ARTIST INITIATIVE
FY 2020 GRANT PROGRAM

Program overview and application instructions

Application deadlines
4:30 p.m.
Literary arts...April 26, 2019
Performing arts...April 26, 2019
Visual arts...June 28, 2019

For projects taking place between
Literary arts: January 1, 2020, and December 31, 2020
Performing arts: January 1, 2020, and December 31, 2020
Visual arts: March 1, 2020, and February 28, 2021
The Minnesota State Arts Board

The Arts Board strives to ensure that all Minnesotans have the opportunity to participate in and benefit from the arts. Its mission is to stimulate and encourage the creation, performance, and appreciation of the arts in the state.

Through its grant programs and other activities, the Arts Board works to achieve the following strategic outcomes:

- The arts are essential to a vibrant society
- The arts are interwoven into every facet of community life
- Minnesotans believe the arts are vital to who we are
- People of all ages, ethnicities, and abilities participate in the arts
- People trust Minnesota’s stewardship of public arts funding
- The arts thrive in Minnesota

The Minnesota State Arts Board is governed by eleven private citizens who are appointed by the governor. More than 250 volunteer advisory panel members are appointed each year to review grant applications and make recommendations to the board.

The Arts Board provides financial support and services to encourage the creation, promotion, and appreciation of arts in the state. Arts Board programs are intended to reach out to all Minnesotans, regardless of geographic location, economic situation, age, racial/ethnic characteristics, or disability. Funding for Arts Board programs and services is appropriated by the State of Minnesota, with supplemental support from the National Endowment for the Arts.

In addition, Minnesota’s eleven regional arts councils provide grants for arts activities in their regions. The Arts Board acts as fiscal sponsor to the councils, but each council has local decision making authority over the state funds it receives. For more information about grant opportunities and programs specific to applicant’s region, please visit the Regional Arts Councils section of the Arts Board Web site: www.arts.state.mn.us/racs/

Minnesota’s arts and cultural heritage fund

In November 2008, Minnesotans passed the clean water, land, and legacy amendment to the Minnesota Constitution. As a result, over twenty-five years, three-eighths of one percent of the state’s sales tax will be dedicated as follows:

- 33 percent to a clean water fund,
- 33 percent to an outdoor heritage fund,
- 14.25 percent to a parks and trails fund, and
- 19.75 percent to an arts and cultural heritage fund

Proceeds from the arts and cultural heritage fund “may be spent only on arts, arts education and arts access and to preserve Minnesota’s history and cultural heritage.”

Funding for this grant program is dependent on the Arts Board receiving an appropriation from the legislature and funding from the National Endowment for the Arts.
Minnesota State Arts Board
FY 2020 Artist Initiative
Program Overview and Application Instructions

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Program overview

Artist Initiative

The Artist Initiative grant program is designed to support and assist professional Minnesota artists at various stages in their careers by encouraging artistic development, nurturing artistic creativity, and recognizing the contributions of individual artists to the creative environment of the state of Minnesota. Grants will be awarded for projects that will enhance or expand the applicant's artistic skills or process, and advance the applicant's career by helping the artist generate greater visibility with and exposure to potential audiences.

Each project must include a live, in person, community component that will provide greater visibility for the artist's work and promote meaningful engagement between the artist and Minnesota audiences. A public performance, exhibition, reading, open workshop, or demonstration that the public can attend, are some examples of possible community components.

The program serves eight disciplines and has discipline specific deadlines. Prose and poetry applicants must apply in literary arts by April 26, 2019; dance, music, and theater applicants must apply in performing arts by April 26, 2019; and media arts, photography, and two- and three-dimensional visual arts applicants must apply in visual arts by June 28, 2019. An individual may submit only one application in this program each year.

Artist Initiative funds may be used for purposes such as:

- Time to research, complete, or present work.
- Travel within Minnesota for artistic research or to present or complete work.
- Professional documentation of work to use as a tool to enhance an artist’s career.
- Achieving specific artistic career goals or pursuit of other projects that further artistic development.
- Attending workshops and conferences in Minnesota for professional development.
- Realizing specific creative ideas or other purposes that will contribute to the artist’s professional growth and development.

Outcomes

Artist Initiative program outcomes

Each Artist Initiative project must address the following program outcome:

- Minnesota artists develop and use skills for engaging with audiences or communities.

If the applicant chooses to articulate more than one project outcome, the additional outcome(s) may address the primary program outcome (above) or may address the additional program outcomes:

- Minnesota artists develop their artistic practice;
- Minnesota artists develop their business or career skills.
Applicant project outcomes
Every project must have measurable outcomes that relate to the program outcomes. Grantees will be expected to evaluate their activities and be able to demonstrate measurable achievements related to outcomes. For details on outcomes, see page 10.

Grant amount
Minimum grant amount – $2,000
Maximum grant amount – $10,000

No matching funds are required in this program, provided that project expenses do not exceed $10,000.

Grants to individuals are taxable income. Applicants who need further information are encouraged to contact a tax preparer.

Applicants who are awarded a grant in one of the Arts Board programs may not receive additional funding in another grant program for the same project.

The board reserves the right to award full or partial support for proposed activities.

Project period
Projects in the literary and performing arts must not begin before January 1, 2020, and must end before December 31, 2020. Projects in the visual arts must not begin before March 1, 2020, and must end before February 28, 2021.

All projects must have a community component that occurs within the project period.

Eligibility
Highlights of Artist Initiative eligibility requirements
• An individual may be the official applicant on only one application in this program.

An eligible individual applicant must:
• Be a professional artist applying as an individual;
• Be a United States citizen or have attained permanent resident status;
• Be at least 18 years of age;
• Have been a Minnesota resident for at least six months prior to the application date, and must continue to reside in Minnesota throughout the contract period.

An application will not be eligible if any of the following are true:
1. Artists are required to pay excessive entry or exhibition fees in order to exhibit or perform in the project or program for which funding is sought;
2. Funds are requested for payment of debts incurred before the grant activities begin;
3. Funds are requested to support activities that are essentially for the religious socialization of the participants or audience;
4. Funds are requested to support activities in primary or secondary level parochial schools;
5. Funds are requested for activities that attempt to influence any state or federal legislation or appropriation;
6. Funds are requested to pay for capital costs, such as improvements, construction, property, or endowment funds;
7. Funds are requested to pay for equipment costing $5,000 or more;
8. The complete application is not received by the Arts Board before 4:30 p.m. on the application deadline;
9. The applicant has any overdue reporting requirements as specified in a previous contract with the board;
10. The applicant is not in compliance with any active contract with the board;
11. The applicant does not make all events open to the general public;
12. The applicant does not establish admission charges for the events, although it would be feasible to do so;
13. Funds are requested to start, match, add to, or complete any type of capital campaign;
14. Funds are requested to support activities that will not take place within the geographic boundaries of Minnesota;
15. The applicant received a FY 2019 Artist Initiative grant;
16. The applicant received a FY 2020 or FY 2019 Cultural Community Partnership grant as either the official applicant/grantee or the artist partner;
17. The applicant is applying on behalf of a duo, group, or organization.

What doesn’t the Arts Board fund?
Arts Board grant funds may not be used for the purposes listed below. An application that includes any of the following items will be ineligible:
1. Activities that involve any organization at which the applicant is employed and/or from whom the applicant receives a W-2 or 1099 form;
2. Paying for tuition, fees, or work toward any degree;
3. Paying for translating another person’s literary work;
4. Developing curriculum plans, teaching materials, or teaching programs that are intended to be used in the applicant’s regular course of employment;
5. Covering the costs of relocating the applicant’s legal address/residence outside the state of Minnesota;
6. Paying for the establishment of any type of arts, other nonprofit, or for-profit organization.

Unallowable costs
The following activities do not make an application ineligible, but Arts Board funds may not be used for these purposes:
1. For activities that take place outside of the project period;
2. For activities primarily intended to serve elementary or secondary school students;
3. For travel for individuals or organizations brought into the state to participate in the project;
4. For activities not directly related to the enhancement of an artist’s career;
5. For work on scholarly manuscripts or standard journalism;
6. For any activity that violates federal, state, or local laws, ordinances, or policies. Failure to comply with this requirement may cause the grant to be terminated and funds to be forfeited.
New for fiscal year 2020

1. On the program outcomes form, all applicants will need to write a project outcome that addresses the program outcome “Minnesota artists develop and use skills for engaging with audiences or communities.”
2. On the artist plan form, applicants will need to describe the scope of the artwork that will be created, performed, produced, promoted, or exhibited. When possible, please quantify.
3. Past recipients will need to describe previous Artist Initiative projects in the Artist Plan form.
4. In the Work Sample form, the medium/role/genre must be provided for each work sample.
5. Scoring is now weighed evenly throughout all criteria.

Highlights of existing procedures

Maximizing earned revenue: To be eligible for all Arts Board programs, applicants must establish admission charges whenever it is feasible to do so. Some arts events are not admission based and in some circumstances free or discounted admission may be appropriate. However, in all circumstances earned revenue should remain a priority in project budgets. In order to foster financial investment from all participants and promote sustainability, the Arts Board expects applicants to consider all options and implement appropriate strategies for generating earned revenue. This may include admission fees, merchandise sales, fees for service, concessions, sales of artworks, etc. If a project will not be charging admission and/or earning revenue, the applicant should clearly articulate the reasons for those choices in the proposal.

Panel review

All Minnesota State Arts Board grant applications are reviewed and discussed in open, public meetings. Applicants are encouraged to attend and listen to the discussion, however, they will not be able to make a presentation or participate in the discussion. Dates of review meetings are posted on the Calendar page of the Arts Board Web site: [http://www.arts.state.mn.us/calendar](http://www.arts.state.mn.us/calendar)

Artist Initiative applications will be reviewed by one of seventeen review panels that will take place between July – December 2019. Each panel will consist of seven members who have experience or expertise in the artistic discipline being reviewed. Panel makeup is designed to mirror the state’s geography and demographics.

Review criteria

Proposals will be reviewed and grants awarded, based on the degree to which the applicant addresses the following three review criteria. When the review criteria have been thoroughly addressed, the panel is able to find the necessary evidence to understand the quality and completeness of the proposed project. The scores are weighted per criterion with total possible points of 60.

Artistic quality (0 - 20 points)
When considering artistic quality, the panel will take into account where each applicant is in his or her career. The applicant’s work sample, resume, and artist background should demonstrate:
- Authenticity or originality;
- Technical skill;
• Personal artistic vision/voice;
• Professional commitment;
• Work that evokes or provokes emotion, intellectual inquiry, or other response from an audience.

**Merit and feasibility of artist plan (0 - 20 points)**
The applicant’s outcome(s), artist plan, and budget demonstrate:
• Project outcome(s) is specific, and promotes artistic and/or professional growth;
• Project outcome(s) is achievable, and is appropriate to the applicant’s current career level;
• Actions are logical, detailed, and will lead to the achievement of the project outcome(s);
• Budget is appropriate to the actions and outcome(s);
• Impact on the applicant’s career is clearly identified, and goes beyond current skills and strengths.

**Impact or benefit to the state and/or creative community (0 - 20 points)**
The community component and statements about the applicant’s impact on the state and/or creative community demonstrate:
• A live and in person, public activity, appropriate to the applicant and project;
• An event that will draw visibility to the applicant’s work;
• Audience for the event is clearly defined and estimated attendance is reasonable;
• Adequate funds are budgeted for the community component;
• Ways in which the applicant is in a position to transfer what is learned in this project to others in the state and/or creative community.
• Ways in which the project will provide artistic experiences that aren’t currently available to Minnesotans.
• Ways in which the content of the artwork will have importance or meaning to Minnesotans.

**Application instructions**
*First time applicants* are encouraged to carefully review the Program Overview and Application Instructions and then call the program officer prior to beginning an application.

All applicants are required to use the WebGrants system to apply, and will submit all materials electronically. An online tutorial is available that illustrates how to use the WebGrants system. Viewing this tutorial along with WebGrants Frequently Asked Questions on the [Arts Board Web site](https://www.artsboard.state.mn.us/) is strongly recommended.

**WebGrants registration form**
All applicants must be registered as users in the WebGrants system in order to apply to any Arts Board program. New users must register before they may begin an application. **Register early.** Registrants will receive a WebGrants user ID and password within one to two business days, which will also be used for subsequent WebGrants applications and grants management activity. An online tutorial is available on the [Arts Board Web site](https://www.artsboard.state.mn.us/) to guide new users through the registration process.
How to start an application

- Log in to WebGrants
- Select: Funding Opportunities
- Select: The appropriate funding opportunity
- Select: Start a new application

After an application is started, a complete list of questions asked and information needed to complete the application can be generated by clicking the “Application Details” button on the Application Forms screen.

Application deadline

Applications must be submitted to and accepted by the online WebGrants system BEFORE 4:30 p.m. on the following days:

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<tr>
<th>Category</th>
<th>Deadline Date</th>
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<tbody>
<tr>
<td>Literary arts (poetry, prose)</td>
<td>April 26, 2019</td>
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<tr>
<td>Performing arts (dance, music, theater)</td>
<td>April 26, 2019</td>
</tr>
<tr>
<td>Visual arts (media arts, photography, two- and three-dimensional visual art)</td>
<td>June 28, 2019</td>
</tr>
</tbody>
</table>

- All forms including those that you feel may not apply to you must be opened and marked as complete before clicking “Submit.”
- Submit well before the deadline to ensure that the complete application is transmitted to and received by WebGrants BEFORE 4:30 p.m.
- After the deadline, applicants will be alerted through the WebGrants system if there are issues with an application that require attention. To ensure that e-mail notices don’t go to a junk e-mail folder, enter the WebGrants e-mail address webgrants@apply.mnartsboard.com in your address book.

Although the WebGrants system will remain visible and accessible to users beyond the application deadline, the system is designed to prevent late applications from being submitted. At 4:30 p.m. on the deadline day, WebGrants will stop accepting applications.

The Arts Board is not responsible for the failure of Internet service providers to accept or deliver application materials.

The Arts Board will only accept applications that are submitted and accepted by the online WebGrants system before the 4:30 p.m. deadline, and will not grant an applicant extra time after the deadline to submit an application. There are no exceptions.
When an application is successfully submitted, a confirmation will be sent to the applicant by e-mail. Applicants are strongly advised to print and keep a copy of this e-mail as proof of their submission.  

Any applicant that fails to submit all the required materials, or submits incomplete materials, will jeopardize the eligibility of its application.

Application checklist

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<td>10</td>
</tr>
<tr>
<td>Work sample</td>
<td>16</td>
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Application forms

**Formatting narrative text**

Applicants are strongly encouraged to prepare narrative text in another format (i.e., in a word processing document) and then copy and paste it into WebGrants. **Fields with length limits are measured in characters, not words, and include spaces.** Word processors format rich text using unseen formatting tags, counting against the character length limits. To maximize the number of characters available for text, avoid unnecessary formatting.

**Do not include links in narrative text fields. Applicants will be required to disable hyperlinks.**

**File naming requirement**

- Name files with a combination of the applicant name and document title. For example: Jane Doe_resume or ABC Company-brochure.
- Use only letters of the alphabet, numerals, underscoring, or dashes in file names. Do not use commas, periods, other punctuation marks, or special characters, as these may result in file corruption.
General Information Form

Primary contact
The primary contact is the person responsible for completing and submitting this application, and is the liaison between the applicant and the Arts Board.

Additional contacts
If more than one person registered in WebGrants is associated with the applicant, all of their names will be listed here. If more than one person will be working on the application, select their names from this list.

Project title (250 characters maximum)
This field will automatically populate with the name of the funding opportunity.

Organization
Select “Apply as Individual.”

Eligibility Questionnaire – complete this form first
To determine if an applicant is eligible to apply for this Minnesota State Arts Board grant, answer “Yes” or “No” to each question in the “eligibility” section. In the “use of program funds” section, acknowledge that you have read and understand the prohibited use of program funds statements. Acknowledge reading the Tennessen warning.

Outcomes Form
Information in this form addresses the fit between the applicant’s outcomes and this program’s identified outcomes, as well as the applicant’s ability to effectively evaluate achievement of those outcomes.

Applicant project outcomes (150 characters maximum)
State at least one distinct and measurable outcome that the applicant intends to achieve with the support that would be provided by this Arts Board grant. A second outcome is optional.

Each Artist Initiative project must address the following program outcome:
- Minnesota artists develop and use skills for engaging with audiences or communities.

If the applicant chooses to articulate more than one project outcome, the additional outcome(s) may address the primary program outcome (above) or may address the additional program outcomes:
- Minnesota artists develop their artistic practice;
- Minnesota artists develop their business or career skills.

Crafting meaningful project outcomes
An outcome describes change in knowledge, attitude, skill, behavior, or condition among the people a project is designed to benefit. Effective project outcomes are specific, measurable, and can be reasonably achieved by the proposed activities. Outcomes always have two parts: the first
one describing the person/people who will change, and the second one describing what that change will be. Outcomes for different programs might look like the following:

- The artist will develop skills in (a new medium, community engagement, marketing, etc.).
- The program participants will feel (empathy toward others, confidence in their own artistic ability, etc.).
- The audience will become comfortable with (the art form, the presenting organization, the subject of the piece, etc.).

Avoid using statements like the following::

- The artist will create seventeen paintings.
- The artist will perform for an audience of 1,000 people.
- The artist will tour the production to five communities.

These statements describe only the project activities, and do not describe a change in knowledge, attitude, skill, behavior, or condition among the people a project is designed to benefit.

How will the applicant’s project outcome(s) be evaluated? (250 characters maximum)
State the method(s) the applicant will use to evaluate progress toward each outcome.

Arts Board program outcomes
For each applicant outcome, select an Arts Board program outcome that the activities of the grant period will achieve. More than one applicant project outcome can support the same program outcome.

For assistance crafting outcome statements, contact the program officer.

For information about outcomes based evaluation, applicants may refer to Getting started with program evaluation, a resource guide published by the National Assembly of State Arts Agencies. The proposed and actual outcomes, as well as the evaluation plan, will be posted on the Minnesota Legacy Web site.

Artist Plan Form

1. Public statement (225 characters maximum)
   If the application is funded, this statement will be used for publicity purposes such as posting on the Arts Board Web site. Write in the third person, use complete sentences, and speak to a general audience. If confirmed, name the venue and city where your community component will be held. Example: Jane Doe will create and perform ArtWork, a one woman play that uses poetry to explore social justice issues. An in progress performance and talk back will be held at ABC Theater in Warren, Minnesota.

2. Review panel
   Select the discipline which is most appropriate to review this application. Note: If you are applying in literary or performing arts your options are poetry, prose, music, dance, theater. If you are applying in visual arts, your options are photography, media arts, or 2- and 3-dimensional visual art.
3. **Resume** (two pages maximum, attach as PDF file)
   Provide evidence of strong career commitment, relevant educational background, training, mentorship, apprenticeship, experience as an artist, and artistic recognition.

4. **Review criteria**
   Proposals will be reviewed and grants awarded based on the degree to which the applicant addresses the following three review criteria. When the review criteria have been thoroughly addressed, the panel is able to find the necessary evidence to understand the quality and completeness of the proposed project. The scores are weighted per criterion with total possible points of 60.

   Include the following headings and respond to the bulleted prompts in your narrative.

   a. **Artistic quality** (0-20 points) (2,500 characters maximum)
      Artistic quality is demonstrated by your artist background, your work samples, and your resume. For tips on work samples, see page 17.

      **Artist background**
      - Provide information about your work and where you are now in your career as an artist. How have you demonstrated commitment to your craft?
      - Discuss the scope of the art that will be produced, presented, or promoted in this project. What makes the work authentic or true to its original features, or explores your personal voice and vision? What technical skills are being employed in your work? Describe your personal voice and vision. How do you believe your work will evoke or provoke emotion, intellectual inquiry, and other responses from an audience?

      **Tip:** Your resume is also considered in the criteria of artistic quality. Does your resume thoroughly highlight your artistic background (mentorships, apprenticeships, awards, exhibitions, performances, sales, presentations, publications, formal/informal artistic education)?

   b. **Merit and feasibility of the artist plan** (0-20 points) (4,500 characters maximum)
      Merit and feasibility of the plan are shown by your description of project outcomes that are specific, measurable, and attainable within a year’s time; clear and strategic actions complete with an outlined timeline that addresses your specific barriers; and a thorough budget that clearly supports the actions you’ve identified in the plan.

      **Project outcomes**
      - Copy and paste the project outcome(s) from the Outcomes Form (page 9).
      - The outcome(s) should state how your audience, community, or your own artistic practice will benefit or change as a result of experiencing the proposed project. For example, will the project help you to develop new skills or practices that advance your artistic career? Will audience members develop their interest in, awareness of, or knowledge about some aspect of artistic work like yours?
      - Discuss why the outcome is the appropriate next step on your career path, and how you expect it to impact your artistic career.
• If the project you are proposing will be similar in nature and scope to past work, what about this project will provide an artistic or professional stretch for you?

**Barriers**
• What are the greatest barriers standing in the way of your growth or other goals?
• Identify why you can’t achieve the project outcome(s) without the support of an Artist Initiative grant.

**Actions**
• Describe the activities you will do to address the barriers and achieve the project outcome(s).
• Explain why these activities are likely to result in the outcome(s) you intend to achieve.
• Provide a reasonable project timeline that lays out individual steps of the process.
• If collaborators will be involved with the project, name them and describe what they bring to the project. If volunteers will be involved with the project, estimate the number of volunteers who will participate and describe their role(s).
• Why is this time frame feasible and reasonable for what you are proposing?

The budget you enter in the budget form is evaluated and taken into consideration while determining the overall merit and feasibility of the plan.

**Budget tips:** Line items listed on the Budget Form should be explained in the actions. Please consider the following and, if necessary, provide answers within the narrative. Check resources to see if purchases and amounts listed are reasonable according to industry standards. Does the budget support the actions identified within the plan? If there are collaborators or mentors, are the fees to compensate them appropriate? If other funds are identified, please indicate if funds are pending or committed. What will the impact be on your overall project if pending funds are not committed? If funds are being proposed for travel within Minnesota, why have you selected these locations? What will be accomplished by the travel? If equipment purchases are proposed, what equipment will you purchase, and why is it necessary for the project?

c. **Impact or benefit to the state and/or creative community** (0-20 points)  
(2,500 characters maximum)
Your project’s community component is an important way for your work to have an impact on Minnesotans. A strong community component is demonstrated by describing a live and in person community component that will provide greater visibility to your work and promote meaningful engagement between you and Minnesota audiences.

**Community component description**
• Identify how the public will be able to participate in your project. At least one live and in person community component is required. Online electronic media can be an aspect of the project, but do not satisfy the requirement for a live and in person community component.
• If the community component will offer free programming, the applicant must clearly explain in the application narrative why free programming is necessary to meet the needs of its intended participants, and provide evidence that cost is the barrier to participation.

• Some examples of possible community components are a public performance, exhibition, reading, open workshop, or demonstration that the public can attend. Venues and dates do not need to be confirmed at the time of application but it should be evident that viable options have been considered.

• What specific experiences will community members have at your event(s)? For example, will you hold artist talks, workshops, or teaching opportunities? Please share previous experience you have providing these experiences for audiences.

• Why is the identified venue(s) the right venue for you at this stage in your career? How will the venue(s) help you reach new audiences?

• If you are proposing actions that are outside of your control, such as having a specific venue, provide a backup plan in case your preferred option isn’t available.

Tip: The community component cannot take place at your workplace. Your application will be deemed ineligible if you include any activities that involve an organization where you work as either a salaried or contract employee.

Impact on the state and creative community
• Define the intended audience(s) for your public event(s).
• How many individuals do you estimate will contribute cash to the project through crowdfunding or other fundraising activities?
• How will this project serve children or youth, older adults, persons with disabilities, residents of greater Minnesota, people of color, indigenous people, or other demographic groups?
• Describe how the community component audiences or other community members will benefit from this project. This description may refer to an audience or community focused outcome described elsewhere in your application.
• Explain how your artistic background and this project are relevant to the identified population(s) to be served.
• Describe how this project will create opportunities for other artists, vendors, venues, or other collaborators.
• Describe how you might use what you learn from this project in the future, and how sharing what you learn with others might benefit your creative community. Examples may include informing your own future projects, teaching or mentoring others, sharing information or advising other artists, or other uses.
• Describe how this project will provide Minnesotans with arts experiences that are not currently available.
• Describe how the content of the artwork will have importance or meaning to Minnesotans.

Tip: Have someone else read your narrative. Ask them if they can clearly understand what you will be doing. Have you identified a tangible project?
Artist and Participant Estimates Form

Report an estimate for the grant period in each of the categories listed below. If awarded a grant, the grantee will be asked to provide actual figures as a part of the final report, and to explain any differences.

- **Artists** — Enter the number of artists who will be providing art or artistic content for the grant activities. Include living artists whose work will be represented whether or not the work is provided by the artist or an institution.

- **Participants**
  - Children/youth (0 – 18 years) engaged; Adults engaged — Enter the number of people who will directly engage with the arts, whether through attendance at arts events or participation in arts learning or other types of activities in which people will be directly involved with artists or the arts. Do not count individuals reached through TV, radio, or cable broadcast; the Internet; or other media. Avoid inflated numbers.

- **Broadcast/electronic**
  - The following figures are not relevant for most applicants, and are not intended to estimate marketing or promotion efforts. Provide only if project content will be delivered in these media. If not applicable, enter zero.
    - **Broadcast audience** — Estimate the total audience for radio, television, and recordings of these activities. Do not count anyone more than once.
    - **Electronic audience** — Estimate the number of audience members who will engage in arts programming through digital or online platforms. Do not count repeat visitors more than once.

- **Community contributions**
  - Number of individuals making charitable contributions — Enter the total number of individual contributors you estimate will support the grant activities.
  - Number of individuals engaged as volunteers — Enter the total number of volunteers you expect to support the grant activities.
  - Number of paying participants — Enter the estimated number of individuals who will pay admission or other fees to participate in the grant activities.

Budget Form

Before entering financial data into WebGrants, applicants are strongly encouraged to prepare draft budgets and check work in a spreadsheet. A budget spreadsheet tool is available to download on the Artist Initiative program page of the Arts Board Web site.

An applicant may request and receive 100 percent of total project cash expenses up to $10,000.

**Validate financial information**

1. The total revenue must equal the total expenses. The Difference must be “0” to indicate a balanced budget.
2. The Arts Board request must be between $2,000 and $10,000.
   - If any of these two conditions are not met, click “Edit” and make necessary corrections.
In-kind
Projects may, but are not required to, have in-kind donations. In-kind includes the value of goods and services donated to the project. Artist compensation cannot be included as in-kind. When calculating the in-kind value of volunteer time, use the Minnesota minimum wage rate. Some examples include donated services, advertising, artist accommodations, space use, and printing. The in-kind amount will be copied to the revenue and expense sections of this form. Sample in-kind description: rehearsal space at Sons of Norway Lodge #123 = $500; 3 nights at Sweet Rest Motel @ $100/night = $300.

Revenue
In the narrative text box, provide an explanation for every line item with a dollar amount entered, or enter “N/A” if line item doesn’t apply. Applicant should indicate if income is committed or pending. (1,000 characters maximum, for each line item)

Project earned income is any income earned through fees or sales related to the proposed project. In order to foster financial investment from all participants and promote sustainability, the Arts Board expects applicants to consider all options and implement appropriate strategies for generating earned revenue. This may include admissions, merchandise sales, fees for service, concessions, sales of artworks, etc. If a project will not be charging admission and/or earning revenue, the applicant must clearly explain in the application narrative why free programming is necessary to meet the needs of its intended participants, and provide evidence that cost is the barrier to participation.

Applicant cash or other income may be funds from the applicant’s and/or collaborators’ accumulated resources budgeted for these activities. Other income includes private donations, grants from foundations, corporations, collaborators, local governments, or the federal government.

Regional arts council grant(s) includes any anticipated funding for the proposed project from any of Minnesota’s eleven regional arts councils.

Other income subtotal – This line will calculate automatically and will only be seen after selecting “Save.”

Arts Board request is the amount the applicant requests from the Arts Board to support the project. The Arts Board request is automatically calculated by WebGrants using the following formula: total expenses minus other income, excluding in-kind.

Project revenue subtotal – This line will calculate automatically and will only be seen after selecting “Save.”

In-kind revenue will be filled in automatically.
Revenue total – This line will calculate automatically after clicking “Save.”

Expenses
In the text box, provide an explanation for every line item with a dollar amount entered, or enter “N/A” if line item doesn’t apply.

Artistic and support services compensation rates: The Arts Board does not specify compensation rates. Instead, compensation for artistic services, including production and technical costs and compensation for support services, such as project management, evaluation, planning, marketing, technical work, etc. should reflect industry standards, market rates, and the skill and experience of the worker. Rates should be appropriate to the project’s needs and clearly justified in application materials. For example, if a proposal budget includes a marketing consultant at $50/hour, the applicant should explain in the narrative what project needs demand that rate and what skills, expertise, and results the consultant will provide.

Artist compensation includes amounts paid to artists/arts organization(s) for project activities.

Other project personnel includes compensation paid to all nonartist personnel for project activities. Examples: lighting tech, Web designer, stage crew.

Travel includes an artist’s travel expenses within the state of Minnesota. accommodations, food, transportation, etc. Arts Board funds may not be used for travel outside of the state or travel expenses related to bringing artists and organizations into the state to participate in the project.

Rent includes payments for use of space that is directly related to and necessary for the specific project. Examples: payments for rental of rehearsal space, theater, hall, gallery, or studio.

Materials and supplies includes cost of items used in the creation or delivery of the project. Examples: fabric, notions, rehearsal CDs, DVDs, etc.

Promotion and marketing includes expenses specifically identified with promoting or publicizing the project. Examples: advertising, printing and mailing brochures, flyers, and programs.

Equipment purchase includes payments for the purchase of equipment essential for the project. Equipment means an article of nonexpendable, tangible property, or a combination of articles
with a single purpose, having a useful life of more than one year. The total amount requested to purchase equipment must be less than $5,000. Examples: purchase of musical instruments, cameras, kiln, etc.

**Equipment rental** includes payments for the rental of equipment essential for the project. Examples: lighting, costumes, sound equipment, etc.

**In-kind** expense will be filled in automatically.

**Other** includes any other expense necessary to successfully carry out the project. Examples: documentation, software, workshop fees, reception expenses, evaluation, permits, or costs to ensure accessibility.

**Expenses total** – This line will calculate automatically after clicking “Save.”

**Work Sample Form**

The materials required in this section will be used to evaluate the artistic quality of the applicant’s artwork.

A complete work sample includes:
1. images, audio, video, and/or written work, and
2. work sample description.

Any artist who does not submit a complete work sample will not be reviewed.

**Work sample**

A strong work sample accomplishes the following:
- Illustrates an artistic voice and technical skill;
- Provides evidence of the artistic quality of an artist’s work;
- Documents the artwork itself, **not the quality of teaching or the experience of a demonstration**:
  - Supports the stated intentions of the proposed project;
  - Shows work made in the last four years;
  - Is documented in a medium that best represents the work.

If there is a compelling reason to disregard the above approach to work samples, clearly explain the reason in the work sample description statement.

Work samples with voiceovers or additional text that aim to describe the work or provide additional information are unallowable. Promotional or marketing documentation is not appropriate as a work sample and will not be reviewed, thereby eliminating the artist from consideration in the project.

**Notes about rights**
1. The works and the rights to those works resulting from Arts Board grants are the sole property of the artist(s).
2. Artists must not present the work of others as their own work. When adapting, incorporating, or significantly drawing upon others’ work, proper attribution is expected.

3. All application materials submitted to the Arts Board are public information.

4. The Arts Board may use submitted work samples in promotional materials and online.

Tip: when gathering your application materials, consider the following items. Are your work samples professionally presented? Are your samples cohesive, yet varied? If you are not using the maximum quantity for work samples, do you have a good reason for making that choice?

### Work sample formatting and quantity

<table>
<thead>
<tr>
<th>Work sample type</th>
<th>Submission file type</th>
<th>Maximum quantity</th>
<th>Format and tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>JPG only</td>
<td>10 images, under 2 MB each</td>
<td>Images will be projected three at a time.</td>
</tr>
<tr>
<td>Audio</td>
<td>MP3 only</td>
<td>5:00 minutes</td>
<td>Include only the material intended for panel review.</td>
</tr>
</tbody>
</table>
| Video            | Attach a PDF file containing Vimeo URL link | 5:00 minutes | Include only the material intended for panel review.  
* If private viewing is selected, provide the video specific password in the PDF document along with your Vimeo URL. 
* For help with Vimeo, visit [www.vimeo.com/help](http://www.vimeo.com/help) 
* No video slide show of images |
| Written work     | PDF only             | 10 pages         | Remove title pages, table of contents, etc.  
* Include only the material intended for panel review  
* Prose: double spaced  
* Poetry: single or double spaced  
* Scripts: formatting should follow industry standards |

Panels will only review the allowable lengths for work samples.

If using a combination of work sample types, **follow this conversion ratio**: 30 seconds = 1 page = 1 image. Conversion ratio examples:

- 2 minutes audio/video + 6 images = 5 minutes total
- 7 pages + 3 images = 5 minutes total
- 3 pages + 5 images + 60 seconds audio/video = 5 minutes total

* Vimeo warning: Keep video work samples on Vimeo until after grants have been awarded; make no changes.*
File naming requirements:

- Use **only** letters of the alphabet, numerals, underscoring, or dashes.
- Do **not** use commas, periods, other punctuation marks, or special characters, as they may result in file corruption.
- Name files as: `documentCategory-documentNumber-lastName-firstName`.

Examples:
- Worksample-01-Doe-Jane
- Resume-02-Doe-Jane

Work sample description

1. **Title the work** – Enter a title for the artwork.
2. **Completion date** – Enter the date on which the artwork was completed. If the sample is a work in progress, state “work in progress.”
3. **Type** – Select the type of work sample submitted (image, audio, video, written work).
4. **Medium** – provide the medium of the applicant’s artwork shown in the sample (e.g., acrylic, wool, wood, clay, n/a).
5. **Role** – describe the artist’s role in the artwork (e.g., guitar player, choreographer, voice of the bear in the story, sound artist, director, producer, writer, n/a). If the artist has multiple roles in the work, please list all roles (e.g., composer/conductor, poet/performer).
6. **Genre** – provide the genre of the artwork (e.g., science fiction, historical fiction, horror, n/a).
7. **Dimensions/Duration/Pages**
   a. For images, select “dimensions” and provide the dimensions of the original artwork in both numbers and unit of measurement (e.g., 24” x 12”).
   b. For audio or video samples, select “duration” and state the length of the sample and the length of the complete artwork (e.g., 2:00 minutes of a 46:00 minute symphony).
   c. For written samples, select “pages” and provide the number of pages of the portion of the artwork that will be read in the work sample (e.g., eight pages of a 12-page scene, or three pages of a 200-page novel).
8. **Statement** (Optional; 250 characters maximum)
   The panel will read this as they view the work sample. This is an opportunity to provide information that will help the panel understand the work sample.

Artistic Discipline and Populations Benefiting Form

The Arts Board uses information entered on this form to prepare aggregate reports mandated by the National Endowment for the Arts, as well as to monitor its own efforts to reach all of Minnesota’s demographic groups. Information in this form is used by review panels to determine which key demographic groups the applicant intends to serve.

Project information

Select the label(s) that most clearly identify the proposed project’s artistic discipline.

- A primary discipline is mandatory. If the project ONLY presents puppetry, select **Primary discipline**: Theater, puppetry.
- A secondary discipline is optional. If the project primarily presents puppetry, but ALSO presents storytelling, select **Primary discipline**: Theater, puppetry; **Secondary discipline**: Theater, storytelling.
• From the **arts education** choices provided, select the one which best describes the educational goal of the proposed activity.

**Age of benefiting population**

**Distinct benefiting populations**

**Geography of benefiting populations**

**Race/ethnicity of benefiting population**

Enter numbers that, by your best estimate, are the percentages of each population directly benefiting from grant activities during the period of support. These responses should refer to populations engaged directly, rather than through broadcasts or online programming. For age, geography, and race/ethnicity selections, the total percentage should equal 100 percent or more.

**Demographic Information Form**

Information on this form is provided by individual applicants about themselves. The Arts Board uses this information to prepare aggregate reports for the National Endowment for the Arts, as well as to monitor its own efforts to reach all of Minnesota's demographic groups.

If an applicant is not a U. S. citizen, but has the status of permanent resident, attach a copy of permanent resident card to this form as a PDF file.

**Certifications and Signature Form**

**Applicant’s certification**

Minnesota law authorizes state government agencies to conduct transactions electronically. Minnesota Statutes 302A.015 defines an electronic signature as "an electronic sound, symbol, or process attached to or logically associated with a record and executed or adopted by a person with the intent to sign the record."

Entering an individual's name in a signature box constitutes the individual's electronic signature. The signature certifies that all information in the application is true and correct. It also certifies that the applicant meets all the program eligibility requirements, and intends to use the granted funds only for allowable purposes.

If an applicant receives an Arts Board grant that includes dollars from the arts and cultural heritage fund, it must certify that it will only use those funds for the following purposes:

- To produce, present, or offer programs, projects, services, or activities in the arts, arts education, arts access, or arts that preserve Minnesota’s history and cultural heritage;
- To support programs, projects, services, or activities that take place within the state of Minnesota;
- To support programs, projects, services, or activities for which measurable outcomes have been established, and a plan for evaluating the outcomes and results is in place;
- To supplement and not substitute for traditional sources of funding; and
- To underwrite only those administrative, indirect, or institutional overhead costs that are directly related to and necessary for the programs, projects, services, or activities that the applicant will offer with the arts and cultural heritage funds it receives from the Arts Board.
General program information

Important notes

- Tennessen warning
  The use of the information that an applicant provides to the Arts Board is governed by the Minnesota Government Data Practices Act (Minnesota Statutes, chapter 13).

  Any person who registers on the Arts Board’s WebGrants system, as an individual or a representative of an organization, agency, or group, must provide name, address, and additional contact information in order for the board to process grant applications. Failure to provide required information will prevent the applicant from being able to receive a grant from the Arts Board.

  Members of the public may request to review, or receive copies of, any information that an applicant provides to the Arts Board. Arts Board staff and volunteers; authorized personnel from the Minnesota Office of the Legislative Auditor, Minnesota Management and Budget, and the Minnesota Department of Administration will have access to the data. Authorized personnel from the Minnesota Department of Revenue, the Office of the Inspector General, and Office of the Comptroller General of the United States may have access to the data. If a court issues an order requiring disclosure beyond the parties and purposes described here, the Arts Board will comply.

- Funding for this program is dependent on appropriations from the Minnesota Legislature for FY 2020 and on a grant from the National Endowment for the Arts. Those amounts will not be determined until May 2019. In the most recently completed grant cycle (FY 2019), the Arts Board was able to award 190 grants totaling more than $1.87 million. The full list of FY 2019 Artist Initiative grants is available at http://www.arts.state.mn.us/grants/2019/2019-awarded-ai.htm

- Artists that are awarded a grant will be expected to implement the projects as proposed and to submit a final report after the grant period ends that explains what activities took place and what outcome(s) were achieved. The grantee will also need to provide a financial report that compares projected costs to actual costs and accounts for how state funds were spent.

- Equal opportunity to participate in and benefit from the programs of the Minnesota State Arts Board is provided to all individuals regardless of race, national origin, color, sex, age, religion, sexual orientation, or disability in admission, access, or employment.

- Upon request, Arts Board materials will be made available in an alternate format.
For questions or help
Sample applications are posted on this program’s page of the Arts Board Web site.

For questions about eligibility or the content of the application, please contact:
Sherrie Fernandez-Williams, program officer
sherrie.fernandez-williams@arts.state.mn.us ...........................................(651) 539-2672

For questions about the technical aspects of the application forms, or questions about electronic submission, please e-mail the Arts Board at: apply@arts.state.mn.us
The following staff member may also be called regarding technical aspects, but e-mail is preferred.
Tom Miller, WebGrants project manager..............................................(651) 539-2660

All staff can be reached toll-free at ......................................................(800) 866-2787