



FY22 PUBLIC ART GUIDELINES

220 - 4th Avenue North, P O Box 458
Foley, MN 56329
320-968-4290 1-866-825-1471 fax: 320-968-4291
www.centralmnartsboard.org

We understand that the online application system may present a barrier to some applicants and will make reasonable efforts to accommodate specific needs on a case-by-case basis. This information can be made available in the following alternative formats: Braille, large print, and audio recording. We can also help find a language interpreter to translate these guidelines. To accommodate your requests, the Central MN Arts Board will need at least 10 working days.

We recommend using Chrome or Firefox as your web browser to complete the online application.

MN Relay Service 1-800-627-3529

PROGRAM OVERVIEW

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

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

Program Outcomes

1. Regional residents experience a change in knowledge, attitude, behavior or condition due to public art, arts festivals or arts events
2. Regional artists connect to new audiences and/or build relationships that provide artistic growth.
3. MN Folk and traditional artists/arts' audiences are expanded.

WHO CAN APPLY

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

- **Nonprofit 501(c)(3) arts organizations**
- **Community groups WITHOUT nonprofit designation** that are sponsored by a fiscal agent
- **Nonprofit** organizations that do not have arts as a primary focus
- **Schools**
- **Local government** entities (city, township and county)

APPLICANTS NOT ELIGIBLE

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

PROPOSALS and EXPENSES ELIGIBLE

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

PROPOSALS AND EXPENSES NOT ELIGIBLE

- Private Commissions
- Events or performances that are a part of an applicant's regular programming
- Those that do not have the arts as the primary focus
- Activities that are essentially for the religious socialization of the participants or audience
- Activities that attempt to influence any state or federal legislation or appropriation
- Payment for new building projects
- Any event or installation for which patrons will be charged admission
- Fees to secure a site (permits, purchasing land)
- Staff pay for regular hours/administrative duties that fall outside the scope of the public art project
- Regular administrative costs for recipients of Minnesota State Arts Board Operating or CMAB Community Arts Support
- Any expenses not directly related to the proposal.
- Research and development for public art projects (Project Grant or Artist Career Development programs can support research and development)

HOW TO APPLY

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

Submit the **application online** and include:

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

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

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

FAX-TO-FILE:

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

APPLICATION CONTENT

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

Any applicant with two or more outstanding grants may have additional conditions applied to this grant, if awarded. Contact CMAB if you have questions.

PROPOSAL NARRATIVE

ARTISTIC MERIT/QUALITY - 9 of 30 points

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

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

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

 3. **Location of Public Art** – Provide the street address and the name of the property owner.

 4. **Include a rendering or an example of the proposed public art.**
Examples include designs or schematics for proposed work, similar works installed elsewhere, etc. Include examples that will help to communicate how the finished art will look or sound.
 - **Two & Three Dimensional Renderings:** 1800 pixels wide in ONE .PDF document and include the title, description and dimension with each sample.
 - **Theater/Dance:** Submit samples in .WMV, .SWF, or .MP4 file format and include the Title and Length of excerpt.
 - **Music:** Submit samples in .MP3, .WAV, .WMA, or .AIF formats and include the Song Title, Type of Music and Length of Song for each sample.
 - **Literary:** Submit samples in ONE .PDF document and include the Title and Length of excerpt.
 - **Public Art Example upload-** Combine multiple pages into **ONE PDF document** and submit no more than 5 images, 10 pages of literary work or 7 minutes of audio/video. Literary submissions may include up to 7 minutes of audio or video of a reading from submitted pages
 - **Or Video/Website URL-** include this **only** if you are directing reviewers to specific content on a website.

5. **Example Description** – Describe how the provided example relates to your proposal. If necessary, direct reviewers to specific images, pages or a specific 7 minutes of audio/video
6. **Temporary works** - If the lifespan of the public artwork is 1 year or less, describe how the art will be documented and shared.
7. **Impact of temporary work** - Describe how temporary works of public art will continue to have an impact in the community after the work is no longer present.

DEMONSTRATED NEED – 9 of 30 points

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

- 1) The public art project is well designed to address the identified community/audience's specific interests and circumstances, as understood by both the applicant and the community.
 - 2) Evidence demonstrates that community members, organizations, and partners want to engage in the project activities, and are willing to invest through commitment of time, money, and/or in-kind goods and services.
 - 3) Accessibility needs of participants and/or audiences are understood and well addressed.
 - 4) Evidence demonstrates that the project provides an arts opportunity that would not otherwise be available for the identified community/audience.
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8. **Describe the group(s) that will benefit from the public art and how it will serve their needs.** Consider demographic factors such as ethnicity, socioeconomic status, age and gender.
 - a. **Presenters/creators (artists, actors, performers, etc.)**
 - b. **Audience (patrons, students, etc.)** - population/community that will live/work near and experience the art as well as any other groups that will be served by this public art project.
 9. **What makes you believe this project will be welcomed or celebrated** - Examples include surveys, community meetings, audience feedback, local and regional studies, etc.
 10. **List ways in which the community has demonstrated support for the public art project** – Examples include financial contributions, volunteer time, donation of services/supplies/space, survey responses, etc.
 11. **Describe how accessibility needs are being addressed in this proposal.** How will you accommodate requests for access to the proposed public art project?

OUTCOMES AND EVALUATION- 6 of 30 points

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

- 1) Proposal outcomes describe measurable and achievable change in knowledge, attitude, skill, behavior, or condition among the people the project is designed to benefit.
- 2) The evaluation plan includes appropriate methods to measure and document project completion, effectiveness, and progress toward stated outcome(s).
- 3) The evaluation plan identifies how evaluation results will be used to improve current or future programming (e.g., adjustments to the project, informing future programming, sharing with stakeholders or peers, applicant learning and development, etc.).

12. Measurable Outcomes - Once the public art project is complete, what are the expected specific measurable outcomes? Explain what success will look like, what will change, what learning may take place, etc.

13. CMAB Program Outcomes – Select all that are relevant to the proposed project:

1. Regional residents experience a change in knowledge, attitude, behavior or condition due to public art.
2. Regional artists connect to new audiences and/or build relationships that provide artistic growth.
3. MN Folk and traditional artists/arts' audiences are expanded.

14. Evaluation Methods - Describe the evaluation methods that will be used to measure the proposed outcomes.

15. Reflection and Action - Describe how your organization will utilize the information obtained from evaluation.

ORGANIZATIONAL ABILITY- 6 of 30 points

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

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

16. Project Director

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

- **Director Name**
- **Director Phone**
- **Director Email**
- **Director Bio**

17. Lead Artist

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

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

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

19. **Timeline-** Describe the timeline for all project activities. Include planning, performances, activities, assessment, unveiling, etc. All activities MUST be completed within one year of the project start date.

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

21. **Provide documentation of site approval.** A contract or agreement with the owner (governmental unit/private property owner) granting permission and indicating the duration of the project.

- **Site Approval** [upload box]

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

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

PROPOSAL BUDGET

24. **Download the [Excel Budget Template](#)**, complete and save. Save a copy in .PDF format to upload to the application. Save your completed excel budget to use for the Final Report if awarded. The template includes a second worksheet that will be required to complete the final report. Contact the CMAB office if you do not have Microsoft Excel.

BUDGET FORM INSTRUCTIONS:

EXPENSES SECTION: List all expenses associated with this public art project. Provide detailed descriptions and calculations of expenses. Expenses listed CANNOT be paid prior to the grant approval date.

Column A – Budget Items

❖ **Contract Personnel/Artist’s Fees** – Name each person and their role

- **Travel expenses** –related to bringing in an artist from **outside** the state of Minnesota can be no more than 10% of the total grant amount requested. Additional travel expenses may be included and paid with funds from other sources.

- **Administrative costs** – Applicants who are recipients of Minnesota State Arts Board or CMAB operating funds (Community Arts Support) cannot include or prorate regular administrative or overhead costs in any grant proposal budget. Regular administrative costs are those incurred regardless of whether an organization holds the proposed project. School personnel cannot be paid for work that falls within the scope of their contracted duties.
- ❖ **Expendable Supplies & Materials** – art supplies, sheet music, set building materials
- ❖ **Publicity and Documentation** – Itemize printing costs, ads, promotional items, etc.
- ❖ **Other** – Evaluation, rental of space or equipment, purchase of copyright permissions
- ❖ **Ineligible Expenses**-Some project expenses cannot be covered by CMAB grant funds or required match percentage. Include these costs in this section and calculate the total eligible grant award from the total expenses MINUS these costs:
 - **Travel expenses**– any expenses related to bringing in an artist from outside the state of Minnesota that extend beyond the 10% of the total grant request must be included under ineligible expenses
 - **Administrative costs**–Applicants who are recipients of Minnesota State Arts Board or CMAB operating funds (Community Arts Support) cannot include or prorate regular administrative or overhead costs in any grant proposal budget. Regular administrative costs are those incurred regardless of whether an organization carries out the proposed project or any administrative or overhead costs for projects that are part of an applicant’s regular programming which includes any project that has occurred for three years or more. School personnel cannot be paid for work that falls within the scope of their contracted duties.
 - **Equipment** – equipment and materials that are not a permanent part of the Public Art
 - **Maintenance costs** that extend beyond the public art project end date
- ❖ **Column B – Itemized Breakdown**
 - **Contract Personnel/Artist’s Fees** – Show methods of calculation (i.e. hours, rates, etc.) or indicate contract rate or stipend
 - **Expendable Supplies & Materials** – itemize and show calculations
 - **Equipment** – may be included if it is a permanent part of the public art or indicate rental costs
 - **Publicity** – itemize and show calculations
- ❖ **Column C –Expenses** – Enter expenses, round up to the nearest dollar.
 - **Do not include any expenses that do not represent real costs** - use of spaces that an applicant can use for free, etc.

REVENUE SECTION:

- ❖ **Section A: Cash** - budgeted for this proposal
- ❖ **Section B: In-kind contributions** –List the estimated value of donated materials, equipment rental and skilled labor. Artist, administrative and volunteer hours are NOT eligible in-kind revenue. This amount must match the In-Kind Expense section above.
- ❖ **Section C: Grants and Donations** -list the name of grantor(s) and associated grant amount. (Do NOT include the CMAB request).
- ❖ **Section D: Earned Income** – list sources of other income such as:
 - **sponsorships**
 - **advertising**
 - **fundraising**

25. Amount Requested from CMAB - Cannot exceed 75% of Eligible Expenses. Round up to the nearest dollar.

26. In-Kind Contributions- Enter the total amount for In-Kind Contributions that were included as REVENUE in the Budget form. Enter "0" if not applicable.

27. Total Proposal Expense - Must match Total Expense in budget form

28. Person in Charge of Organizational Issues - i.e. Executive Director, Business Manager, Board President

- Name
- Title
- Phone Number
- Email Address

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

This section for [applicants using a FISCAL AGENT ONLY](#)

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

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

CMAB Evaluative Data

The following questions help CMAB determine the reach of our programs and the equity in our grant making.

- **How did you learn about this program?**
- **Proposal Name** – Name the public art project
- **Proposal Summary** – Restate the proposal name and provide a one or two sentence description.
- **Start Date** – Must not occur prior to CMAB Board review date
- **End Date** – Must take place within 12 months of the CMAB Board review date
- **Publicity** – If the applicant uses an **alternate name** other than the legal name for publicity purposes, list it here.
- **Applicant Ethnicity** - Select one code that best represents 50% or more of the staff, board or membership.
N = American Indian/Native American; **A** = Asian; **P** = Native Hawaiian/Pacific Islander; **B** = Black/African American; **H** = Hispanic/Latino; **M** = Middle Eastern/North African; **W** = White; **99** = when no single group; **O** = Other
- **Applicant Groups**- Select one code that best represents 50% or more of the staff, board or membership:
I = Individuals with Disabilities; **S** = Adults older than Sixty; **V** = Military Veterans; **99** = None of the above
- **Street Address** – Enter the street address (No P.O. Box), City and Zip Code where the organization is located.
- **Applicant Type** – Select the description that best describes the applicant
- **County** - Select the county where the organization is located.
- **Additional Information** (optional) - Data collection questions do not always provide options to accurately describe the racial or ethnic identity of applicants and the groups they serve. If there is additional information you would like to provide about the race or ethnicity of the groups served by the project, include that information here.

CERTIFICATION

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

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

CMAB SERVICES AND GRANTING PROCESS

APPLICATION DRAFT REVIEW

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

REVIEW PROCESS

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

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

GRANT CONTRACT

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

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

ARTIST AGREEMENT

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

ACKNOWLEDGEMENT OF CMAB FUNDING

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

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

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

FINAL REPORTS

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

GRANT APPEAL PROCESS

Any applicant who can show cause that established grant review procedures were not followed, or that the policies of the program were not equitable to all applicants, may file an appeal in writing within fifteen (15) business days of being notified of the CMAB's decision.

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

DEFINITIONS

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

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

Community: The group(s) of individuals served.

Regular Programming: Any arts service provided on an annual basis which includes projects that have occurred for three years or more.

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

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

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

For more information on Central MN Arts Board programs, services visit our website at <http://www.centralmnartsboard.org> or call 320.968.4290 or 1.866.825.1471.