole numbers.

	Income Source (text)	Income Amount ($)
1 - Enter "CAC Request" in the Income Source field to the right	CAC Request	19925
2 - Enter another source of income and the amount to the right	Individual Donors	5000
3 - Enter another source of income and the amount to the right	MyCom Partner Support Grants	3000
4 - Enter another source of income and the amount to the right	Leonard Krieger Fund (Cleveland Foundation)	4000
5 - Enter another source of income and the amount to the right	Peggy and John Garson Family Foundation (through the Jewish Federation of Cleveland)	8000
Total		39925.0

Expenses

Please describe your expense categories and their amounts in the table below. NOTE: Please do not include any commas and only whole numbers.

	Expense Category (text)	Expense Amount ($)
1- Enter "Administrative Personnel" in the Expense Category field to the right	Instructor Wages	20000
2 -Enter "Arts and Cultural Professionals" in the Expense Category field to the right	Youth Stipends	6500
3 - Enter "Marketing/Publicity" in the Expense Category field to the right	Honorarium for Guest Speakers	3000
4 - Enter "Production/Event" in the Expense Category field to the right	Fees for Professional Development Opportunities, Transportation Costs and Fees for Digital Services Subscriptions	8000
5 - Enter "Other" in the Expense Category field to the right	Overhead Costs and Groceries for Lunches	2425
Total		39925.0

These questions correspond to the budget and support material sections as appropriate.

1. How will you spend CAC funds?

Tip: Indicate how CAC funds will be used. See list of prohibited uses of CAC funds on page #12 of the guidelines

NO CAC Funds will be used for the line item above named "Overhead Costs and Groceries for Lunches"

CAC Funds WILL be used as follows:

$10,000 Instructor Wages

$5000 Youth Stipends for deserving teens who could not complete YOU onboarding

$1000 Honorariums for Guest instructors

$2500 Fees for professional development like digital music marketing w/ iHeart Media

$500 Transportation Costs for bus tickets & vans to events

$925 Fees for digital service subscriptions ei Adobe, Logic Pro, etc.

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2. How will you proceed with your project if your project doesn't receive the full amount of funding requested from CAC?

Tip: Most applicants to Project Support receive a portion of the funds they request based on their score. CAC does not expect any organization to carry out their full project on only a partial budget.

Refresh Collective solicit donations from our donor base year round. We regularly build relationships with local foundation & we would hope to be able to raise the $20,000 else where.

Without full funding we would need to reduce our instructional staff and the fall season professional development and apprenticeship opportunities for the Fresh Force youth.

Lastly we may need to reduce the Fresh Force numbers down from 15 if we are unable to fundraise for the full budget.

Upload your SMU| DataArts Funder Report - PS

Completed - Aug 4 2022

For organizations whose maximum grant amount is $5,000 this section is <u>optional</u>.

<u>Required for organizations requesting more than $5,000</u>. The *SMU|DataArts Cultural Data Profile* will have brief narrative fields that appear at the end of the Revenue, Expenses, Balance Sheet, and Program Activity & Audiences sections. Please use the narrative fields for annotations and explanations of the data in your report.

Upload your CDP CAC Funder Report including your two most recently completed fiscal years. For most organizations that will be 2020 and 2021.

refreshcollective__cuyahogaartsandcultureprojectsupport (1)

Filename: refreshcollective__cuyahogaartsand_NVRYYdX.pdf **Size:** 147.9 kB

Upload Board of Directors List - PS

Completed - Aug 4 2022
Include affiliations and their roles in the project (If applicable).

Board Roster RC - 2022 Board Roster (3)

Filename: Board_Roster_RC_-_2022_Board_Roster_3.pdf **Size:** 73.1 kB

Upload Arts and Cultural Support Materials - PS

Completed - Aug 4 2022

Support materials play a critical role in helping panelists evaluate your application by bringing to life your organization's mission and programs. For more information on selecting and uploading support materials to your online application, please refer to the **Support Materials Guide**.

Include at least 1 but no more than three (3) total uploads and/or web-based support materials:

- Upload items of your choice that demonstrate your Public Benefit, Artistic and Cultural Vibrancy and Organizational Capacity.
- Include web-based support material links here:
- Photos, videos, audio, and other documents do not necessarily need to be professionally produced to demonstrate vibrant programming.
- All audio and visual materials should be cued to immediately begin with relevant activity.
- Applicants are encouraged to submit quality support materials that are current (within the last 24 months) and relevant to the application.

Please note: CAC does not own, collect royalties on or hold copyrights to artistic products resulting from its grants, nor will it take any action on behalf of the Grant Recipient to protect the Grant Recipient's intellectual property rights. CAC does, however, have legal authority to reproduce and use submitted documentation (electronically and in print) of such artistic products for educational, promotional, official or noncommercial purposes.

Arts and Cultural Support Materials 2023 CAC support Materials (1)

Filename: Arts_and_Cultural_Support_Material_TeWY1kH.pdf **Size:** 47.3 kB

OPTIONAL - Provide Links (URLs) to Online Support Materials

Completed - Aug 4 2022

Panelists will not review materials in excess of the three optional support materials.

Please note: CAC does not own, collect royalties on or hold copyrights to artistic products resulting from its grants, nor will it take any action on behalf of the cultural partner to protect the cultural partner's intellectual property rights. CAC does, however, have legal authority to reproduce and use submitted documentation (electronically and in print) of such artistic products for educational, promotional, official or noncommercial purposes.

OPTIONAL - Provide Links (URLs) to Online Support Materials

Provide any optional links (URLs) to websites for your support materials.

OPTIONAL - Link 1	(No response)
OPTIONAL - Link 2	(No response)
OPTIONAL - Link 3	(No response)

Statement of Assurances Form - PS 2023

Completed - Aug 4 2022

Statement of Assurances Form

This section certifies that you are authorized to submit the application on behalf of the organization. All

information in the report is true and correct to the best of your knowledge.

Responses Selected:

I Agree

Name

David Harrill

Title

Executive Director

Date

Aug 4 2022