# Final Report FY2016







# Region 2 Arts Council Final Report

Prepared by Laura Seter, Executive Director, September 2016

303 Railroad St SW, Bemidji MN 56601/ P.O. Box 693, Bemidji, MN 56619 http://www.r2arts.org

# FY16 Minnesota State Arts Board Final Report Submitted by Region 2 Arts Council

Laura Seter, Executive Director September 30, 2016

# **Region 2 Arts Council Mission Statement**

The Region 2 Arts Council strengthens the presence of the arts by supporting opportunities for arts creation, promotion, and education for the people of Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnomen Counties.

#### **Region 2 Arts Council Vision Statement**

Creating a thriving arts culture that enhances the quality of life in our communities.

1. Describe the activities relating to expenditures and management of its regional arts council block allocation

### **GRANT PROGRAMS**

In fiscal year 2015, Region 2 Arts Council made plans to expand its grant program offerings from 8 grant programs and 12 grant deadlines to 12 grant programs and 15 grant deadlines starting in fiscal year 16.

The intent of the expansion of Region 2 Arts Council's grant programs was to impact R2AC's distribution of State and Legacy Funds primarily. In an effort to increase the number of applicants and funded arts council programs from small towns, individual artists, and K-12 public and charter schools, the Region 2 Arts Council Board of Directors approved the FY16 addition of grant programs geared directly toward making State and Legacy funds more accessible to these groups. The intention was to provide a more equitable system for reviewing and awarding grants to groups that Region 2 Arts Council grants had typically underserved.

While schools and small towns would continue to be eligible to apply to R2AC's State-funded Arts Project Grants and Legacy-funded Arts and Cultural Heritage Grants for Organizations, the creation of an Arts and Cultural Heritage Grant for Schools and an Arts and Cultural Heritage Grant for Small Towns was a sign of Region 2 Arts Council's acknowledgment of the challenges these groups were facing when competing for grant funding through the traditional Arts Project Grant and Arts and Cultural Heritage Grant programs. These new grant programs signaled our commitment to arts programming happening throughout our five-county service area.

The creation of an Arts and Cultural Heritage Grant for Individuals was also a response to the challenges individual artists faced when applying for funding through our Arts and Cultural Heritage grant program, which had been open to individuals and non-profit organizations (including schools, colleges, universities,

city and tribal governments, and groups formed for non-profit purposes applying with a fiscal sponsor).

Finally, State, Legacy, and McKnight-funded "Quick Grant" programs for non-profit organizations and individual artists were also added in response to the need individuals and organizations had for a smaller amount of funding paired with a shorter grant application form that would take less time to complete.

# **FY16 R2AC Grant Programs Summary**

#### **State and Legacy-funded Grants (new in FY16)**

**Arts and Cultural Heritage Grant – Schools:** Open only to public and charter schools or community education programs. These grants offer funding for a variety of arts projects including costs related to performances or exhibitions, engagement of guest artists, public art projects, and artists-in-residence in three key areas: Arts Activities and Arts Access, Arts Education, and Arts and Cultural Heritage. Schools can apply for grants up to \$3,000. ACH funded.

Arts and Cultural Heritage Grant - Small Towns: Open specifically to non-profit organizations, town, city and tribal offices or groups with a fiscal sponsor that are located in towns with a population under 2,000. These grants offer funding for a variety of arts projects including costs related to performances or exhibitions, engagement of guest artists, public art projects and artists-in-residence in three key areas: Arts Activities and Arts Access, Arts Education, and Arts and Cultural Heritage. Applicants are eligible for grants up to \$6,000. ACH funded.

**Arts and Cultural Heritage Grant – Individuals:** Open to artists in all disciplines. These grants offer funding for a variety of arts projects including costs associated with public art, exhibitions, or performances in three key areas: Arts Activities and Arts Access, Arts Education, and Arts and Cultural Heritage. Individual artists can apply for grants up to \$3,000. ACH funded.

**Quick Grants for Organizations** Open to 501(c)3 organizations for workshops, conferences and training opportunities or to provide funding for arts projects that have not been previously funded by R2AC. This grant offers a monthly deadline to facilitate quick funding for arts activities. Individuals can apply for grants up to **\$500**. Organizations can apply for grants up to **\$1,000**. Funded by ACH

**Quick Grants for Individual Artists:** Open to individual artists
This grant offers a monthly deadline to facilitate quick funding for arts activities.
Individuals can apply for grants up to **\$500**. State General Allocation and McKnight Foundation-funded.

# State and Legacy-funded Grant Programs (continued from previous years)

Arts and Cultural Heritage Grants – Organizations: Open to non-profit organizations, schools, city government or tribal offices, community education programs or cultural heritage groups with a fiscal sponsor. This grant offers funding for a variety of arts projects including costs related to performances or exhibitions, engagement of guest artists, public art projects, artists-in- residence in three key areas: Arts Activities and Arts Access, Arts Education and Arts and Cultural Heritage. Applicants may apply for up to \$6,000. ACH funded.

**Artist Mentor Grants:** Open to 8-12<sup>th</sup> grade students who wish to work one-on-one with an established artist, or attend an arts class, workshop or camp in the state of Minnesota, to stretch themselves artistically. Each mentor grant is worth \$600 and goes toward fees and ACH funded. (Note: in FY16 the R2AC Board of Directors changed this grant program from a program that offered \$1000 to an established artist working up to 20 hours with an 8-12 grade student artist).

**Community Arts Support Grants:** Open to any arts organizations with a two-year history. This is a two-year award that helps provide a measure of stability for arts organizations via operating support so that their energy can be better focused on increasing the quality and availability of the arts to their communities. Organizations can qualify to apply for up to \$6,000 per year based on their annual expenses. ACH and State funded.

**Arts Project Grants:** Open to non-profit organizations, schools, government or tribal offices, or community education programs. This grant offers funding for a variety of arts projects including costs related to performances or exhibitions, engagement of guest artists, public art projects and artist-in residence. Organizations can apply for grants up to \$2,500. State Funded.

# <u>McKnight-funded Grant Programs for Individual Artists (continued from previous years)</u>

Anishinaabe Arts Initiative Grants: Open to Native American artists in all arts disciplines residing in the following counties: Becker, Beltrami, Cass, Clearwater, Hubbard, Itasca, Lake of the Woods, Mahnomen or Roseau. This grant offers funding for costs associated with the exhibition, or performances or production of a creative work, purchase of materials or equipment necessary for a creative work, educational opportunities, mentorships and proposals for career-enhancing projects or opportunities. Artists can apply for grants up to \$1,000. Funded by the McKnight Foundation.

**Individual Artist Grants:** Open to artists in all arts disciplines. This grant offers funding for costs associated with the exhibition, performance or production of a creative work, purchase of materials or equipment necessary for a creative work, educational opportunities, mentorships and proposals for career-enhancing projects or opportunities. Artists can apply for up to \$2,000. Funded by the McKnight Foundation.

**Career Development Fellowships:** Open to established artists in all disciplines who have shown a consistent commitment to their work as artists over the past five years. The 18-month fellowship provides the opportunity for career development experiences that will add depth and advancement to any artistic career. Two \$6,000 fellowships will be awarded per year. Funded by the McKnight Foundation.

#### **FY16 Funding for Grant Programs**

From the \$83,029.00 FY16 State Appropriation, R2AC allotted \$31,450.00 to grants programs and awarded the same amount.

From the \$299,654.00 that Region 2 Arts Council was allocated from the Arts and Cultural Heritage Fund, we allotted \$182,415.00 to ACH grant programs and awarded \$181,077.00.

From the \$61,213.00 in FY16 McKnight funds, Region 2 Arts Council allotted \$39,913.00 for individual artist grants, and awarded the same amount.

# Explanation of Increase in R2AC Total Funding Allotted for Grants and Program Support in FY16

It is important to note that three full-time staff members were included in Region 2 Arts Council's FY16-17 projected budgets. Following the September 2015 retirement of R2AC's Executive Director, Terri Widman, a new director was appointed. The Program Coordinator and Grants Coordinator positions were eliminated, and the Board approved the creation of a Grants Manager position.

With two full-time staff members (Executive Director and Grants Manager) instead of three, \$20,739.00 total State, Legacy, and McKnight funds remained to be distributed primarily into grant programs and non grant programs and services support. (This total amoung was comprised of \$5,263.00 State, \$13,795.00 Legacy, and \$1,679.00 McKnight funds).

**State**: \$4500 of State allocated funds were divided between paying a media consultant to take over the R2AC newsletter and promotions (\$4,500.00), and \$600.00 toward accounting fees.

**Legacy:** Following the formula for Legacy funding distribution, the Arts and Cultural Heritage Grant for Organizations received an added \$13,795.00 (distributed by the Legacy formula: \$11,222.00 in Arts Access, \$1,822.00 in Arts Education, and \$751.00 in Arts and Cultural Heritage funds).

**McKnight**: The McKnight Foundation approved the use of the remaining McKnight funds (\$1,679.00) for the purchase of 4 tablets to provide more accessibility to our Native Artist applicants in particular, to the online application process.

2. Provide a summary of services provided

#### **R2AC Services**

**Workshops and Technical Assistance:** The Professional Development Program provides high-quality workshops and training for artists, arts organizations and the public.

Grant Application Workshops and Online grant training is conducted in each county of the region and on the three surrounding reservations. Staff provides one-on-one technical assistance in person, by phone or via email.

**Gatherings to Disseminate Information and Updates**: Region 2 Arts Council sponsors workshop presentations offered by representatives of other arts organizations or foundations, such as Minnesota Citizens for the Arts, VSA, and the Minnesota State Arts Board.

**R2AC Promotion and Services**: R2AC publishes a monthly e-newsletter, the "Northern Arts News," to provide updates of R2AC workshops, featured arts events, opportunities for artists, R2AC grant deadlines, awards and noteworthy accomplishments of regional artists.

The R2AC website provides quick access to our grants and services, an online arts events and grant deadline calendar, e-newsletter archives, links to regional artists and arts organizations, and information on regional, state and national arts resources.

R2AC actively uses Facebook, Instagram, Twitter, and Tumblir platforms to support and promote the arts by way of communicating with, sharing, and generally showing interest in and engagement with community, organization, and individual arts interests, accomplishments, and events. R2AC seeks to broaden its audiences through engagement with others.

3. Describe the relationship between the biennial plan and the actual grants and other forms of assistance provided during the year:

#### FY16-17 Prioritized Needs and Resulting and Future Actions

The following is a list of stated needs which were prioritized in the biennial planning process and which provided detail to the FY16-17 Biennial Goals and Strategies. The actions that were taken and will be taken to support these specific needs are listed beneath each need.

Then, the FY16-17 Biennial Goals follow the list of needs. Additional FY16 actions that were taken follow each of the stated Biennial Goals.

Where appropriate, FY17 Actions are summarized following each need and following each goal.

#### **FY16-17 Prioritized Needs**

# 1. Need for New Grant Programs

**FY16 Resulting Actions**: The development of a grant for schools to help promote artist residencies; a Quick Grant for Individual Artists and Organizations so that there would be a quick turn around in the application process and the ability to respond to professional development opportunities and arts project opportunities that arise quickly; the development of a grant for organizations in small towns under 2000.

#### 2. Need for Information

**FY16 Resulting Actions:** Artists in our region have requested we consistently provide more information about Regional, State and National funders. Our promotions consultant in FY16 was active in promoting other grant opportunities from around the State through our newsletter. A portion of our professional development funds for artists and non-profit leaders supported attendance at Lake Region's Arts Resource Fair.

#### 3. Need for Promotion

**FY16 Resulting Actions**: R2AC continues to strive to increase the support we provide to artists and arts organizations via sharing their accomplishments and events in our newsletter & social media platforms. In the absence of a staff member fulfilling the position of program coordinator, a promotions consultant was hired to continue to do this work; however, Region 2 Arts Council staff was best equipped to be the voice of R2AC on social media platforms.

**FY17 Actions:** Include a showcase of regional artists and arts organizations in Region 2 Arts Council's first arts resource fair.

#### 4. Need for Workshops

**FY16 Resulting Actions:** 5 professional development workshops and opportunities for artists and non-profit organizations were offered in June of FY16; 47 people total benefited. 7 grant writing workshops were provided in FY16, 45 people total benefited. The number of workshops and thus the total number of participants in workshops were lower than customary for Region 2 Arts Council. The reason for fewer workshops and fewer constituents reached is due to R2AC's primary focus on creating/shifting to an online grant process and the change in leadership and number of staff to devise a professional development schedule and facilitate these workshops. This overall number of workshops and attendees is expected to increase for FY17.

**FY17 Actions:** Continue to provide professional development workshops for artists; provide workshops in specific art genres such as watercolor, dance, etc. provide professional development workshops for organizations focused on board and nonprofit development. Increase the number of grant application workshops over

FY16, and provide the use of laptop/tablet support in the R2AC office and at workshops for applicants who do not have access to technology.

# 5. Networking and Collaboration

**FY16 Resulting Actions:** see workshops and promotion.

**FY17 Actions:** Promote R2AC facilitation for groups, such as providing a space for artists to gather for a social event, or for organizations to discuss cross promotion; promote consistent opportunities for the public to gather around art.

# 6. Venues or Space

**FY16 Resulting Actions:** No specific action taken

**FY17 Actions:** Help artists find the space they need for performances, exhibitions, creation of art, collaborative projects and meetings or social events.

4. Provide a description of the council's distinct goals and measurable outcomes for the arts and cultural heritage fund programs and services.

#### **FY16-17 ACH Goals**

### **GOAL 1: Provide financial resources for the arts to thrive in our region.**

# **Goal 1 Strategy**

# FY16 Action Taken/Ongoing Action:

- Provide new grant programs: ACH Individual, ACH Schools, ACH Small Towns and Quick Grants to improve accessibility to our funding.
- Provide new online grant format to improve ease in application process
- Prioritize additional needs for funding.

#### **FY17 Actions:**

- Explore strategies for additional funding.
- Identify and pursue additional sources of funding.

#### **Goal 1 Performance Measures**

#### **FY17 Actions:**

- Constituent survey responses show that the full complement of R2AC grants play a positive role in helping the arts thrive in our region.
- Applicant response to online grant programs indicates that online grants improve ease in the application process.
- Applicant response to new grant programs indicates improved accessibility to our funding.
- R2AC staff conducts a search for additional funding sources and reports results to the board.
- Programs are identified for additional funding.

Assessment Timeline:

- Assess the effectiveness of the grant programs every biennium in a needs assessment survey.
- Results from search for funding are reported to the Board throughout the year.

# GOAL 2 - Encourage participation in the arts by people of all ages, ethnicities, abilities, socioeconomic status, and geographic locations within our region.

### **Goal 2 Strategy**

## **FY16 Action Taken/Ongoing Action:**

• Promote the ACH-Small Towns grant to encourage arts activities in rural communities.

#### **FY17 Actions:**

- Create awareness of the value of the arts by developing and maintaining relationships with organizations that support arts programming across all sectors, including Very Special Arts (VSA), local senior centers and eldercare facilities.
- Participate in discussions on equity sponsored by FRACM.

#### **Goal 2 Performance Measures**

• Constituent survey responses show that it is perceived that Region 2 Arts Council encourages participation in the arts by people of all ages, ethnicities, abilities, socioeconomic status, and geographic locations within our region.

# **GOAL 3 - Provide information and promotion for arts activities and opportunities.**

#### **Goal 3 Strategy**

#### **FY16 Action Taken/Ongoing Actions:**

- Support collaborative activities by facilitating and/or participating in gatherings for arts collaboration and networking.
- Expand outreach, support, and instruction for grant writing endeavors, not limited to R2AC funded opportunities, by developing relationships with other arts funders to better promote their opportunities.
- Develop a consistent and cohesive marketing strategy by developing a radio presence, a strong social media strategy, and making R2AC website a trusted source for arts information in our region.

# **Goal 3 Performance Measures**

#### **FY17 Actions:**

- Poll constituents to inquire if the R2AC website is a trusted source for arts information, and if constituents attend and glean valuable information from our grant application workshops.
- R2AC post-activity evaluations and needs assessment surveys will inquire if constituents have found and applied to arts opportunities from our calendar, enewsletter, emails, Facebook posts, or PSAs.

#### **Goal 3 Assessment Timeline**

• Specific assessment questions related to this goal will appear on R2AC evaluations.

### **Goal 4 - Support arts learning.**

# **Goal 4 Strategy**

# FY16 Actions taken/Ongoing Action:

- Provide grants that specifically support arts learning.
- Provide artist-in-residence training.
- Develop a strategy to support schools in the grant application process.

#### **Goal 4 Performance Measures**

#### **FY17 Actions:**

- Poll schools to determine whether R2AC effectively supports arts learning.
- Poll artists to determine whether R2AC artist-in-residence training supports artist readiness in pursuing teaching opportunities.
- Applicant response to an assessment question on R2AC's ACH Schools Grant application indicates improved accessibility to our funding for schools.

# **Goal 5 - Provide responsible stewardship of funds.**

### **Goal 5 Strategy**

#### **FY16 Action Taken / Ongoing Action:**

- Share the annual audit with the public and provide graphic representation to demonstrate the distribution of our funds.
- Seek broad public input and engagement in decision making to insure the use of funds meet the expectations of R2AC constituents.
- Retain professional staff and provide development opportunities for them.

#### **Goal 5 Performance Measures**

- Evaluate and review programs, services, and organizational documents annually via constituent, board, and staff surveys
- 5. Provide a summary of programs disseminated

In FY16, State, McKnight & Legacy funds went toward a June series of professional development workshops and opportunities for artists and arts organizers. We traditionally set aside \$5000.00 for our Professional Development program.

#### Artist-in-Residence Training Program with CMAB's Heather Allen

June 1, 2016 at Headwaters School of Music and the Arts in Bemidji. 13 in attendance.

Teaching Artist and Central Minnesota Arts Board Program Officer Heather Allen presented a workshop for artists interested in teaching. The presenter shared information on the innovative Teaching Artist certification program that has existed in St. Cloud for the past five years.

### Photographing your Artwork with Cal Rice

June 4, 2016: Seven Clans Casino in Red lake. 5 in attendance.

Bemidji-based photographer Cal Rice shared strategies on taking photographs of ones artwork.

#### Forecast Public Art: Best Practices in Public Art

June 14, 2016: Rail River Folk School. 16 in attendance.

This workshop was geared toward all who have an interest in public art: visual and performing artists, city planners, business owners, nonprofit leaders, arts organizers. Forecast's Kirstin Wiegmann facilitated, discussing best practices in partnership development and community engagement while providing an overview of the nuts and bolts of public art projects from start to finish. Cal Rice:

# Photographing for Portrait Painting including special lighting considerations and period-specific effects

June 18, 2016: Lake of the Woods Art Guild studio. Baudette. 5 in attendance. Lake of the Woods Art Guild has a special interest in painting the old masters, and strategies for imitating the Old Masters' style in terms of light, color, pose, or props was taken into consideration and developed for the purposes of the workshop.:

#### **Lake Region Arts Resource Fair**

June 25, 2016: M-State in Fergus Falls. 8 in attendance.

Region 2 Arts Council covered the cost of mileage and a catered lunch for 8 artists from Clearwater and Beltrami counties to attend the all-day Artist Resource Fair at M-State Fergus Falls Campus. More than 20 statewide and regional arts funders and arts resource providers offered workshops and shared information on resources available to Minnesota Artists.

# **Grant Writing Workshops / Technical Support**

Grant writing workshops in each of Region 2's five counties were also supported via McKnight, State, and Legacy funds. In one year, 45 artists, arts organizers, program directors, teachers, and school administrators attended grant writing workshops in Cass Lake, Mahnomen, Bagley, Baudette, and Bemidji. We offered less workshopstyle grant writing training in FY16, mainly because we were a staff of two. That said, in addition to grant writing workshops, artists and representatives from non-profit organizations, schools, Bemidji State University, tribal and city governments and groups formed for non-profit purposes stopped into our office or consulted with us over the phone and via email on a regular basis, for assistance with grant writing and project conception.

6. Provide a summary of grants awarded

R2AC Grant Programs Summary (see attached page)

7. Submit the final fiscal year 2016 budget template, showing actual income and expenditures for the year.

FY16 Budget Template (see attached page)

Funder	Grant Category	# Grant Applications	# Grants Awarded	Total \$ Requested	Total \$ Approved	Total \$ Awarded	
State	Arts Project	20	10	\$43,586	\$43,586	\$20,363	
State	Community Arts Support	2	2	\$10,000	\$10,000	\$10,000	
State	Quick Grants for Individuals	5	4.6	\$1,700	\$1,700	\$1,092	
State	Subtotal	27	16.6	\$55,286	\$55,286	\$31,455	
ACH Legacy	Community Arts Support	9	8	\$38,000	\$38,000	\$35,000	
ACH Legacy	Artist Mentor	9	8	\$5,400	\$4,800	\$4,800	
ACH Legacy	Arts & Cultural Heritage for Organizations	32	22	\$165,201	\$148,148	\$104,950	
ACH Legacy	Arts & Cultural Heritage for Individuals	4	1	\$10,245	\$3,845	\$3,000	
ACH Legacy	Arts & Cultural Heritage for Schools	4	4	\$9,120	\$8,520	\$8,520	
ACH Legacy	Arts & Cultural Heritage for Small Towns	9	5	\$42,856	\$42,856 \$35,891		
ACH Legacy	Quick Grants for Organizations	5	4	\$3,421	\$3,421	\$2,971	
ACH Legacy	Subtotal	72	52	\$274,243	\$242,625	\$181,077	
McKnight	Individual Artist	18	10	\$35,063	\$31,025	\$18,132	
McKnight	Anishinaabe Arts Initiative	12	10	\$11,934	\$9,313	\$9,313	
McKnight	Career Development Fellowship	9	2	\$54,000	\$54,000	\$12,000	
McKnight	Quick Grants for Individuals	2	1.4	\$660	\$660	\$468	
McKnight	Subtotal	41	23.4	\$101,657	\$94,998	\$39,913	
	TOTALS	140	92	\$431,186	\$329,909	\$252,445	

<b>REGION 2 AR</b>	TS COUNCIL
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REGION 2 ARTS COUNCIL Fiscal year 2016		General	Arts and	Arts	Arts & Cultural	The			
			Allocation	Arts Access	Education	Heritage	McKnight	Other	
	REVENUES:		2016 State	2016 State	2016 State	2016 State	<u>Foundation</u>	<u>Funds</u>	<u>2016 Total</u>
1		State of Minnesota	83,029	236,369	47,464	15,821			382,683
2		State of Minnesota: Carryforward from 2015	0	0	0	0	0		0
3		The McKnight Foundation					60,000		60,000
4		Other Income	0	248	36	19	1,213	354	1,870
5		Interest		0	0	0		923	923
6		TOTAL REVENUES	83,029	236,617	47,500	15,840	61,213	1,277	445,476
	EX	PENSES:	<u>State</u>	<u>State</u>	<u>State</u>	<u>State</u>	<u>McKnight</u>	<u>Other</u>	
	Pro	grams and Services							
7	Gra	ant Programs and Services							
	а	Arts & Cultural Heritage Grants		82,069	15,789	7,092			104,950
	b	Artist Mentor Grants			4,800				4,800
	С	Community Arts Support Grants	10,000	28,124	4,806	2,070			45,000
	d	ACH Grants for Individuals	0	2,469	347	184			3,000
	е	ACH Grants for Schools	0	7,407	1,041	72			8,520
	f	ACH Grants for Small Towns	0	19,790	2,046	0			21,836
	g	Quick Grants	1,092	2,417	392	162	468		4,531
	h	R2AC Arts Project Grants	20,363						20,363
	i	Artist Fellowship Grants					12,000		12,000
	j	Individual Artist Grants					18,132		18,132
	k	Anishinaabe Art Initiative Grants					9,313		9,313
8		Grant Program Services - Operations and Support	20,457		6,594	2,371	5,747	0	
9		Subtotal Grant Programs and Services	51,912	184,206	35,815	11,951	45,660	0	329,544
10	Nor	n-grant Programs and Services							
	a	Professional Development	2,332		2,460	0	,	0	7,469
11	b	Arts Promotion/ Website/Techn. Assist/Newsletter	19,122	•	903	3,233		0	51,311
11		Non-grant Programs and Services - Operations and Support	2,178		5,615	289		743	27,427
12		Subtotal Nongrant Programs and Services	23,632		8,978	3,522		743	86,207
13			75,544		44,793	15,473		743	415,751
14	Fur	ndraising	0		0	0		0	1,200
15	Ge	neral Administration	5,876		1,634	532	·	522	22,868
16		TOTAL EXPENSES	81,420		46,428	16,005		1,265	439,819
17		SURPLUS/CARRYFORWARD OR DEFICIT	1609	2320	1073	-165	808	12	5657