



PARTNERSHIP GRANT OPPORTUNITY FOLK AND TRADITIONAL ARTS TOURING EXHIBITION

OVERVIEW

The Minnesota State Arts Board, with funding from the state's arts and cultural heritage fund, is expanding its efforts to support Minnesota folk and traditional artists and the work they produce.

The goal of these efforts is to give Minnesotans the opportunity to experience the work of exceptional folk and traditional artists and experience folk and traditional art work of outstanding quality and scope. A related goal is to help Minnesotans understand the history, context, and significance of these artists and art forms.

The Arts Board's long-term, intended outcomes of these efforts include the following:

- The variety and number of folk and traditional arts activities in which Minnesotans can participate increases
- The number of Minnesotans who participate in folk and traditional arts activities increases
- The number of Minnesotans who teach or learn folk and traditional art forms increases

In this and other programs, the Arts Board uses the following definitions of "folk" and "traditional:"

- The term **folk** refers to groups of people who share a common history and identity including families, ethnic heritage organizations, tribal affiliations, many occupations, as well as place-based or regional communities.
- The term **traditional** refers to skills, customs, and beliefs that are passed on primarily by word of mouth, example, or observation and imitation from one generation to the next, rather than through academic or formal means.

SEEKING PROPOSALS: FOLK AND TRADITIONAL ARTS EXHIBITION PARTNERSHIP GRANT

The Minnesota State Arts Board is seeking proposals from organizations with the capacity, experience, and expertise to conceptualize, plan, curate, interpret, implement, and evaluate a touring visual arts exhibition that will feature the work of Minnesota folk and traditional artists and/or folk and traditional art forms of Minnesota.

The Arts Board will, in this document, outline the goals, outcomes, and expectations for the exhibition. The exhibition partner will be responsible for all aspects of planning, implementing, and evaluating the project.

The Arts Board expects that the grant period will begin on April 1, 2011. All activities funded with this Arts Board partnership grant must be completed by, and all grant funds must be expended by, or before June 30, 2012.

GRANT AMOUNT

The applicant may request a partnership grant from the Minnesota State Arts Board not to exceed \$500,000. Only one proposal will be selected, and one \$500,000 partnership grant will be awarded.

The grant can cover all costs directly related to the project including, but not limited to, planning, selecting artists/art works, interpretation, marketing, touring costs, evaluation, personnel, and other administrative costs directly related to the project.

Funds from this partnership grant cannot be used to cover costs related to the regular programs, services, or activities of the applicant, or its ongoing administrative costs. Funds may not be used by the grantee to purchase or commission works of art for its own collection.

Applicants may provide a match, or supplement the budget with other income, but are not required to do so. The Arts Board partnership grant may cover 100 percent of the project-specific costs.

WHO MAY APPLY?

Organizations that meet all of the following characteristics are eligible to apply:

- Applicant is a nonprofit organization that has a 501(c)(3) designation from the IRS, is a public agency or a tribal government, or is a division of a public agency or tribal government.
- Applicant is located in Minnesota, and has been located in Minnesota for at least two years prior to the date this application is due.
- Applicant has at least a track record of activity and service within the field of visual arts, or in supporting or promoting folk and traditional arts or artists in Minnesota. The track record should be a period of at least two years prior to the date this application is due.
- Applicant is in compliance with any other Arts Board grant contracts that it may have.

An applicant is welcome to collaborate with other organizations in planning, executing, touring, and evaluating the exhibition. The Arts Board will select one partnership application to fund, and the organization that submitted the selected application will be the exhibition partner/official grantee. The Arts Board will execute a grant contract, and make grant payments, to the exhibition partner/official grantee. The grantee will be responsible for ensuring the success of the entire project, and for managing all income and expenses related to the project including paying any collaborating organizations, vendors, or contractors that are included in its proposal.

GRANT PROPOSAL

Interested applicants should submit a proposal that **does not exceed ten pages**, and addresses the six items listed below.

1. Concept

- Describe the theme or concept the applicant would use to organize the proposed exhibition. The following are examples of possible themes/concepts, but applicants need not choose from or be limited by this list:
 - Works by the most prominent Minnesota artist(s) in a specific folk or traditional art form.

- A survey of Minnesota artists and art works from a particular ethnic or cultural group that is significant in this state.
- Minnesota folk or traditional art works that represent a selected phase in Minnesota's history.
- Selected types of work (i.e., textiles, ceramics, wood carvings) from one Minnesota ethnic or cultural group, or types of works that are common across a number of groups.
- Describe how this theme or concept will benefit Minnesotans. (For example, will it increase awareness of ethnic or cultural groups that are not well-known? Will it feature art work or art forms that are endangered in Minnesota? Will it feature Minnesota folk or traditional artists whose work is rarely shown? Etc.)
- What is the timeline for the overall project? The following four phases must be included, but applicant may add others: planning phase, selection/curatorial phase, touring phase, evaluation phase.

2. Selection of Artists and Artworks

- Describe how artists or art works will be identified and selected.
- Describe the types and methods of field work and/or outreach that will be conducted in order to identify and recruit artists, or identify art works to be featured in the exhibition.
- Explain the criteria that will be used for the selection and curatorial process.
- Approximately how many works, of what type, will be included in the exhibitions? And/or works by approximately how many artists will be included in the exhibition?

An applicant may assemble works owned by other individuals/institutions, may feature works from its own collection, or some combination of these two approaches.

3. Touring

- Identify locations (in Minnesota) that the exhibition will tour (e.g., number of locations, cities, venues).
- How long will the exhibition be on display in each location?
- Why were these locations selected?
- Explain how each location will provide the broadest exposure for featured artist(s) and art work(s) and provide the greatest access for the public.
- Describe the applicant's previous experience mounting touring exhibitions.
- Explain how touring logistics will be managed (e.g., care of the art works from the time they leave the owners' possession to the time they are returned—shipping, installation, labeling, insurance, etc.) and by whom?

An applicant that shows from its own collection (as either part or all of the exhibition) may not include its home location as one of the tour locations. An applicant that assembles all art works for the exhibition from sources other than its own collection may include its home location as one of the tour locations.

4. Education, Interpretation, and Promotion

- Describe how education and interpretation materials will be created. By whom?
- How will education and interpretation materials be used in each community or geographic area in which the exhibition is displayed?

- Describe any supplemental activities that the exhibition partner will present to support and enhance the understanding of the art and artists exhibited. These activities may include, but are not limited to, the following: lectures and/or demonstrations either at the exhibition site or in an educational setting; performances that provide context for how art works/artifacts were used (i.e., costumes in a dance); classes or master classes for folk or traditional artists in the communities that the exhibition tours.
- Describe the marketing and communications strategies that will be used to promote the exhibition to the widest possible audience.

The Minnesota State Arts Board will expect the exhibition partner to clearly and prominently identify this as a project funded by the state's arts and cultural heritage fund. The board will provide acknowledgement text and logo that exhibition partner will be expected to use on all promotional and program materials.

5. Capacity

- Why is your organization qualified to be the exhibition partner for this project?
- What have been your achievements in and contributions to the field of folk and traditional arts or to supporting and promoting the work of folk and traditional artists?
- How would your organization work to engage a diverse cross section of the public with the exhibition and the artists and art forms presented?
- What administrative resources do you have in place to carry out this project? List the staff members (and their titles) within your organization that would provide leadership and direction for this project. Explain their qualifications. The applicant is welcome to bring on additional staff or contractors to carry-out the project. Please outline what role those individuals are likely to play and what expertise they would bring.
- If the applicant will collaborate with other organizations, describe the qualifications/capacity the collaborators will bring to the project.

6. Benefits and impact

- How would your organization benefit by being selected the exhibition partner for this project?
- What goals and measurable outcomes will you set for the exhibition?
- Describe your plan to measure the success and the effectiveness of the project. (For example, how will you measure the impact on the artist(s) or ethnic/cultural traditions featured, the audiences that experience the exhibitions, the participants in related education or interpretation activities, and the impact on your organization?)

ALONG WITH THE NARRATIVE, APPLICANT MUST SUBMIT THE FOLLOWING:

- A one-page budget that describes how the \$500,000 would be spent. The applicant may use a word processing or spreadsheet program to create the budget, but should include the columns and line items in the budget template on the next page.
- A copy of the applicant's IRS 501(c)(3) determination letter.
- Résumé(s) of up to three individual(s) who will be responsible for coordination and implementation of this project.

DEADLINE TO SUBMIT PROPOSALS

All proposals and required attachments must be postmarked not later than **Monday, March 14, 2011.**

Send or deliver to:

Folk and Traditional Arts Exhibition
Minnesota State Arts Board
Park Square Court, Suite 200
400 Sibley Street
Saint Paul, Minnesota 55101

Applications mailed after the postmark date will not be accepted or reviewed. The Arts Board is not responsible for the failure of the U. S. Postal Service, or other agencies or services, to deliver applications.

IF YOU HAVE QUESTION OR NEED ASSISTANCE

Contact Program Officer Tony Sertich at tony.sertich@arts.state.mn.us, or (651) 215-1611, (800) 866-2787, or 7-1-1.

BUDGET TEMPLATE

Applicant may recreate this template in a word processing or spreadsheet document. Please include all column headings and line items listed below. Applicant may add additional line items for expenses or income that does not fit into the categories specified.

PROJECT EXPENSES	Funds requested from Arts Board	Funds from other sources
Planning		
Research		
Personnel		
Selection/curatorial expenses		
Field work/outreach		
Travel		
Materials		
Artists' fees/artistic expenses		
Personnel		
Touring		
Shipping/installation/insurance/etc.		
Education, interpretation, outreach activities		
Marketing/promotion		
Personnel		
Evaluation		
Evaluation tools/methods		
Personnel		
(1) TOTAL, all expenses		
PROJECT INCOME		
Arts Board request (2)		
Applicant cash		
Project earned income		
Other contributed funds		
In-kind		
(1) TOTAL, all income		

- (1) TOTAL, all expenses must equal TOTAL, all income
- (2) Arts Board request can be 100 percent of the total project income; however, applicant is welcome to contribute other income to supplement and enhance the project, if it wishes and is able to do so.