

## City of Minneapolis process for the FY2016 National Endowment for the Arts Our Town program Arts Engagement, Cultural Planning, and Design Projects category

City of Minneapolis due date for proposals: August 3, 2015

---

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. Find the complete description and guidelines at [www.arts.gov/grants-organizations/our-town](http://www.arts.gov/grants-organizations/our-town).

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

**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 3, 2015.** E-mail your proposal to [jenny.chayabutr@minneapolismn.gov](mailto:jenny.chayabutr@minneapolismn.gov) by 11:59 p.m. on August 3, 2015

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.

A complete timeline is listed on page two (2), followed by the application format.

For organizations interested in partnering with the City of Minneapolis through the NEA Our Town program there will be **optional informational meetings on June 24 and 30**. See timeline listed on page two (2) for times and locations. The same information will be presented at both meetings. These meetings are optional. Organizations are not required to participate in an informational meeting to apply to the City to partner through the Our Town program. RSVP for either meeting by June 23 to [jenny.chayabutr@minneapolismn.gov](mailto:jenny.chayabutr@minneapolismn.gov) or 612-673-2509. An RSVP is not required to attend an informational meeting, but does help with planning for the meeting.

You may also contact the City of Minneapolis Arts, Culture and the Creative Economy program for assistance to develop your potential partnership application with the City. Contact program director Gulgun Kayim at [gulgun.kayim@minneapolismn.gov](mailto:gulgun.kayim@minneapolismn.gov) or 612-673-2488.

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

## Schedule for the City of Minneapolis' FY2016 Our Town application selection process

**Subject to change based on the NEA Our Town guidelines: [www.arts.gov](http://www.arts.gov)**

---

June and July	City of Minneapolis Arts, Culture and the Creative Economy program available to provide technical assistance to non-profit organizations and City departments
June 24, 3-4 p.m.	Optional: Informational meeting, Wells Fargo Community Room, <a href="#">Minneapolis Institute of Arts</a> , 2400 Third Avenue South, Minneapolis*
June 30, 3-4 p.m.	Optional: Informational meeting, <a href="#">Textile Center</a> , 3000 University Avenue SE, Minneapolis*
	* The agenda for both informational meetings will be the same.
July 29 and August 5	NEA webinars (Registration available in July: <a href="http://www.arts.gov/videos/webinars">www.arts.gov/videos/webinars</a> )
<b>August 3</b>	<b>Proposals due to the City of Minneapolis</b>
August 4-14	Review committee to review proposals based on NEA criteria and City goals
August 25	Community Development & Regulatory Services Committee meeting
September 11	City Council meeting
Sept. – Oct. 8	Assistance from Arts, Culture and Creative Economy office available for City endorsed application(s)
September 18	For selected application(s) the City of Minneapolis Arts, Culture and the Creative Economy program to facilitate: <ol style="list-style-type: none"> <li>1) Formal statement of support from the Mayor and Council President identifying the selected application(s)</li> <li>2) If applicable, form(s) required to receive preference based on Minneapolis' federal Promise Zone designation.</li> </ol>
September 21	Deadline for lead applicant to submit SF-424 through grants.gov
October 1-8	Lead applicant to upload application to NEA-GO
April 2016	Earliest NEA announcement of grant award or rejection
August 1, 2016	Earliest Beginning Date for Arts Endowment Period of Support

## Format for proposals to the City of Minneapolis for partnering through a FY2016 NEA Our Town application

Please use the following format for your proposal to the City of Minneapolis. This format is based on excerpts from the NEA application instructions. Review the NEA Our Town FY2016 Grant Application Form Instructions for guidance and the complete NEA instructions: <http://arts.gov/sites/default/files/fy16-gaf-instructions-arts-engagement-planning-design.pdf>

<b>Part 1: Organizational Information</b>
---

**Applicant Information**

- 1) Applicant Name
  - o Name of organization
  - o Contact person: Name, title, phone number, email address
  
- 2) Date organization was incorporated
  
- 3) Mission/Purpose of Your Organization (1500 Character Limit, including spaces)
  
- 4) 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 a 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>

- 5) 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, including spaces)

### **Primary Partner Information**

- 6) Primary Partner Name (may be same as applicant name listed above)
  - o Name of organization
  - o Contact person: Name, title, phone number, email address
- 7) Date organization was incorporated
- 8) Mission/Purpose of the Partner Organization (1500 Character Limit, including spaces)
- 9) Primary Partner Proposed Role (1500 Character Limit, including spaces). 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.

<b>Part 2: Project Information</b>
------------------------------------

- 1) Project Background and Context. 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 to panelists why this is the right project, at the right time, in the right place. (1500 Character Limit, including spaces)
  - a. Describe broader information about the place (town, city, county, tribal land) and genesis of the proposed project.
  - b. Describe the local community needs, as they relate to the proposed project activities. If available, provide evidence of community demand for the project.
  - c. 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.
- 2) 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 "Review Criteria" found at: <http://arts.gov/grants-organizations/our-town/application-review>. Your narrative should address each of these "Review Criteria" and include information on the following, as relevant to your project. (4000 Character Limit, including spaces)

- a. Discuss your **action plan and the creative placemaking strategies** that will be implemented, including the approach to civic development.
  - b. Include **contextual information on the location(s) of the proposed activity** and any special resources that will be used.
  - c. 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.
  - d. 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.
  - e. 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.
  - f. 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.  

*Note: A portion of Minneapolis has been designated as a federal Promise Zone. Find more information and a map here:*

[http://portal.hud.gov/hudportal/HUD?src=/program\\_offices/comm\\_planning/economicdevelopment/programs/pz](http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/pz)
  - g. 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.
- 3) 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, 2016) 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)
  - 4) 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 <http://arts.gov/grants-organizations/our-town/award-administration>. (For technical assistance on how to make your project fully accessible, contact the NEA's Accessibility Office at [accessibility@arts.gov](mailto:accessibility@arts.gov),

202/682-5532 or the Civil Rights Office at 202/682-5454 or 202/682-5082 Voice/T.T.Y.)  
(1000 Character Limit, including spaces)

- 5) Objective Narrative. Briefly discuss how your project directly addresses the NEA objective of 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.

- 6) Performance measurement. Briefly describe the performance measurements you will use to provide evidence that the Livability objective 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. Please see resources on measuring project results (<http://arts.gov/exploring-our-town/project-process/measuring-projectresults>) for additional information. (1000 Character Limit, including spaces)

- 7) Intended Beneficiaries. 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.

- 8) Community Engagement. 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, including spaces)

**Has your organization worked with these beneficiaries in the past?** Select either yes or no.

9) Previous Work. 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, including spaces)

10) 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) U.S. federal government agencies must adhere to standards

issued by the Office of Management and Budget (OMB) in October 1997, which specify that race and Hispanic origin (also known as ethnicity) are two separate and distinct concepts. These standards generally reflect a social definition of race and ethnicity recognized in this country, and they do not conform to any biological, anthropological, or genetic criteria. Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's ancestors before their arrival in the United States.

- American Indian or Alaskan Native - A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.
- Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American - A person having origins in any of the Black racial groups of Africa.
- Hispanic or Latino - People who identify their origin as Hispanic, Latino, or Spanish may be of any race.
- Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

**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



Instructions:

- Place an asterisk (\*) next to those funds that are committed or secured.
- You may include matching funds that are proposed but not yet committed at the time of the application deadline.
- If you use in-kind contributions as part of your match, you need to maintain proper documentation. For help in doing this, see NEA sample format for recording in-kind (third-party) contributions at <http://arts.gov/grants/manage-your-award/fy15-our-town>.
- No matching funds can be from federal sources. This restriction includes state or locally distributed funds that originate from a federal agency (such as the U.S. Department of Housing and Urban Development or the U. S. Department of Transportation or NEA funds distributed by your local or state arts agency). While these funds may be leveraged for related activities or phases of your project, they cannot appear in your Our Town project budget as either income or expenses.

Total Match for This Project. The NEA requires each applicant to obtain at least half the total cost of each project from nonfederal sources. For example, if you receive a \$50,000 grant, your total 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.

<b>Part 4: Project Participants</b>
-------------------------------------

- 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, including spaces)
- 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
  - Proposed or committed? [select one]
  - Bio (500 Character Limit, including spaces)
- 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, including spaces)

- 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]
  - Description of the Organization Role in Proposed Project (500 Character Limit, including spaces)
  
- 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 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)

<b>Part 5: Additional items</b>
---------------------------------

Your application to the City of Minneapolis does not require all of the items listed by the NEA to upload with your application. Specifically, you are not expected to submit work samples with your application to the City of Minneapolis.

**1. Programmatic activities list**

**2. Statements of support**

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

1) 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: 2013, 2014, 2015.
- 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%	\$\$

2) Statements of Support (up to 9 may be submitted with your application to the City of Minneapolis)

Do not include:

- a. 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 being submitted for the local government.

Optional (recommended, but not required):

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

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

- 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.

- 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.

3) 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.*