

# NEA Our Town Grant

## City of Minneapolis process for the FY2017 National Endowment for the Arts (NEA) Our Town program Arts Engagement, Cultural Planning, and Design Projects category

City of Minneapolis due date for proposals: **August 4, 2016**

The National Endowment for the Arts (NEA) Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Complete description at: [www.arts.gov/grants-organizations/our-town](http://www.arts.gov/grants-organizations/our-town).



NEA Our Town Arts Engagement, Cultural Planning, and Design Projects require a partnership between a nonprofit organization and a local government. Matching grants range from \$25,000 to \$200,000.

Nonprofit  
Organization

+



Each local government -- whether applying as the lead applicant or as the primary partner with a nonprofit organization -- may submit up to two (2) applications. Based on the NEA guidelines, the City of Minneapolis will select up to two (2) projects to apply for/partner with.

**The deadline for the City of Minneapolis process is August 4, 2016.** E-mail your proposal to [jenny.chayabutr@minneapolismn.gov](mailto:jenny.chayabutr@minneapolismn.gov) by 11:59 p.m. on August 4, 2016

Optional information sessions and webinars:

- The City will host information sessions about the City of Minneapolis process in June. Dates to be announced in the Arts, Culture and the Creative Economy program newsletter Sign up at: [www.minneapolis.mn.gov/coordinator/arts](http://www.minneapolis.mn.gov/coordinator/arts).
- The NEA offers the following webinars:
  - July 20, 2016: Our Town: How to Apply: <https://www.arts.gov/event/2016/our-town-how-apply-july-2016>.
  - July 27, 2016: Our Town Proposals: Tips & Tricks for Success: <https://www.arts.gov/event/2016/our-town-proposals-tips-tricks-success-july-2016>.

Questions? Need help connecting with a City department to prepare a proposal for an application? Contact Gulgun Kayim, Director, Arts, Culture and the Creative Economy program, City of Minneapolis at [gulgun.kayim@minneapolismn.gov](mailto:gulgun.kayim@minneapolismn.gov) or 612-673-2488.

## Instructions about format for proposals to the City of Minneapolis for partnering through a FY2017 NEA Our Town application

**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 up to two (2) projects to apply for, either as the lead applicant or as part of a partnership.**

Please use the following format for your proposal to the City of Minneapolis. This format is based on excerpts from the NEA "Our Town FY17 Grant Application Form Instructions - Arts Engagement, Cultural Planning, and Design Projects."

The following are not the complete NEA instructions, but only the items requested by the City of Minneapolis to review potential partnership applications. The complete NEA instructions can be found at: <https://www.arts.gov/sites/default/files/fy17-ot-instructions-arts-engagement-planning-design.pdf>

### **PART 1: ORGANIZATIONAL INFORMATION**

#### **LEAD APPLICANT INFORMATION**

Application name.

Date applicant organization was incorporated.

Applicant Organization Status. (choose one)

- Nonprofit Organization
- Municipal Government
- State Government
- County Government
- Tribal Government
- None of the Above

Mission/Purpose of your Organization. (1500 Character Limit, including spaces).

**Organization Budget**

Complete this section using figures for the most recently completed fiscal year, the previous fiscal year, and the fiscal year two years prior. In the case of local government, limit this information to the department or office that will oversee the proposed project.

Sample View of Organizational Budget Form

|  | Most Recently Completed FY | Previous FY | Two Years Prior |
|--|----------------------------|-------------|-----------------|
| FY End Date (MM/DD/YYYY)                   |                            |             |                 |
| <b>Income</b>                              |                            |             |                 |
| Earned                                     |                            |             |                 |
| Contributed                                |                            |             |                 |
| <b>TOTAL INCOME</b>                        | <b>0</b>                   | <b>0</b>    | <b>0</b>        |
| <b>Expenses</b>                            |                            |             |                 |
| Artistic Salaries                          |                            |             |                 |
| Production / Exhibition / Service Expenses |                            |             |                 |
| Administrative Expenses                    |                            |             |                 |
| <b>TOTAL EXPENSES</b>                      | <b>0</b>                   | <b>0</b>    | <b>0</b>        |
| <b>Operating Surplus / Deficit</b>         | <b>0</b>                   | <b>0</b>    | <b>0</b>        |

**Fiscal health of the organization**

Discuss the fiscal health of your organization. In addition, 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, including spaces).

## **PRIMARY PARTNER INFORMATION**

A key to the success of creative placemaking is involving the arts in robust, committed partnerships. All applications must demonstrate a partnership between a local government entity and nonprofit that will provide leadership for the project. Additionally, one of the two primary partners must be a cultural (arts or design) organization. Provide the following information on the primary partner in this section:

Primary partner name.

If the City of Minneapolis is the primary partner, please the City department(s) you have worked with on this proposal.

Date Organization was incorporated. (if applicable)

[If the City of Minneapolis is the partner organization, the incorporation date is February 8, 1867.]

Primary Partner Organization Status. (choose one)

- Nonprofit Organization
- Municipal Government
- State Government
- County Government
- Tribal Government
- None of the Above

Mission/Purpose of the Partner Organization. (1500 Character Limit, including spaces)

Primary Partner Proposed Role. (1500 Character Limit, including spaces)

## **PART 2A: PROJECT INFORMATION**

NEA Project Activity Category.

Select the option that best describes your proposed project's category:

- Artist space
- Artist residency
- Community design
- Community planning for arts integration
- Creative asset mapping
- Cultural district planning
- Cultural facilities
- Festivals or performances
- Innovative arts programming
- Professional artist development
- Public art
- Public art planning
- Public space

### Project Activity Type.

Select the option that best describes the type of project you are proposing:

- Apprenticeship
- Arts Instruction
- Artwork Creation
- Audience Services
- Broadcasting
- Building Public Awareness
- Building International Understanding
- Concert/Performance/Reading
- Curriculum Development/Implementation
- Distribution of Art
- Exhibition
- Fair/Festival
- Identification/Documentation
- Marketing
- Presenting/Touring
- Professional Development/Training
- Professional Support: Administrative
- Professional Support: Artistic
- Publication
- Recording/Filming/Taping
- Repair/Restoration/Conservation
- Research/Planning o Residency - School o Residency - Other
- Seminar/Conference
- Student Assessment
- Technical Assistance
- Web Site/Internet Development
- Writing About Art/Criticism
- None of the above

Additional Project Activity Type. Optionally, choose up to two additional types from the above list.

### **Project Background and Context**

Use this section to describe why this project should take place now. How does it relate to community needs and vision for the future of the place? This section should make it clear why this is the right project, at the right time, in the right place. (1500 Character Limit, including spaces)

- Describe broader information about the place (town, city, county, tribal land) and genesis of the proposed project.
- Describe the local community needs, as they relate to the proposed project activities. If available, provide evidence of community demand for the project.
- Address how this project fits into the larger civic vision for the community, including any formal community plans or processes that the proposed project compliments or supports.

## **Major Project Activities**

Describe the activities that will take place during the requested period of performance, being as specific as possible. You may present information about a broader initiative and long term goals for the project. However, be very specific about the phase(s) of your project that are included in your request for funding (e.g., "funding is being requested for 'B' of 'ABC' activity). The information that you provide will be reviewed in accordance with the NEA "Review Criteria." Your narrative should address each of these "Review Criteria" (<https://www.arts.gov/grants-organizations/our-town/arts-engagement-cultural-planning-and-design-projects-application-review>) and include information on the following, as relevant to your project. (4000 Character Limit, including spaces)

- Discuss your action plan and the creative placemaking strategies that will be implemented, including the approach to civic development.
- Include contextual information on the location(s) of the proposed activity and any special resources that will be used.
- If your project will involve physical objects, spaces, or facilities, provide information about how they will be managed and maintained during the project's development and after the project is complete.
- Discuss the anticipated goals and impact on the community's livability, and, if possible, how the project can serve as a model for other communities. If this is a continuing project, include evidence of the impact achieved for the community. Include any social, cultural, and/or economic impact data so far collected and analyzed.
- Describe community funding support for the project as part of a budget narrative. If there will be local, state, or federal government funding for this project, provide the name of the government entity, the program from which the funds come, and the amount. Also note whether your project will be associated with other existing local projects that receive federal funding.
- Where appropriate, discuss the project's alignment with other federal programs. This may include how the project will establish consistency with other place-based federal grant programs and policies, including, but not limited to, those from the Department of Housing and Urban Development (HUD), the Department of Transportation (DOT), the Department of Commerce, the Environmental Protection Agency (EPA), such as Consolidated Plans, Analysis of impediments to Fair Housing Choice, Long Range Transportation Plans, and Asset Management Plans, as well as strategies to modify existing grants or policies.
- If this project is a follow up to a previous Our Town grant, provide the grant number and a brief status report on the project to date.

## **Schedule of Key Project Dates**

List any key project dates that occur during the allowable project period, being as specific as possible. Costs incurred prior to the earliest allowable start date (August 1, 2017) 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, including spaces)

### **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. See the Nondiscrimination Statutes in "Assurance of Compliance" for more information at <https://www.arts.gov/grants-organizations/our-town/arts-engagement-cultural-planning-and-design-projects-award-administration>.

## **PART 2B: PROJECT OBJECTIVES**

### **Livability Narrative**

Briefly discuss how your project will affect Livability: Strengthening communities through the arts. (1000 Character Limit, including spaces)

Address how your project has the potential to meet the following livability criteria. Projects should represent the distinct character and quality of their communities, and must reflect the following:

- Have a vision for enhancing the social and/or economic livability of the community.
- Incorporate the needs of existing residents and institutions in the community.
- Reflect community plans for the future.
- Support artists, design professionals, and arts organizations by integrating the arts and design into the fabric of civic life and/or community plans.
- Reflect creative approaches to addressing community challenges or priorities.

### **Performance Measurement**

Briefly describe the performance measurements you will use, 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. Please see resources on measuring project results (<http://arts.gov/exploring-our-town/projectprocess/measuring-project-results>) for additional information. (1000 Character Limit, including spaces)

### **Intended Beneficiaries**

Description. Briefly describe the target community to whom the project is directed. In your response, address the expected benefit. (1000 Character Limit, including spaces)

Have the intended beneficiaries been consulted in the development of this project?  
Select either YES or NO.

### **Community Engagement**

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. If you have worked with the target community in the past, discuss your previous engagement. Also, discuss your planned process to engage the target community going forward. 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, including spaces)

**Demographics**

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 either YES or NO.

Race/Ethnicity. (Choose all that apply).

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White

Age Ranges. (Choose all that apply).

- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

Underserved/Distinct Groups. (Choose all that apply).

- Individuals with Disabilities
- Individuals in Institutions (include people living in hospitals, hospices, nursing homes, assisted care facilities, correctional facilities, and homeless shelters)
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk
- Other underserved/distinct group

If appropriate, describe how the project will benefit the underserved community. (1000 Character Limit, including spaces)

**PART 2C: PROJECT LOCATIONS**

Provide the city, state, and five-digit zip code(s) in which project activities are expected to occur.

**PART 3: PROJECT BUDGET**

State the amount that you are requesting AND include a project budget. A template and general instructions are listed below *(for use for your application to the City of Minneapolis)*.



project costs must be at least \$100,000 and you must provide at least \$50,000 toward the project from nonfederal sources. Matches of more than dollar for dollar are encouraged as long as they meet federal and NEA grant requirements. These matching funds may be all cash or a combination of cash and in-kind contributions.

#### **PART 4A: PROJECT PARTICIPANTS - 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 you plan to follow and the qualifications you seek. (1000 Character Limit, including spaces)

Bios of Key Individuals. Include brief, current biographies of the key individuals. You may include up to 10.

- First Name.
- Last Name. (Use this field for artistic group names or single names)
- Title.
- Project Role.
- Select one: PROPOSED or COMMITTED?
- Bio. (500 Character Limit, including spaces)

#### **PART 4B: PROJECT PARTICIPANTS - ORGANIZATIONS**

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-federal 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, including spaces)

Description of Other Organizational Partners. Include brief, current descriptions of the key organizational partners. You may include up to 10.

- Organization Name.
- Select one: PROPOSED or COMMITTED?
- Organization Type. Select one of the following:
  - Nonprofit arts organization
  - Nonprofit community organization
  - School
  - School District
  - Local government agency
  - State government agency
  - Federal government agency

- College/University
- Religious Organization
- For-profit commercial organization
- Other
- Description of the Organization Role in Proposed Project. (500 Character Limit, including spaces)

**PART 4C: PROJECT PARTICIPANTS - WORKS OF ART**

Selection and Description of Key Works or 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 design projects, the work of art would be the final designs or documentation of the community design/visioning process. For cultural planning, the work of art would be a plan or other community documentation. (1000 Character Limit, including spaces)

**PART 5A: PROGRAMMATIC ACTIVITIES**

Programmatic Activity. Submit representative examples of your programmatic activities for the past three years/seasons (up to 5 examples per year/season). While the headings may not fit in every case, use these spaces to demonstrate what your organization has done for the last three years. Note: You can't change the years/seasons. If you need to provide information for different years/seasons, please note the years you are using in the "Programmatic Activity notes" section below. These examples should demonstrate eligibility (i.e., your organization's three-year history of programming) and the artistic excellence and merit of your organization. This section must show the eligibility of the Lead Applicant; however, if applicable you may also show activities undertaken by the Primary Partner as well

You may include up to 5 activities for each year/season (2013/2013-14; 2014/2014-15; 2015/2015-16). Do not exceed the following character limits (including spaces) per entry:

- Year (9 characters)
- Title/Creator (200 characters)
- Key Artist(s) (200 characters)
- Location
- Dates / # of Performances (10 characters)
- Attendance / % Capacity (10 characters)
- Fees

Programmatic Activity Notes. Provide any notes about your programmatic activity. (1,000 Character Limit, including spaces)

**PART 5B: ADDITIONAL ITEMS (DESCRIBED BY THE NEA AS “ITEMS TO UPLOAD”)**

There are two types of items the NEA requires to be uploaded with an application:

- Statements of Support
- Work Samples

### **Statements of Support**

For your application to the City of Minneapolis **do not** include a statement of support from the highest ranking official for the local government. 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 being submitted in partnership with the local government.

Optional (recommended, but not required):

For each statement of support include the name, affiliation, phone number, and e-mail address of the individual who provided it.

- If you are working with a City of Minneapolis department, please include a letter from the Department. Or, if the lead applicant is the City of Minneapolis, include a one-page statement from the nonprofit organization serving as the required primary partner reflecting its support for and involvement in the project.
- If you list an organization or individual as a partner in your application, include a 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.
- Statements from leaders and members of the community in which you are working, and/or from community based organizations, are also encouraged.

Each statement should be in PDF format only and include the name, affiliation, phone number, and email address of the individual who provided it.

### **Work Samples**

Do not include work samples with your application to the City of Minneapolis.

*Thank you. For technical assistance with the City of Minneapolis process contact Gulgun Kayim at [gulgun.kayim@minneapolismn.gov](mailto:gulgun.kayim@minneapolismn.gov) or 612-673-2488.*