



# RURAL & COMMUNITY ART PROJECT PROGRAM

## **Application Guidelines**

For July 1, 2017 through June 30, 2018

## **Grant Deadlines & Start Dates**

**Friday, October 27, 2017** for projects starting after **February 1, 2018**

**Friday, April 27, 2018** for projects starting after **July 1, 2018**

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

Arrowhead Regional Arts Council  
Fitger's Complex  
600 East Superior Street, Suite 404  
Duluth, MN 55802  
218-722-0952 or 800-569-8134  
[info@aracouncil.org](mailto:info@aracouncil.org)  
MN Relay Service 1-800-627-3529

# ABOUT US

**Mission:** The Arrowhead Regional Arts Council (ARAC) seeks to facilitate and encourage local arts development. This mission statement grows from a conviction that the arts improve the quality of life in the region.

**Legislative Mandate:** ARAC is one of eleven regional arts councils designated by the State of Minnesota “to make final decisions on the use of legislative appropriations for local/regional arts development.” ARAC is charged to assess the needs of the seven counties in the Arrowhead Region and to plan and administer programs and services based on its assessment.

**Arts and Cultural Heritage Fund Mandate:** ARAC receives funding from the Legacy Amendment which was appropriated by the State Legislature with money from the vote of the people of Minnesota on November 4, 2008. The intent of this funding is to support and create access to the arts for artists, arts organizations, and communities; to support arts education for Minnesotans of all ages; and to support diverse ethnic and cultural arts traditions represented in this state.

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## ABOUT THE PROGRAM

This program provides grant funding of up to \$5,000 to support community or artist-initiated high-quality arts activities that will impact the group and/or community your organization serves. It may also help support arts activities in their early years of development. Proposed projects should have a community arts focus. Activities should be collaborative efforts between community groups, artists, and/or arts organizations.

Your proposed activity should do one or more of the following:

- ✓ support creating, producing, and presenting high-quality arts activities;
- ✓ overcome barriers to accessing high-quality arts activities;
- ✓ encourage the growth of artists or an art form;
- ✓ advance the development of the artistic growth of an arts organization; and/or
- ✓ support activities that represent diverse ethnic and cultural arts traditions, including folk and traditional artists and organizations.

Grant support is intended to improve your organization's ability to present or produce a high-quality arts activity, which might not take place as proposed without ARAC support. An approved application must begin within twelve months of the date you are notified of your award and completed within twenty-four months.

- These are 20% matching grants. An application will not be reviewed if the amount being requested is more than 80% of the total project budget, or if the amount of the request is more than \$5,000. In-kind contributions cannot be used to make up the entire match.
- Projects seeking financial support from both ARAC and the Minnesota State Arts Board (MSAB) may do so only after consulting with ARAC staff.

Before completing your application, please review the guidelines carefully to determine whether or not your group and project are eligible for ARAC funding.

## ELIGIBILITY

To be eligible to apply to the Rural & Community Art Project Grant program, an organization or group must be registered as a non-profit in the State of Minnesota and be a federal non-profit, tax-exempt 501(c)(3) organization located in the following Arrowhead counties: Aitkin, Cook, Carlton, Itasca, Koochiching, Lake, or St. Louis. If your group has not yet received federal non-profit, tax-exempt 501(c)(3) status, you may apply by using another 501(c)(3) organization as a fiscal sponsor. If your group has not yet registered as a non-profit in the State of Minnesota, you are encouraged to do so within three years of receiving your first ARAC

grant. For information on how to use a Fiscal Sponsor, see the [Fiscal Sponsor Guidelines](#) page on our website, or contact us directly.

Organizations currently receiving Operating Support from the Minnesota State Arts Board (MSAB) are not eligible to apply to this or any other ARAC program, though they may serve as an eligible group's fiscal sponsor or project partner. Past ARAC grant recipients with an overdue, unaccepted, or falsified final report are ineligible to apply.

**For Organizations Outside of Duluth:** Organizations outside of Duluth must have maximum prior year arts operating expenses of \$40,000 to be eligible to apply into this program. Larger groups are eligible to apply into our Art Project program.

**For Organizations within Duluth City Limits:** Organizations within the city limits of Duluth are not eligible to apply into this program regardless of annual budget size.

Funded applications must comply with the Americans with Disabilities Act (ADA). The ADA requires that organizations make access to publicly funded projects available to people with disabilities. For more information contact: VSA Minnesota at 612-332-3888, [craig@vsamn.org](mailto:craig@vsamn.org), [www.vsamn.org](http://www.vsamn.org), or the MN State Council on Disability at 800-945-8913, [council.disability@state.mn.us](mailto:council.disability@state.mn.us), [www.disability.state.mn.us](http://www.disability.state.mn.us).

**THIS PROGRAM DOES NOT FUND PROJECTS IF ANY OF THE FOLLOWING ADDITIONAL CONDITIONS EXIST:**

- × the project is located or takes place outside the state of Minnesota;
- × the project involves using more than 10% of the total requested grant funds for travel outside the state of Minnesota;
- × the project is designed for a private audience and is not open to the general public;
- × the project takes place in "phases," unless the proposed "phase" can stand alone as a distinct and individual project;
- × the project funds an activity that functions as graded school arts curriculum;
- × the funds are requested to pay K-12 students or college students in an arts-related degree program;
- × the project includes a religious ceremony;
- × the project is for capital improvement or construction;
- × the funds are requested to purchase more than \$600 worth of equipment.
- × the funds are requested to purchase real property;
- × the funds are requested for general operating support;
- × the funds are requested for a project that serves as a benefit or fundraiser;
- × artists are required to pay excessive entry or exhibition fees to exhibit or perform; or
- × the activity engages in political lobbying or discriminates against persons or groups.

## HOW MANY ARAC GRANTS CAN MY ORGANIZATION RECEIVE IN ONE YEAR?

- In the Rural & Community Art Project grant program, an eligible applicant can submit **no more than two** applications per deadline and **can receive only one** grant per round.
- In a single ARAC fiscal year (July 1-June 30), an organization can be awarded grant funding of **up to \$20,000 total** from applications reviewed in all eligible programs.

## IMPORTANT DATES

For an application to be eligible for funding, the proposed project must take place after the “earliest possible start date” corresponding with the relevant application deadline. You cannot spend any of the money requested from ARAC prior to this date. For a list of upcoming application deadlines and their project start dates, visit the [Rural & Community Art Project Program](#) page of our website or look at the cover of these guidelines.

**The following actions or administrative activities shall not make a grant applicant ineligible:** *Exhibitions, presentations or performances selected prior to the “earliest possible starting date,” securing of rights for a post-start date production, printing of season marketing materials (so long as costs occur after start date or are pro-rated based on start date). General marketing of an exhibition, presentation or performance that is included with other similar events at that venue or is part of a series of events, research of or selection of acts to be included after the “earliest possible starting date,” etc.*

**The following actions or administrative activities shall make a grant applicant ineligible if made prior to the earliest possible start date if the purpose is to reimburse the expenses with ARAC funding:** *Payment for products or services specifically for an exhibition, presentation, performance or event, signing of an irrevocable contractual commitment regarding an exhibition, presentation or performance or event that commits ARAC funding for that particular event. Payment to artists, directors, choreographers or technicians for the specific exhibition, presentation, performance or event, etc.*

Grant Writing Workshops are held prior to each deadline. Workshops are held both in Duluth at our offices and out in the region. Staff will provide technical assistance in preparing and submitting an application. Contact our office or visit our [website](#) for more specific information about upcoming workshops.

## WHAT HAPPENS AFTER I APPLY?

1. The staff reviews all applications and materials for completeness and eligibility. Applicants are responsible for the quality and scope of their application. Reminder: Late or incomplete applications are ineligible.
2. Eligible applications are reviewed by a panel of Board and community members, and the panel’s recommendations are approved by the Board. All applicants will be notified of the meeting and are allowed to observe the proceedings. All board and panel meetings are open to the public.

3. Applicants will be notified via email of the Board's decision within fourteen days of the board grant review. Successful applicants will receive a contract and a final report form which must be completed and submitted within thirty days of completion of the project. Applicants are responsible for updating ARAC in writing of any major changes to their proposed project.
4. The Board's funding decisions may be appealed solely on alleged procedural errors. An applicant must request an appeal within thirty days of notification of the Board decision. A Review Process Subcommittee, consisting of at least three members appointed by the ARAC chair, will consider any appeals. The Review Process Subcommittee reports its findings and recommendations to the full ARAC Board for action.

## HOW TO APPLY

Applications must be completed and submitted using the [ARAC Grant Portal](#). Submissions in any other format, including email, will not be accepted. Instructions for navigating the ARAC Grant Portal can be found both in the guidelines and on the [ARAC website](#).

To be eligible, your application must include all the required materials. Applications must be submitted by 4:30 p.m. on the deadline date. Applications received after this time are ineligible and will not be reviewed. **There are no exceptions to this policy.**

### HELPFUL TIPS:

- ✓ Plan ahead. It takes time to write a good application.
- ✓ First time applicants are strongly encouraged to contact ARAC staff at 218-722-0952, 800-569-8134, or [grants@aracouncil.org](mailto:grants@aracouncil.org) to discuss the eligibility of their activity or project.
- ✓ Writing assistance is available upon request, but realize that staff assistance in no way implies your grant request will be funded. Attend an ARAC workshop if possible.
- ✓ Contact the ARAC office to view past applications. You can learn from others' success.
- ✓ Proofread your application and make sure that your narrative addresses all parts of the questions.
- ✓ Have a person who is not involved in your project read your application. It helps to have a fresh set of eyes look at your application.

# REVIEW CRITERIA

**Merit:** This criterion applies to the appropriateness of the activity to the applicant organization's mission.

**Artistic Quality:** This criterion applies to the artistic quality of the artist(s) or groups involved in the proposed project; the artistic quality of the proposed production or activity; or the artistic qualifications of the proposed individuals to be able to produce a high quality project.

**Ability:** This criterion applies to the applicant's demonstrated ability to accomplish activities of the size or scope of the proposed project.

**Need and Impact:** This criterion applies to the applicant being able to explain how this project will address needs identified by the group, community, artists or audience served. The group also needs to be able to explain how meeting the identified needs will benefit their community.

When reviewing each application, all four criteria will be considered with equal weight.

## ACCESSING THE GRANT PORTAL

You can access the link to the [ARAC Grant Portal](#) through the program page on the ARAC website.

### IF YOU ARE A FIRST-TIME APPLICANT:

1. Click on "Create New Account."
2. Complete the registration form with all of your contact information. Fields marked with an asterisk (\*) are required.
3. Important: The email address you use to register will be your user login to get back into the system. You will need this login and password for future applications or follow-up materials. All communication for your grant will also come to this email address, so remember to add [administrator@grantinterface.com](mailto:administrator@grantinterface.com) to your safe senders email list.

### IF YOU ARE A RETURNING APPLICANT:

1. Click "Log On" and enter your email address and password.
2. If you have forgotten your password, click on the "Forgot Your Password" link and a link to reset your password will be sent to your email address.
3. Once logged in, you will be able to view past grant requests and available grant applications.

## TO START YOUR APPLICATION:

1. Click "Apply" on the top menu. This will bring you to a list of currently available grant programs and applications.
2. Click on the "Apply" button under the "Rural & Community Art Project Grant" section to start your application.

## COMPLETING THE APPLICATION

**Tip:** The application form allows you to save your work and come back to it later. The "Save" button is located at the bottom of the page. It is recommended that you save your work often, even while continuing to work on it, so as not to lose any work. Always save before exiting the online granting system, as any work you have done or any files you have uploaded may not have automatically saved.

The beginning of the application contains multiple demographic fields. This statistical and demographic information is used for data collection and reporting, and is not used in the review of your application. Fields marked with an asterisk (\*) are required.

### PROPOSAL • OUTCOME • EVALUATION

This program is funded in part with money from the arts and cultural heritage fund: a fund created by the people of Minnesota in November, 2008, to support the arts and preserve state heritage. As Minnesotans have made this commitment, you have an obligation to be very intentional about how you work: the goals, impact, results, and community benefits. Therefore, your evaluation plan is an important part of this funding proposal.

The following model should be used when describing your proposal, outcomes, and evaluation goals. When you answer the narrative questions, be sure your answers are framed in the SMART model: S = specific, M = measurable, A = achievable, R = realistic, and T = time-bound.

## NARRATIVE QUESTIONS

### SPEAK TO THE MERIT OF YOUR PROPOSED PROJECT:

This criterion applies to the appropriateness of the project to your organization's mission. This criterion constitutes 25% of the review of your application.

- What is your proposed project? Where will it take place, and what is the timeline for your activity?



- What is your organization's mission? How will your project address or advance this mission?

### **SPEAK TO THE ARTISTIC QUALITY OF YOUR PROPOSED PROJECT**

This criterion applies to the artistic quality of the artist(s), group(s), and/or activities involved in the proposed project, the artistic quality of the proposed production or activity, or the artistic qualifications of the proposed individuals to be able to produce a high quality art project. This criterion constitutes 25% of the review of your application.

- Describe the artistic quality of the artist(s), group(s), and/or activities involved; and describe the qualifications of the project leaders. If the intended artists or groups have not been selected yet, explain the selection process that will be used. Be as specific as possible.
- Briefly describe your organization's artistic goals. How do you define artistic success for this project?

### **SPEAK TO THE NEED FOR YOUR PROPOSED PROJECT AND ITS POSSIBLE IMPACT:**

This criterion applies to your ability to explain how this project will address needs identified by your organization or artists and audiences you serve. This criterion constitutes 25% of the review of your application.

- What identified needs will your project address and how were they determined? Be as specific as possible.
- What impact do you hope to see as the result of addressing the identified needs? Will the project increase access to the arts, facilitate the overcoming of barriers to the arts, and/or support diverse ethnic and cultural arts traditions in your community?

### **SPEAK TO YOUR ABILITY TO ACCOMPLISH YOUR PROJECT:**

Your answers in this section should describe your organization's ability to complete your project as you've described it above. This criterion constitutes 25% of the review of your application.

- How will the ARAC funding be used? Your project budget should be realistic, feasible, and include appropriate funding to complete and promote your project.
- Describe the process used to select your project, and tell us the short and long range measurable outcomes you hope to address by doing your project. Outcomes are the goals you intend to accomplish by doing your project.

- What measurement tools will you use to determine whether or not you have achieved your outcomes? The methods you choose should provide your organization with answers about whether or not you have addressed or advanced your short and long-term artistic goals by doing your project.
- Describe up to three activities you have completed in recent years and share comments about what made them successful or unsuccessful.

#### **OPTIONAL:**

- Is there anything more you would like to tell ARAC about your proposed project or your organization?

## **PROPOSED BUDGET**

Click on the link to download the [Grant Budget Template](#). Save the file to your computer before filling it out. Once you have filled out the budget, save it and then upload it into the File Upload space provided in your application.

The Proposed Grant Budget supplies the Council with three important pieces of information. The description and dollar values for all expenses related to your proposed request, the dollar values of the expenses for which you are requesting ARAC funds, and the sources of additional funds for the remainder of the project expenses not covered by grant funding. This is a matching grant program requiring a 20% match. Refer to the following instructions when filling out this document.

#### **PROJECT COSTS MAY INCLUDE ...**

- ✓ fees, contracts or honoraria for artists, performers, curators, commissions, etc.;
- ✓ directly applicable administrative salaries, wages and expenses;
- ✓ expendable materials expenses;
- ✓ travel expenses related to doing a production or bringing in a touring artist or group;
- ✓ directly applicable promotion expenses; and/or
- ✓ rental fees.

Recognizing the value of labor in all dimensions of the arts world, ARAC requires that grant applications use the following figures in calculating the value of labor.

- Paying Artists for the Practice of their Art: minimum \$24/hour
- Paying Artists for Arts Education Work: minimum \$24/hour, with one hour of preparation time allocated for every two hours of direct instruction

These minimum hourly rates are calculated based on a report for 2015 from Independent Sector, a leadership network for nonprofits. From these hourly wages, artists must deduct FICA,

personal income tax, the costs of health insurance, retirement planning, the maintenance of tools and equipment, and other professional costs. ARAC recommends that artists list hours beyond the number payable within the grant as an "in-kind contribution."

## HOW TO FILL OUT THE EXPENSES SECTION:

**Estimated Project Expenses:** In the first column of the Proposed Budget template list everything necessary to carry out your project. If there are not enough lines in a particular section, please combine like items and provide details in the "Notes" section on the right side of the template. Give each item a dollar value in the next column even if you expect some portion of the expense to be an "in-kind" contribution. Round all estimated expenses to the nearest \$10.

In-kind contributions include all donated materials, labor, space and/or services that can be given a dollar value and are specifically committed to the project. Each expected in-kind contribution must be assigned a fair market value. In-kind contributions must appear in both the revenue and expense side of your proposed project's budget. Grantees must keep records of the cash values of in-kind contributions.

1. **Salaries and Wages:** List the salary and wage expenses for the project director, administrative personnel and volunteers necessary to carry out the administrative duties of your project. Estimate the amount of time they will spend on the project and multiply it by their hourly wage.
2. **Artists' Fees, Contracts and Honoraria:** List all the artistic personnel involved in your project and how much each will be paid. ARAC advocates for the payment of fair market wages for all artists involved in projects seeking support.
3. **Supplies and Materials:** List the expense of all the expendable materials associated with the project. Expendable items would include such things as paper, photocopying, audio recordings, digital recordings, and supplies expended for the administration or execution of the project. In a production project, expendable items might also include materials used in costuming, staging, exhibiting or other expenses related to the activity.
4. **Travel, Lodging and Per Diem:** List all expenses related to transportation, room and board for guest artists, and other travel related expenses incurred by organizational staff carrying out your project. (Remember that you may not use more than 10 percent of the total grant for costs related to travel outside the state of Minnesota.)
5. **Other:** List all other expenses associated with the project. Included here should be such expenses as space and equipment rental, venue rental, insurance, printing and publicity expenses, etc. You should only include the portion of these expenses directly related to carrying out your proposed project.

A. The totals of sections 1, 2, 3, 4 and 5 will be your **Total Project Expenses** line A.

**ARAC Request:** In the third column of the Proposed Budget template, list the parts of the expenses listed in the second column for which you are requesting ARAC funding. Remember

that your total grant request **may not exceed \$5,000 and can be no more than 80% of the Total Project Expenses**, listed at the bottom of the first column in line A. The total of the entries should equal the amount of the grant request listed in the application form.

## HOW TO FILL OUT THE SOURCES OF MATCH SECTION:

The Sources of Match section of the budget template supplies the Council with information pertaining to your ability to carry out the proposed project. Refer to the following instructions when filling out this section of the budget.

**Match:** Identify and list all proposed revenue and the dollar value of all in-kind contributions your organization has committed as a match for the project. The total match for a project must contain some actual cash. In-kind contributions cannot make up the entire match. If there are not enough lines in a particular section, please combine like items and provide details in the “Notes” section on the right side of the template.

1. **Cash:** List all sources of cash-on-hand budgeted for the project. Include general operating funds, past surpluses or salaries committed to this project.
2. **Other Grants/Donations:** List all grants, business or corporate donations, and contributions you plan to pursue to fund this project, in addition to this request. You must indicate if these grants or contributions have been received or are anticipated.
3. **Earned Income:** List estimated earned income from tickets (include the estimated number of tickets times the price of a single ticket), registration fees, ads, book and refreshment sales, etc. Multiply the estimated number of people or sales by the price of a ticket, book, ad, etc.
4. **In-Kind Contributions:** List all contributions of donated materials, labor, space and/or services that have been given a dollar value and are specifically committed to the project. All in-kind contributions listed in this section must also appear as expenses in the upper section.

The totals of parts 1, 2, 3 and 4 will be the Total Matching Funds and Contributions (line C). **The Total Support for the Project must equal the Total Project Expenses shown on line A.**

## FINANCIAL QUESTIONS

These questions supply the Council with information about your organization’s size and stability, and past history of grants received.

- **Previous Grants Received:** List any previous grants received from either ARAC or the Minnesota State Arts Board over the past two years. The purpose of giving this information is to provide additional background on the applicant organization. Indicate the type of grant, the amount received, and the year it was granted.

The following questions are about your organization's annual budget and fiscal years.

**Note:** Schools, government units, or groups which are not exclusively an arts producer or presenter should provide only their arts budgets.

- **Fiscal Year Prior to the Activity Dates:** List the beginning and end of the most recently completed fiscal year by month and year. List the actual income and expense figures for your organization's most recently completed fiscal year.
- **Fiscal Year of the Activity:** List the beginning and end of the fiscal year in which your proposed project will take place. List the estimated income and expense figures for the year in which your proposed project will take place.
- **Fiscal Sponsor:** If your organization is using a Fiscal Sponsor, enter their name, address, city, zip code, and daytime phone number, as well as the name of a contact from the organization that is authorized to sign off on your application and proposed project. Your Fiscal Sponsor must be a federal non-profit, tax-exempt 501(c)(3).
- **Fiscal Sponsor Agreement:** If your organization is using a Fiscal Sponsor, upload a copy of your contractual agreement. Be sure to refer to the Fiscal Sponsor Guidelines on our website for examples of what an agreement should include.

## REQUIRED ATTACHMENTS

The following documents required for this program must be uploaded in one of the following formats: MS Word, MS Excel or PDF. If you have any problems uploading the required documents, please contact the office at [admin@aracouncil.org](mailto:admin@aracouncil.org) or (218)722-0952. \*\* Courtesy Notice: ARAC is considering requiring work samples in future years. \*\*

- **Resumes:** Upload a single document containing one page resumes or biographical information for all principal artistic and administrative personnel involved in your proposed project. Limit each resume to no more than one side of one page per person.
- **Board List:** Upload a list of your organization's current board members with a description of their professional or community affiliations and one or two lines of biographical information. (If you are a university, college, or unit of government, include a list of your governing board or the committee members directly involved in the planning and execution of the project with a description of their professional or community affiliations.)
- **501(c)(3) Determination Letter:** Upload a copy of the federal non-profit, tax exempt 501(c)(3) determination letter for either your organization or the group acting as your fiscal sponsor.

## OPTIONAL ATTACHMENTS

Applicants may upload optional attachments. These attachments should document, demonstrate, or highlight the artistic quality and merit of the artists or groups involved in your proposed project; and/or the ability of your organization to carry out your proposed project.

Optional attachments may include up to six pages total of work samples, articles, reviews, press releases, posters, or other promotional materials which document past activities by your organization, or the artists or organizations you will be presenting. These items help give the review panel a better understanding of your organization and its programming. Documents must be uploaded in one of the following formats: MS Word, MS Excel or PDF.

## CERTIFICATION

Applicants will need to certify their application with an electronic signature by typing in the names of the following lead positions for the application: Authorizing Official (this should not be the same person as the Project Director), Project Director, and Fiscal Sponsor. Note that the typed name constitutes as a legal signature in agreement to the following statement:

"We certify that the information provided here is true and correct to the best of our knowledge and we will accommodate requests from persons with disabilities to facilitate their access to this project if funded."