

City of Minneapolis process for the Arts Engagement, Cultural Planning, and Design Projects category of the National Endowment for the Arts Our Town program
City of Minneapolis due date for proposals: November 7, 2014

The National Endowment for the Arts (NEA) Our Town guidelines are available at www.arts.gov.

There are two categories:

- 1) Arts Engagement, Cultural Planning, and Design Projects (requires a local government partner)
- 2) Projects that Build Knowledge About Creative Placemaking (does not require a local government partner)

The following process is designed for applications in the Arts Engagement, Cultural Planning, and Design Projects category.

CITY OF MINNEAPOLIS TIMELINE

Applications to the Our Town Arts Engagement, Cultural Planning, and Design Projects category must involve at least two organizations: one a nonprofit design or cultural organization, and one a government entity. **Each local government, whether applying directly or as part of a partnership with some other lead organization, is limited to one (1) application.** As required by the NEA, the City of Minneapolis will select one project to apply for/partner with.

November 7: **Proposals due to the City of Minneapolis for review**

December 9: City Council Community Development Committee

December 12: City Council

E-mail your proposal to Jenny Chayabutr by 11:59 p.m. on November 7, 2014
jenny.chayabutr@minneapolismn.gov

CITY OF MINNEAPOLIS APPLICATION

All project proposals must be submitted according to the format described on the following pages.

The City does not require a complete copy of the application to be submitted to the NEA, only the attachments described in the following pages.

Proposals will be reviewed based on the NEA agency-wide criteria of artistic excellence and merit. <http://arts.gov/grants-organizations/our-town/application-review>

The NEA will present FY2015 Our Town webinars on October 1 and 6. All applicants are encouraged to participate in these webinars. The webinars will be archived.

For assistance in developing your partnership with the City of Minneapolis contact Gülgün Kayim, Director, Arts, Culture and Creative Economy, City of Minneapolis
p: (612) 673-2488
e: gulgun.kayim@minneapolismn.gov

Please note that submitting a proposal to the City of Minneapolis for consideration is not an application to the NEA. The purpose of the City's process is to select a project to partner with.

For updates from the City's Arts, Culture and Creative Economy program sign up for the email list at www.minneapolismn.gov/coordinator/arts.

Part 1. Organizational Information

- 1) Applicant Name
 - Name of organization
 - Contact person: Name, title, phone number, email address
- 2) Date organization was incorporated
- 3) Mission/purpose of your organization: Briefly summarize the mission and purpose of your organization. For non-arts organizations (e.g., universities, human service agencies), summarize your mission as it pertains to creative placemaking activities. (1500 character limit)
- 4) Organization Budget: Complete this section using figures from completed fiscal years. In the case of a local government, limit this information to the department or office that will oversee the proposed project. Most recently completed fiscal year/Previous fiscal year/Two years prior
 - Fiscal year end date [only for previous fiscal year] [MM/DD/YYYY]
 - Income
 - Earned
 - Contributed
 - Total income
 - Expenses
 - Artistic Salaries
 - Production/exhibition/service expenses
 - Administrative expenses
 - Total expenses
 - Operating surplus/deficit
 - Discuss the fiscal health of your organization. In addition, you must explain: 1) any changes of 15% or more in either your income or expenses from one year to the next, and 2) plans for reducing any deficit (include the factors that contributed to the deficit and its amount). (1000 character limit)
- 5) Mission/purpose of partner organization: Briefly summarize the mission and purpose of your organization. For non-arts organizations (e.g., universities, human service agencies), summarize your mission as it pertains to creative placemaking activities. (1500 character limit)
- 6) Name of primary partner organization
 - For non-profit applicants: list “City of Minneapolis” and identify the department(s) you are working with
 - For City department applicants: list the name of a nonprofit design or cultural organization you are partnering with

- 7) Mission/purpose of partner organization: Briefly summarize the mission and purpose of your organization. For non-arts organizations (e.g., universities, human service agencies), summarize your mission as it pertains to creative placemaking activities. (1500 character limit)
- 8) Primary Partner Proposed Role: Briefly describe your organization's involvement in planning and executing the project including programming, management, finances, and any responsibilities for matching the Arts Endowment's grant. Be specific; do not provide a general statement of support for the project. (1500 character limit)

Part 2: Project Information

- 1) Project Title (200 character limit)
- 2) Project Description (1,000 character limit)
- 3) NEA Project Activity [select one]
 - Arts Engagement, Cultural Planning, and Design Projects
 - Projects that Build Knowledge About Creative Placemaking
- 4) Major Project Activities: Be as specific as possible about the activities that will take place during the allowable project period. Where relevant, include information on any educational component or outreach activities of the project. Do not describe organizational programming unrelated to the proposed project. (3000 character limit)
- 5) Schedule of key project dates: Costs incurred prior to the earliest allowable start date (October 1, 2015) cannot be included in the project budget. If you include activities that occur before the earliest allowable start date, make sure you note that those activities and costs are not included on the Project Budget form. (1500 character limit)
- 6) Promotion & Publicity: Briefly describe your plans for promoting and/or publicizing the project. (1000 character limit)
- 7) Accessibility: Explain how you will make your project accessible to individuals with disabilities in compliance with federal law and regulations through access accommodations for both facilities and programs, such as audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling, etc. (1000 character limit)
- 8) Project Activity/Venue Locations: Provide the city, state, and five-digit zip code in which project activities are expected to occur. Multiple locations may be included. E.g. more than one zip code.
- 9) Outcome Narrative: Briefly discuss how your project directly addresses the NEA outcome of Livability: Strengthening communities through the arts. (1000 character limit)

- 10) Performance Measurement: Briefly describe the performance measurements you will use to provide evidence that the Livability outcome was achieved, including plans for documenting and disseminating the project results, as appropriate. If applicable, include the metrics or indicators that you will use to identify and evaluate the project's short-term and long-term impact on your community's livability. (1000 character limit)
- 11) Intended Beneficiaries (Audience/Participants/Community). Briefly describe the target community to whom the project is directed. In your response address the expected benefit. (1000 character limit)
- 12) Have the intended beneficiaries been consulted in the development of this project? Select: Yes/No
- 13) Briefly describe substantive and meaningful engagement with the target community (e.g., residents and other stakeholders) in the development of the shared vision for your project and its implementation. Discuss the process used to engage the target community. For example, describe what community leaders you will work with, community meeting formats, and outreach techniques (digital and in person, translation), etc. Be sure to address, if appropriate, how you will engage communities traditionally marginalized from such processes, while accommodating limited English speakers, persons with disabilities, and the elderly. (1000 character limit)
- 14) Has your organization worked with these beneficiaries in the past? Select: Yes/No
- 15) Briefly describe your previous work with these beneficiaries or relevant work your organization has done that will help you reach these beneficiaries. (1000 character limit)
- 16) Is this project intended to reach a population historically underserved by arts programming and/or does the project target a specific audience based on characteristics such as race, ethnicity, or age? Select: Yes/No
- 17) If yes, describe how the project will benefit the underserved community. (1000 character limit)

Part 3: Project budget

- 1) State the amount that you are requesting AND include a project budget (see template on next page)
If your project budget is more than your operating budget, discuss your capacity to undertake the project. Provide a general outline of the project budget and your strategy for maintaining the work of the project. Remember that all grants require a nonfederal match of at least 1 to 1, which must be reflected in your total project budget. For example, if you request a \$50,000 grant, the total eligible project costs must be at least \$100,000 and you must provide at least \$50,000 toward the project from nonfederal sources.

Part 4: Project Participants

- 1) Selection of Key Individuals: Briefly describe the process and criteria for the selection of key staff, consultants, advisors, artists, designers – anyone who will be a key contributor to the success of your proposed project, regardless of their organizational affiliation -- that will be involved in this project. Where relevant, describe their involvement in the development of the project to date. Where they remain to be selected, describe the procedures that you plan to follow and the qualifications that you seek. (1000 character limit)
- 2) Bios of Key Individuals: Include brief, current biographies of the key individuals. You may include up to 10.
 - First Name
 - Last Name
 - Title
 - Project Role (100 character limit)
 - Proposed or committed? [select one]
 - Bio (500 character limit)
- 3) Other Organizational Partners: An organizational partner is an outside entity that will provide resources (other than money) to support the project. Because all NEA projects require matching resources from non-NEA sources, organizations that only provide money are not considered partners. Funders are not excluded from being partners, but they must also supply human resources or information capital, or actively participate in another way. If applicable, briefly describe the process and criteria for the selection of key organizations that will be involved in the project. Where relevant, describe their involvement in the development of the project to date. Where they remain to be selected, describe the selection procedures that you plan to follow and the qualifications that you seek. (1000 character limit)
- 4) Description of Other Organizational Partners: Include brief, current descriptions of the key organizational partners. You may include up to 10.
 - Organization Name
 - Proposed or committed? [select one]
- 5) Selection and Description of Key Works of Art: Briefly describe any key works of art (e.g., public art, festivals and performances, and notable public spaces) that will be involved in the project. Indicate the process and criteria for the selection of these works of art and, where relevant, describe the role these works of art played in the development of the project to date. Where key works of art remain to be selected, describe the selection procedures that you plan to follow and the qualifications that you seek. For projects that build knowledge about creative placemaking, describe the training material, research or other items that will be developed as part of the project (1000 character limit)

Part 5: Additional items

Your application to the City of Minneapolis does not require environmental policy documentation, historic preservation documentation, or work samples. The requirements below are based on the NEA guidelines, but do not include all of the NEA application requirements.

1. Programmatic activities list

2. Statements of support

3. National Environmental Policy Act and/or National Historic Preservation Act documentation: this does not need to be submitted for the City of Minneapolis application process.

4. Work samples: this does not need to be submitted for the City of Minneapolis application process.

Programmatic Activities List (Three-page limit)

Submit in an edited representative list, in chronological order, dating back no further than 2012. Include a collective history of programming by all partners for the proposed project in a single document. This history can include past work or activities that are relevant to your proposed project, and does not have to be arts programming in the traditional sense (exhibition, performance, lecture, etc.).

Use the bullets below as a guide to possible column headings for your list; adjust them as appropriate for your organization.

- Year: 2012-13, 2013-14, or 2014-15. For organizations that schedule activities according to a single calendar year, use 2012, 2013, or 2014.
- The titles of the works/productions/exhibitions or of the program or project.
- Key Artist(s)/Personnel. This may include a creator or project head such as a choreographer, composer, playwright, performing artist, arts specialist, teacher, etc. Also list any key personnel such as director, conductor, etc.
- The location of the activity. Dates of the activity and the number of performances/classes/events/exhibitions.
- Attendance and, where available, percent of capacity figures.
- Fees paid to artists/companies. (Use average or aggregate fees where appropriate.)

Example: A performing arts group might fill out its representative list as follows:

Year	Title/ Creator	Key Artist(s)	Location	Dates/# of perfs.	Attendance/% Capacity	Fees
2012-13	Lecture	James Miller	ABC Museum	February 15, 2013	30/75%	\$\$
2013-14	Work A/ Creator A	John Smith, Jane Doe	Civic Theater	Jan 27-31, 2014 6 perfs.	850/71%	\$\$
2014-15	Work B/ Creator B	Richard Jones, Robert Hall	Civic Theater	April 17-21, 2015 7 perfs.	1,050/88%	\$\$

Statements of Support

If you list an organization or individual as a partner in your application, include at least one one-page statement of commitment describing their support for and involvement in the project. We encourage you to be selective in listing only the partners that are critical to the project's success. Do not provide general statements of support for your organization. Each statement should include the name, affiliation, phone number, and e-mail address of the individual who provided it.

Do not include:

1. Statement of support from the highest ranking official for the local government
Do not include this letter with your application to the City of Minneapolis. This is the letter to be provided after a project is selected through the City of Minneapolis process. This document will be a one-page formal statement of support from the Mayor and Council President and designate the project as the only one being submitted for the local government.

Optional (recommended, but not required):

2. Statements of support from partners (One-page limit per statement):

If the lead applicant is a local government: a one-page statement from the nonprofit organization serving as the required primary partner reflecting its support for and involvement in the project.

If the lead applicant is a public entity or a nonprofit tax-exempt 501(c)(3) organization: a one-page statement from the relevant local government agency or City of Minneapolis department you are working with or plan to work with, reflecting its support for and involvement in the project.