



FY18-19 PUBLIC ART GUIDELINES

220 - 4th Avenue North, P O Box 458
Foley, MN 56329

320-968-4290 1-866-345-7140 fax: 320-968-4291

www.centralmnartsboard.org

This information can be made available in the following alternative formats: Braille, large print, and audio recording. We can also help your group find a language interpreter to translate these guidelines. To accommodate your requests, the Central MN Arts Board will need at least 10 working days.

MN Relay Service 1-800-627-3529

PROGRAM OVERVIEW

The Public Art program provides funds for the completion of well-planned, permanent or temporary works of public art that are accessible to the general public without cost. Temporary public art projects must have a **significant public impact and permanent, publicly accessible documentation**.

All requests must have a minimum of 25% matching funds. There is no maximum request amount but funds are limited. Contact the CMAB for the current program budget. Public Art funds are provided through [Minnesota's Arts & Culture Legacy Fund](#).

Forecast Public Art's "[Public Art Toolkit](#)" is a useful resource for learning about different forms of public art and the steps involved in planning and implementing works of public art.

Program Goal: Support the creation and installation of publicly accessible works of art.

Objectives/Outcomes:

- Permanent works of art are installed throughout the region
- Artists are employed to create public art, and are recognized for their contributions.
- Public art works give communities a sense of identity
- Public art transforms and revitalizes the spaces where it is installed

WHO CAN APPLY

Applicants must serve Region 7W residents and be located within the Minnesota counties of Benton, Sherburne, Stearns, or Wright.

- **Nonprofit 501(c)(3) arts organizations**
- **Arts organizations or arts groups without nonprofit designation** using a fiscal agent
- **Nonprofit** organizations that do not have arts as a primary focus, such as schools, senior centers, community education, cultural groups and colleges
- **Schools**
- **Local government** units (city, township and county)

APPLICANTS NOT ELIGIBLE

- For profit businesses
- CMAB grant recipients with any overdue final reports
- Applicants that have received a CMAB Public Art grant within the same fiscal year

PROPOSALS and EXPENSES ELIGIBLE

- Public Art open to the public without security or cost restrictions
- Murals, sculpture, installations that are permanent or temporary
- Performances (i.e. flash mobs), readings, interactive exhibits
- Video projections, soundscapes
- Materials and supplies for the creation of the work
- Wages/stipends for artists/performers to create the work
- Contract labor for installation such as concrete pouring, tile installation
- Documentation for non-permanent installations/performances

PROPOSALS AND EXPENSES NOT ELIGIBLE

- Private Commissions
- Events or performances that are a part of an applicant's regular programming
- Those that do not have the arts as their primary focus
- Those intending to influence public policy or to proselytize a belief
- Any event or installation for which patrons will be charged admission
- Fees to secure a site (permits, purchasing land)
- Staff pay for regular hours/administrative duties that fall outside the scope of the public art project
- Regular administrative costs for recipients of Minnesota State Arts Board Operating or CMAB Community Arts Support
- Food/Food-related items
- Research and development for public art projects (Project Grant or Artist Career Development programs can support research and development)

HOW TO APPLY

Click the Manage GRANTS button in the upper right corner of the CMAB homepage. First-time applicants need to create an account using an email address and a password.

Submit the **application online** and include:

- A. Public Art designs/Mock-ups**
- B. Lead Artist(s) Work Samples and Resume**
- C. Documentation of Site Approval (permits, letters, zoning decisions)**
- D. Proposal budget**
- E. 501(c)(3) letter.** If using a fiscal agent, submit their 501(c)(3) letter. Government units and public schools do not submit this letter.
- F. Fiscal agent agreement** (if applicable)

Applicants are encouraged to call the CMAB office at 320.968.4290 to discuss eligibility or to have a draft of the application reviewed at least two weeks prior to the deadline date.

- Applications must be submitted **by 11:59 pm on the deadline date.**
- Applications received after the deadlines are ineligible. There are no exceptions to this policy.

USING Fax-to-File:

A Fax-to-File feature is available within the application to help convert documents from hard copy to digital PDF format. Fax-to-File is located in the upper left portion of your screen under tools.

Click on Fax-to-File and you will be presented with a toll-free number. Once you have a fax number, you will have 20-minutes to fax documents for conversion. Click the "Finished Faxing" button to see a list of files. Converted documents will be available to download to your computer. Contact the CMAB office if you need further assistance in converting files.

APPLICATION CONTENT

RAC Data Information

The following questions are required for data collection purposes by the Minnesota State Arts Board and the MN Legislature. **The information is not considered in application review and is not visible to reviewers.** To use the district poll finder, [Click Here](#). For a definition of the RAC Data codes [Click Here](#).

- **How did you learn about this program?**
- **Minnesota State Arts Board Grants** – list the name and award date of all grants that your organization has received from the Minnesota State Arts Board within the last two years
- **Proposal Name**
- **Proposal Summary** – Proposal name and a one or two sentence description
- **Proposal Discipline** - Select one category that best describes the grant activity
- **Start Date** – activities described in the grant proposal must begin AFTER the CMAB Board review date.
- **End Date** - **must** occur within 12 months of the CMAB Board review date.
- **Measurable Outcomes Summary** – Briefly describe outcomes for the proposal
- **Evaluation Plan/Methods Summary**– Briefly describe evaluation plans to measure outcomes
- **Publicity** – Does the applicant use an alternate name **other** than the legal name for publicity purposes?
- **Alternate Name** – **If yes**, enter **alternate name** to be used for publicity purposes. (Indicate N/A if not applicable).
- **Applicant Type** – Select the one that best describes the applicant
- **Applicant Discipline** - Select one code that best describes the applicant’s primary area of interest in the arts
- **Status** – Legal status code that best describes the applicant
- **Institution** – Select one code that best describes the applicant
- **Applicant Street Address** – Enter the street address (No P.O. Box), City and Zip Code where the applicant is located.
- **County** – Where the applicant is located
- **MN House District** – MN legislative house district where the applicant is located
- **Congressional District** – MN congressional district where the applicant is located
- **Adult Artists Participating** – Estimated number of people directly involved in or providing art or artistic services
- **Adult Audience** – Estimated number of people benefitting directly from grant activities: Excludes employees, paid performers, artists participating, children/youth, broadcast audience. Do not double-count repeat attendees
- **Youth Audience** – Estimated number of children and youth under the age of 18 participating in and/or benefitting directly from these grant activities, or included in an audience
- **Applicant’s Population by Ethnicity** - Select the one code that best represents 50% or more of their staff, board or membership. N = American Indian/Native American; A = Asian; P = Native Hawaiian/Pacific Islander; B = Black/African American; H = Hispanic/Latino; W = White; 99 = when no single group
- **Proposal’s Population by Age** - Select all categories that, by your best estimate, make up 25% or more of the population that will directly benefit from the award. **1** = Children/Youth (0-18 years); **2** = Young Adults (19-24 years); **3** = Adults (25-64 years); **4** = Older Adults (65 + years); **9** = No single groups made up more than 25% population.
- **Proposal’s Population by Distinct Groups**- Select all categories that, by your best estimate, make up 25% or more of the population that will directly benefit from the award. **D** = Individuals with Disabilities; **I** = Individuals in institutions (people living in hospitals, hospices, nursing homes, assisted care, correctional facilities and homeless shelters); **P** = Individuals living below the Poverty Line; **E** = Individuals with Limited English Proficiency; **M** = Military Veterans/ Active Duty Personnel; **Y** = Youth at Risk; **G** = No single distinct group; **5** = Pre-K, Children 5 and under
- **Proposal’s Population by Ethnicity** - Select all categories that, by your best estimate, make up 25% or more of the population that will directly benefit from the award. **N** = American Indian/Native American; **A** = Asian; **P** = Native Hawaiian/Pacific Islander; **B** = Black/African American; **H** = Hispanic/Latino; **W** = White; 99 = when no single group applies; **O** = Other
- **Additional Information** (optional) - Data collection questions do not always provide options to accurately describe the racial or ethnic identity of applicants and the groups they serve. If there is additional information you would like to provide about the race or ethnicity of the groups served by the project, include that information here.

ADVICE FOR APPLICANTS

The Public Art Program is scored using four criteria: Artistic Merit & Quality, Demonstrated Need, Outcomes & Evaluation, and Applicant Ability. Each criterion has a series of statements that reviewers are asked to consider when reviewing and scoring an application. When completing a grant application, refer to the criteria statements listed beneath each heading. Strong proposals will address all applicable criteria in the narrative responses.

PROPOSAL NARRATIVE

ARTISTIC MERIT/QUALITY - 9 of 30 points

Evaluators use the following statements when reviewing this section of the application:

1. Proposed public art is designed by high quality artists and proposes the creation/installation of artwork(s) that demonstrate creativity, mastery of craft, and a distinct artistic voice.
2. Public art will contribute artistic value that would not otherwise be available to the communities served, and may also contribute cultural and/or educational value.
3. The public art project advances the applicant's mission or goals related to public art, and builds upon past programming.
4. If applicable: ability to create community understanding and awareness of art through community engagement, and/or outreach to underserved communities.
5. Proposed public art is shaped or influenced by the identified community and reflects the unique needs and interests of that community.
6. Proposed public art will build a deeper understanding and appreciation of the art form.

1) Mission Statement – Applicants that do not have a mission statement should provide a statement that outlines the goals and values of their group.

2) Describe the public art project – Refer to the criteria statements above

Public Art Designs

All designs must be combined into ONE .PDF DOCUMENT to be attached to the application.

- Two & Three Dimensional Renderings: 1800 pixels wide in .PDF format include the title, description and dimension with each sample.
 - Theater/Dance: Submit samples in .WMV, .SWF, or .MP4 file format and include the Title, Length of excerpt.
 - Music: Submit samples in .MP3, .WAV, .WMA, or .AIF formats and include the Song Title, Type of Music and Length of Song for each sample.
 - If the upload does not accommodate the file size, a document that includes a description and URL link can be used.
- 3) Upload rendering of proposed public art or sample audio/video of performance.**
- **Sample upload**- submit no more than 5 images, or 7 minutes of audio/video
 - **Or Video/Website URL**- include this only if you are directing reviewers to specific content on a website.
- 4) Example Description** – Describe how the example provided relates to your proposal. If necessary, direct reviewers to specific images, or a specific 7 minutes of audio/video
- 5) Temporary works**- If the lifespan of the public artwork is 1 year or less, describe how the art will be documented and shared in ways that have meaningful impact and extend beyond the lifespan of the actual work.

DEMONSTRATED NEED – 9 of 30 points

Evaluators use the following statements when reviewing this section of the application:

1. The public art project is well designed to address the identified community/audience's specific interests and circumstances, as understood by both the applicant and the community.
2. Evidence demonstrates that community members, organizations, and partners want to engage in the project activities, and are willing to invest through commitment of time, money, and/or in-kind goods and services.
3. Accessibility needs of participants and/or audiences are understood and well addressed.
4. Evidence demonstrates that the project provides an arts opportunity that would not otherwise be available for the identified community/audience.

- 6) Describe the group(s) that will benefit from the public art project and how it will serve their needs.** Consider demographic factors such as ethnicity, socioeconomic status, age and gender.
 - a. Presenters/creators (artists, actors, performers, etc.)**
 - b. Audience (patrons, students, etc.)** - population/community that will live/work near and experience the art as well as any other groups that will be served by this public art project.
- 7) Describe how the need for the public art project was determined-** Examples include surveys, community meetings, audience feedback, local and regional studies, etc.
- 8) List ways in which the community has demonstrated support for the public art project.** – Examples include financial contributions, volunteer time, donation of services/supplies/space, survey responses, etc.

OUTCOMES AND EVALUATION- 6 of 30 points

Evaluators use the following statements when reviewing this section of the application:

1. Proposal outcomes describe measurable and achievable change in knowledge, attitude, skill, behavior, or condition among the people the project is designed to benefit.
 2. The evaluation plan includes appropriate methods to measure and document project completion, effectiveness, and progress toward stated outcome(s).
 3. The evaluation plan identifies how evaluation results will be used to improve current or future programming (e.g., adjustments to the project, informing future programming, sharing with stakeholders or peers, applicant learning and development, etc.).
- 9) Outcomes** - Once the public art project is complete, what are the expected specific measurable outcomes? Explain what success will look like, what will change, what learning may take place, etc.
 - 10) Evaluation Methods** - Describe the evaluation plan/methods that will be used to measure the proposed outcomes.
 - 11) Reflection and Action**- Describe how your organization will utilize the information obtained from evaluation.

ORGANIZATIONAL ABILITY- 6 of 30 points

Evaluators use the following statements when reviewing this section of the application:

1. The project team is well assembled, inclusive, qualified, and demonstrates the capacity to design and execute a high quality public art project of the proposed scale and scope.
2. Project team and/or partners have appropriate and clearly articulated responsibilities. If volunteers will play a significant role in activities, that has been described.
3. An effective promotion and marketing plan is in place which supports the project's participation goals and fosters broad public awareness and/or engagement.
4. The public art project has a complete and realistic timeline.
5. Regarding the budget, a) revenue streams are realistic and attainable, therefore the cash match is likely to be met, b) expenses are reasonable and appropriate for the proposed activities, c) the budget honors the work of artists
6. Thorough research for the proposed public art site is complete and approval has been obtained for the installation/performance of work

12) Project Director

Person designated by the applicant organization to oversee the implementation of the proposed public art project.

- **Director Name**
- **Director Address; City, State, Zip Code**
- **Director Phone**
- **Director Email**
- **Director Bio**

13) Lead Artist

Primary artist involved in the design, planning and creation of the proposed public art.

- **Artist Name**
- **Artist Address**
- **Artist Phone**
- **Artist Email**
- **Artist Resume/Bio** Upload as a .PDF [upload box]
- **Artist Work Samples** - Combine multiple samples into ONE .PDF document. [upload box]

14) List other key personnel and/or artists involved in the public art project and their roles. Include a short bio explaining their artistic skills and experience. (i.e. contractors, assistants, etc)

15) Timeline- Describe the timeline for all project activities. Include planning, performances, activities, assessment, etc.

16) Describe any research completed regarding the safety and structural requirements of the Public Art. Examples include environmental impacts, engineering requirements, safety concerns, lighting, etc.

17) Location of Public Art –Include the name of the property owner.

18) Provide documentation of site approval. A contract with the owner (governmental unit/private property owner) granting permission and indicating the duration of the project is required.

- **Site Approval** [upload box]

19) What is the estimated lifespan of the work? - List the duration of temporary public art or estimate the duration of time before “permanent” works will require major maintenance or repairs.

20) Publicity and/or Marketing Efforts - Explain how this public art project will be promoted/documented. (i.e. ads, flyers, news releases, videos, YouTube, etc.)

- 21) Supporting Materials Upload** (optional) - limited to only those that are essential to the public art project. Combine multiple samples into ONE .PDF document.

PROPOSAL BUDGET

- 22) Download the [Excel Budget Template](#)**, complete, save and **upload in .PDF format**. This budget template includes a second worksheet that will be required to complete the final report if awarded. Save for future use.

BUDGET FORM INSTRUCTIONS:

Expenses Section: List all costs associated with this public art project. Provide detailed descriptions and breakdowns of expenses. Expenses listed in the proposal budget CANNOT be paid prior to the grant approval date.

- **Column A – Proposal Expenses**
 - **Contract Personnel/Artist’s Fees:** List each name/title
 - **Travel expenses** – related to bringing in an artist from **outside** the state of Minnesota can be no more than 10% of the total grant amount requested. Additional travel expenses may be paid using funds from other sources.
 - **Supplies & Materials** – no capital equipment purchases, capital equipment may be rented
 - **Publicity and Documentation**– Itemize printing, ads, promotional items, etc.
 - **Other** – Evaluation of project, rental of space, etc.
 - **Column B – Descriptions/Calculations**
 - **Contract Personnel/Artist’s Fees/Honoraria/Stipends** – Show methods of calculation (i.e. hours, rates, etc.) or indicate contract rate or stipend
 - **Supplies & Materials** – Itemize costs and indicate if rented
 - **Publicity** –show calculations- i.e. 3 ads x \$50 per ad
 - **Column C – Eligible Expenses** –expenses eligible to be paid with CMAB grant funds.
 - **CMAB grant amount request cannot exceed 75% of eligible public art project expenses** - Amount requested must be rounded up to the nearest dollar.
- The following expenses CANNOT be included in Column C:**
- **Capital expenses** – equipment and materials that are not a permanent part of the Public Art
 - **Travel/lodging expenses** not related to bringing in an artist
 - **Food/Food Related Items** - catering, plates, cups, etc.
- **Column D – Other Expenses** –expenses that cannot be paid using CMAB funds.
 - **Column E – Total Expenses** – total expenses must equal total revenue in the budget spreadsheet.

Revenue Section:

In-kind contributions of skilled labor (electrical, engineering, etc), equipment rental and material donations ARE accepted as revenue. The value of in-kind contributions must be verifiable through a gift receipt, quote or invoice. Artist and volunteer hours are NOT allowable in-kind revenue.

- **Section A: Cash on hand** budgeted for this proposal
- **Section B: Contributions, grants & revenues for this proposal** – list the name of grantor(s) and associated grant amount. List the estimated value of donated materials, equipment rental and skilled labor. Include quotes when possible. (Do NOT include the CMAB request.)
- **Section C: Earned Income** – list sources of other income such as:
 - Advertising
 - Fundraising
- **Projected Revenue** – include all revenue from other sources (do not include the CMAB grant request)
- **Amount Requested from the CMAB** – Cannot Exceed 75% of eligible expenses
- **Total Support for the Proposal** –Must equal Total Expenses (Column E)

23) Grant Amount Requested from CMAB - Cannot exceed 75% of Column C of the budget page (Eligible Expenses). Round up to the nearest dollar. This number must match the grant request amount in the budget spreadsheet.

24) Total Expenses - must equal Total Revenue for the Proposal in the budget spreadsheet.

This section for 501(c)(3) ORGANIZATIONS ONLY

26) Person In Charge of Organizational Issues - i.e. Executive Director, Business Manager, Board President

- **Name**
- **Title**
- **Phone Number**
- **Email Address**

27) Board of Directors- list current board members and their roles. Enter information in one block of text, formatted as follows: Example: Jason Harding: Chair; Melissa Frank: board member; William Jones, Jr: treasurer

28) Board Officer Contacts – List names, title and email address or phone number for all board officers.

29) The Americans With Disabilities Act (ADA) Access Plan

All organizations receiving public funding from the CMAB are required by the federal Section 504 Regulations and the ADA to facilitate access for people with disabilities. Requests may involve an individual's access to a facility or to the content of the project. An access plan should describe accomplishments related to ADA, and outline any future goals for making facilities, programs, or services accessible to persons with disabilities.

The CMAB does not require or enforce ADA compliance. Organizations are encouraged to consider access issues and develop a plan to accommodate requests for specialized access to events.

This section for applicants using a FISCAL AGENT ONLY

30) FISCAL SPONSORSHIP- Applicants without nonprofit designation **must upload a fiscal agent agreement** that includes the components listed in this **Sample Fiscal Agent Agreement**

- **Organization Name, Street Address, City, State, Zip**
- **Contact Person Name, Phone, Email**
- **FISCAL AGENT AGREEMENT**

CERTIFICATION

31) FEDERAL 501(c)(3) NON-PROFIT STATUS LETTER – Does not apply to public schools or units of government. All nonprofit organizations must attach their 501(c)(3) letter. If you are using a fiscal agent, you must submit their 501(c)3 letter.

32) ELECTRONIC SIGNATURE

You must certify that your board of directors/advisory committee supports this application, that it is accurate and that the proposal will be carried out as described if funded.

CMAB SERVICES AND GRANTING PROCESS

APPLICATION DRAFT REVIEW

Applicants may request a draft review of an application. CMAB staff will review the application and identify any concerns, **upon request** submitted via email (media@centralmnartsboard.org) or fax (320-968-4291), at least two weeks before the application deadline. A review of the application does not guarantee that the request will be funded.

REVIEW PROCESS

Applications will be made available to the CMAB Board of Directors or a review panel at least two weeks prior to the review date. Applications are assigned final scores at an in-person review meeting. Each application will receive a score on a scale from 0 to 30. **An application must attain an average of 15 or higher to be considered for funding.** All review meetings are open to the public; see CMAB website for board and panel review dates.

CMAB Directors give final approval on all grant awards. All applicants will be notified of the Board's decision.

GRANT CONTRACT

Awardees must submit a contractual agreement **within 30 days** of notification. Failure to provide required documents can result in the cancellation of a grant commitment.

If funds are refused within 45 days of receipt of grant notification, they will be offered to the next applicant in rank order. Returned or refused funds will be applied to future grant rounds after 45 days.

ARTIST AGREEMENT

A signed payment agreement with the artist(s) participating in the public art project must be uploaded with the contract.

ACKNOWLEDGEMENT OF CMAB FUNDING

Because it is important for the public to understand how state tax dollars are returning to their communities, and to fulfill Minnesota state law requirements, grantees are contractually required to acknowledge CMAB funding.

The appropriate statement is provided to awarded applicants in their grant contract. This acknowledgement statement must appear on all advertising material, programs, press releases and announcements referencing the funded event.

Grantee must provide copies of all internally generated advertising materials and programs with their final report.

FINAL REPORTS

A final report must be submitted within sixty (60) days of the project's completion. Applicants with overdue final reports are ineligible to apply for CMAB grants until the final report is received.

GRANT APPEAL PROCESS

Any applicant who can show cause that established grant review procedures were not followed, or that the policies of the program were not equitable to all applicants, may file an appeal in writing within ten (10) business days of being notified of the CMAB's decision.

The Executive Committee will review the appeal and determine if further investigation is warranted. If there is cause for an appeal, the matter will go before the full board for a final decision. There is no right of appeal to dispute decisions in respect to artistic quality or merit, ability or need. Contact the CMAB office to view a copy of the complete appeal policy.

DEFINITIONS

Applicant: Individual/group/organization/local government organizing and implementing the proposal. If two groups are involved, select one to be the lead and therefore the applicant.

Capital Expenses: The IRS defines a capital expense as *Funds used to acquire or upgrade physical assets such as property, industrial buildings or equipment. This type of outlay is made to maintain or increase the scope of their operations or assets that have a useful life greater than one year.* (i.e. costumes, stage props, computers, cameras, software, etc.)

CMAB Fiscal Year: The CMAB Fiscal Year runs from July 1st to June 30th.

Community: The group(s) of individuals served.

Evaluation: A systematic determination of merit, worth and significance, using established criteria. The primary purpose of evaluation, in addition to gaining insight into prior or existing initiatives, is to enable reflection and assist in the identification of future change.

Fiscal Agent: Organization which is legally responsible for the proper use of the grant funds when an applicant is not a school or unit of government and does not have tax-exempt status under Section 501©(3) of the Internal Revenue Code.

Outcome: The **final result** when goals have been achieved and the proposed activities are complete.

Project Director: Person responsible for overseeing the implementation of the proposed project. This person is responsible for the timely submission of all required forms and reports to the Central MN Arts Board and should be knowledgeable in all aspects of the proposed project.

RAC Data Information: Regional Arts Councils (RAC) data collected is maintained by the Minnesota State Arts Board and is distributed to others in accordance with the Minnesota Data Practices Act. Complete information is necessary to ensure the reliability of our data.

For more information on Central MN Arts Board programs, services visit our website at <http://www.centralmnartsboard.org> or call 320.968.4290 or 1.866.345.7140.