



Application

14942 - FY 2015 Minnesota Festival Support - Final Application

16691 - FY 2015 Minnesota Festival Support
Minnesota Festival Support

Status: Submitted

Submitted Date: 05/23/2014 4:25 PM

Applicant Information

Primary Contact:

Legal Name* Carla Maria Tamburro
First Name Middle Name Last Name

Alternate Name
First Name Last Name

City* Duluth

Organization Information

Legal Name:* Park Point Community Club

Alternate Name Park Point Art Fair

City* Duluth

Eligibility Questions

Applicant Eligibility

An eligible applicant must be an organization which is:

- a 501(c)(3) tax-exempt organization;
- a public agency such as a unit of local, state, or tribal government; or
- an informal, unincorporated group that has a formal written agreement with a Minnesota 501(c)(3) tax-exempt fiscal agent;

AND which meets all of the following conditions as of the application deadline:

- be located and operating within the state of Minnesota;
- employ at least one paid individual, in a contract or salaried position, to provide administrative and/or artistic oversight of the project;
- have presented the proposed festival at least once prior to the date of this application.

1. Does the applicant meet the definition above of an eligible organization?

* Yes

All applicants must answer eligibility questions #2 - 14.

2. Is the applicant in compliance with all active contract(s) with the Arts Board?

* Yes

3. Does the applicant have a report specified in a previous contract with the Arts Board that will be overdue as of the application deadline?

* No

4. Will the applicant's proposal include activities in which artists are required to pay excessive fees in order to exhibit or perform?

* No

5. Will the applicant request funds to pay debts incurred before the grant activities begin?

* No

6. Will the applicant's proposal include activities that are essentially for the religious socialization of the participants or audience?

* No

7. Will the applicant's proposal include activities in primary or secondary level parochial schools?

* No

8. Will the applicant's proposal include activities that attempt to influence any state or federal legislation or appropriation?

* No

9. Will the applicant request funds to pay capital costs (such as improvements, construction, property, or equipment costing \$5,000 or more)?

* No

10. Will the applicant request funds to start, match, add to, or complete any type of capital campaign (such as endowment, debt-retirement, or building campaigns)?

* No

11. Are the events proposed in the application open and accessible to the general public?

* Yes

12. Will the applicant charge admission whenever it is feasible to do so?

* Yes

13. Do all proposed activities physically take place within the geographic boundaries of the state of Minnesota?

* Yes

14. Is the applicant a FY 2015 Operating Support or Community Arts School and Conservatory grantee?

* No

Use of Funds

Acknowledgment

Acknowledge that Arts Board funds will not be used for these purposes:

- | | |
|--|-----|
| 1. To support salaries or overhead of public or private schools, colleges, or universities; | Yes |
| 2. To support academic credit-producing activities or events which are primarily oriented to post-secondary students and the academic community; | Yes |
| 3. For activities that take place outside of the project period; | Yes |
| 4. To support more than 75 percent of the project's total cash expenses; | Yes |
| 5. To pay artist fees and costs associated with presenting non-Minnesota artists; | Yes |
| 6. For festivals in which more than 20 percent of the activities feature the applicant's own art work or the art work of its staff or board members; | Yes |
| 7. To create, commission or support the creation of entirely new work, or to purchase a work of art; | Yes |
| 8. To support lectures, in-school classroom activities, master classes, or workshops not directly associated with the festival activity; | Yes |
| 9. For magic shows or parades; or for prizes for competitions, contests, or talent showcases; | Yes |
| 10. For benefits and fundraisers; | Yes |
| 11. For activities primarily intended to serve elementary or secondary school students. | Yes |

Tennessee Warning

The information that you submit to the Arts Board is open for public inspection as governed by the Government Data Practices section of Minnesota Statutes. Individuals, organizations, or agencies that wish to register as a user on the Arts Board's WebGrants system must provide name, address, and additional contact information in order for the board to process applications. Failure to provide required information will prevent the individual, organization, or agency from being able to apply for a grant (or grants) from the Arts Board. The Office of the Legislative Auditor, the commissioner of Minnesota Management and Budget, the commissioner of the Minnesota Department of Revenue, the Office of the Inspector General, Arts Board staff, and the comptroller general of the United States are authorized to have access to the data. If a court issues an order requiring disclosure, the Arts Board will comply.

I have read this statement. Yes

Project Outcomes

Applicant Information

Applicant Organization or Individual* Organization

Applicant or Project Classification* Arts Festival

Organizations only:

Enter the total annual operating expenses for fiscal year 2013 for applicant's entire organization, not just the proposed project.

Total Annual Operating Expenses \$43,225

Organizations only:

Enter the total full-time equivalent (FTE) employees for the applicant's entire organization. Include all paid staff and contract workers employed for the most recently completed fiscal year.

Total Organizational Staff Full-time Equivalents (FTE) 0.75

Project Dates, Contact Hours, and Publicity Statement

Applicant project dates must be within the project period.

Project Period* Project period: November 1, 2014 – October 31, 2015

Project Start Date* 11/01/2014

Project End Date* 10/31/2015

Arts Access and Arts Learning applications only:

Contact Hours 0

If the application is funded, **this statement** will be posted on the Arts Board Web site and other locations. Write in a factual manner, in the third person, using complete sentences. Example: ABC Organization will collaborate with playwright and actor Jane Doe to create and perform ArtWork, a one-woman play that uses poetry to explore social justice issues.

Public Statement (225 characters max)* The Park Point Art Fair June 27 & 28, 2015 is a juried visual art festival in an inspiring, outdoor location on the world's largest freshwater sand bar.

Outcomes

An outcome statement describes change in knowledge, attitude, skill, behavior, or condition among the people a project is designed to benefit. For information about outcomes-based evaluation, applicants may refer to Getting started with program evaluation, a resource guide published by the National Assembly of State Arts Agencies.

State at least one measurable **project** outcome that the applicant intends to achieve. A second outcome is optional.

Applicant Project Outcome (150 characters max)* The Park Point Art Fair will demonstrate an increase in partnerships with area non-profits and community organizations.

For each outcome, describe the indicators of success and the tools the applicant will use to evaluate how the outcome will be achieved.

How will the applicant project outcome be evaluated (200 characters max)*? Achievement will be determined by demonstrating the following,
•establish three to five partnerships with organizations
•increase volunteers by 15 individuals
•increase positive audience responses by 5%

For each applicant **project** outcome, select an Arts Board **program** outcome that the project will achieve.

Arts Board Program Outcome* Minnesota festivals have greater financial stability and serve broader audiences.

Applicant Project Outcome (150 characters max). Generate buzz and excitement for the fair year round by creating an increased awareness and projecting an image of authenticity.

How will the applicant project outcome be evaluated (200 characters max)? Achievement will be determined by
•increasing the number of applicants by 20 and attendees by 3%.
•creating video profiles that promote the fair and increase online engagement by 10%.
•increasing artist sales by 5%

Arts Board Program Outcome The number of Minnesotans who experience the arts through festivals increases.

Artist and Participant Estimates

Enter the number of artists who will be providing art or artistic content for the grant activities. Include living artists whose work will be represented whether or not the work is provided by the artist or an institution.

Artists* 132

Estimate the number of children and youth under the age of eighteen expected to be in the audience, participate in, or benefit directly from these grant activities. Do not count anyone more than once.

Live Children / Youth Audience* 1600

Estimate the total number of adults expected to be in the audience, participate in, or benefit directly from these grant activities. Do not count anyone more than once.

Live Adult Audience* 9500

The following figures are not intended to estimate marketing or promotion efforts. Use only if project content will be delivered in these media. If not applicable, enter zero.

Estimate the total audience for radio, television, and recordings of these activities. Do not count anyone more than once.

Broadcast Audience* 0

Estimate the number of visitors anticipated to visit the digital artwork or Web site. Do not count repeat visitors more than once.

Electronic Audience* 0

Narrative

Applicant Background and Project Description

Applicant Background (1875 characters max)*

Provide information as requested in this program's link in the instructions section.

Mission and programs:The Park Point Community Club (PPCC) exists to improve the community and the welfare of its residents. Its efforts provide public access to cultural resources, environmental preservation, civic engagement and more—driven through service projects that benefit the wider population of Duluth and its visitors.

The Park Point Art Fair (PPAF) annually showcases professionally juried artists in a stunning outdoor environment on the shores of Lake Superior. For 44 years as PPCC's signature event and as an original festival of its kind for northeastern Minnesota, PPAF has embodied the club's mission by serving the local and regional community—culturally, economically and socially.

Community: Located just across Duluth's iconic Ariel Lift Bridge, the 6-mile-long Minnesota Point peninsula is one of the jewels of the state. Home to a close-knit community—1,282 people in 692 housing units—that resides on the world's longest freshwater sandbar. These attributes, along with a close proximity to the Duluth metro area, consistently provide visitors from across the state, Midwest and Canada a truly unique experience as they explore Minnesota's Arrowhead region.

Festival History: The Art Fair began in 1970 with visual artists setting their work on blankets at a playground during the early spring smelt run—but the audience of fishermen weren't biting. Event organizers adapted, moving the date and to the expansive Recreation Area at the end of Park Point, situated between the bay and lake. The event soon began drawing participating artists from across the state for what would become a welcome annual rite of Duluth summer—not just for the grass roots volunteer organization that founded the event, but for the greater community.

A 2013 survey indicated fairgoers did not know the art fair was run by a local nonprofit; they indicated they would adopt more positive view of a nonprofit organization sponsoring the fair.

Project Description (1875 characters max)*

Provide information as requested in this program's link in the instructions section.

The PPAF will continue its focus as an annual showcase of visual artwork by 115+ juried artists working in clay, photography, painting, printmaking, mixed media, sculpture, fiber, jewelry, wood and glass. MSAB support would continue to be used to increase the number of Minnesota visual applicants via Zapplication, online marketing including video/blogs and innovative new partnerships and programming. With evaluation support, we aim to demonstrate increases in artist revenue in 2015 to establish and support the perception of PPAF as not just an outstanding community venue and celebration, but a profitable endeavor for artists. Improving data collection, and the training it entails, is key to this aim and our desire to make continued improvements that strengthen the event and those we serve.

PPAF looks to build on its success in bringing multiple artistic disciplines together during the weekend for demonstration and performance, which MSAB support enabled in 2014. Demos will in part capitalize on the uniqueness of the venue and its environmental significance to Minnesotans through its interconnectedness and proximity to Lake Superior. This will, as evaluation hopefully shows, increase audience interest and positive attitudes about the event and place, driving repeat attendance and involvement.

PPAF will also seek to add new innovative partnerships and collaborations with local organizations serving multiple purposes that benefit the community; this constitutes our brand. The PPAF intends to increase brand awareness through collaborations that happen year round. Collaborations this grant will help to fund include those with local area schools, The Duluth Public Library, Miller Dawn Foundation, Common Language and the Lake Superior Youth Chorus. We hope these collaborations will increase our volunteer base. It is essential we recruit new volunteers from other geographic areas and from other age categories. While we

have experience on our side it is imperative we bring in new people.

Review Criteria

1. The Quality of the Arts Experience (3750 characters max)*

1. The Park Point Art Fair (PPAF) has traditionally connected high caliber artists directly with the community, and seeks to continue doing so while providing more varied, engaging and meaningful art experiences to attendees. The coordinator leads the recruitment and selection process, with a contracted jury of art professionals (i.e. working artists, art educators, professors or curators) judging and selecting visual applicants' based on their work's craftsmanship, originality, consistency and design. A committee works with the coordinator to seek, review and select performance and demonstration applicants.

2. The event, presented in an attractive and unique setting, is highly regarded among artists and visitors for its consistent quality of participating artists, community support and professional administration. (PROJECT?)Building on an established reputation, proposed improvements would facilitate new partnerships and increased promotion and awareness-building to attract new artists and audiences, while helping to increase artist sales. New initiatives would help showcase emerging artists (see Administration).

3. In 2013, 71% of our 114 visual artists were from Minnesota and 29% from neighboring states, primarily WI, MI, ND, but also as far away as FL and CA. Among our overall pool of accepted artists, 60% return on average: 56% in 2011, 66% in 2012, 56% in 2013. This high quality roster of artists, a handful who've returned for the past 30 years, are either juried in or won merit awards granting automatic entry. The data indicates we need to attract new applicants each year to maintain the variety and quality of our current festival. Applications had been steadily declining, by on average 7 applicant..A 2014 MSAB grant helped us to utilize Zapplication and online advertising to reach artists and increase the selection pool by 30 applicants.

4. Located in a public park, visual artist tents follow a pine tree-lined paved path that leads to a live stage and food court area with views of the Superior Bay to the west, and a wooded dune that leads to the beach to the east. Free parking lots are accompanied by a bus line stop, bike paths, public boat launch and nearby city airstrip/float plane landing.

Audiences know to come here for the experience of interacting with juried visual artists exhibiting and selling work. But more people come, and keep coming back, when there's more to do and experience. With 2014 MSAB funding, PPAF programming expanded to include a variety of demonstrations by local area artists, such as watching en plein air painting, glass making and wood turning, as well as hands-on activities like throwing a clay pot and 2D and assemblage art. Programming includes: a UMD jazz combo, bluegrass musician Erik Berry (of Trampled by Turtles), Michael Monroe's eclectic guitar and flute, storyteller Elizabeth Nordel, Magic Smelt Puppet Troupe, da Elliot Brothers interactive jug band, and more.

Funding in 2015 would allow us to increase the number and variety of MN artists by providing two unique experiences meant to broaden audiences' understanding of who makes art, why, and how it's influenced by Minnesota environment and culture: a. An iron pour by arts collective, Common Language, will allow fairgoers to participate and express ideas about Lake Superior and its future sustainability. A printing activity by MN Center for the Book Arts will lead fairgoers in an activity featuring the newly designed PPAF logo with opportunities to personalize the design.

2. Commitment To and From the Community (3750 characters max)*

1. As one of the state's oldest art fairs and the area's premiere event of its kind, PPAF annually attracts approximately 11,000 visitors over two days. The audience is loyal and local, with 61% of those surveyed reporting they were from Duluth and 65% returning.

2. For vast numbers regional residents, the event marks the unofficial start to summer; a festive reason to return to "the big lake" and delight in visual art while enjoying live performances and food. The event creates an atmosphere where audience and artist can interact and learn about processes, ideas and personal histories of the objects they purchase. This interaction takes place in a very unique setting: the largest freshwater bay mouth sandbar in the world. With beautiful views, large open areas and a terrain that accommodates artists parking behind their booth spaces, it is an ideal setting. For the PPCC and its partners, the event is point of pride and celebration.

Mayor Don Ness has said: "The (PPAF) is a great representation of what people love about Duluth. The fair is a neighborhood-based event that has regional appeal and draw. For four decades, these neighbors have welcomed the region to their neighborhood in celebration of art and the incredible natural resource of the park. Organizers take great care to maintain the community spirit of the event: that's why it's been so successful for all of these years and why folks come back year after year to celebrate the artistic talent in our region."

3. The event succeeds thanks to the passionate involvement of a broad range of individuals and organizations. Of the 690 households on Park Point, 55+ volunteer annually during the weekend of the event during by assisting artists, greeting visitors, setting-up, hosting a dinner and more. Others, including residents from the wider Duluth area, contribute time and resources for poster design and bookmark distribution, organization, promotion and logistics. In-kind donations and partnerships have been forged over the years with the likes of the City of Duluth, Visit Duluth, The Reader Weekly, KUMD public radio (i.e. daily artist interviews broadcast the week of the fair) and other media and organizations.

By leveraging new partnerships in 2015, PPAF aims to further its commitment to the community at large and foster more involvement in return. New relationships with local libraries (for ongoing exhibit space promoting PPAF artists year round), public schools (to create an emerging artists program), as well as nonprofits and businesses will expand the volunteer base and increase awareness of the event and its nonprofit mission of celebrating the arts together.

4. The signature Duluth summer event clearly boosts the local economy, primarily via sales and exposure for local and visiting artists. In 2013, 57% of reporting artists earned between \$1,001-3,000. Our highest reporting artists earned \$6,000. And 26% earned between \$601-1,000. With total artist sales conservatively estimated at \$130,000 plus \$21,000 in PPCC investment, an economic calculator says PPAF's industry impact was \$375,000 and provided 12 FTEs in 2013.

5. Free and open to everyone, the event is located in a public park with free parking, bus line stop, bike paths, public water access and a nearby city airstrip. Artists pay a \$15 jury fee, \$185 booth fee and set prices for their art.

6. The park's zero grade paved paths offer wheelchair accessibility to all artist tents. Accessible toilets are provided. Volunteers are on hand to assist anyone with special needs.

3. Project Administration (3750 characters max)*

1. The PPCC has operated a successful, well attended art fair for over four decades using a fiscally responsible approach driven by part-time paid professional coordination and committed teams of volunteers.

2. The PPCC contracts a part-time paid coordinator to manage the festival and receives in-kind donations of time from 55+ volunteers, many with specialized professional expertise benefitting the event and some with decades of PPAF service. This team includes an executive PPCC Board of Directors that supports and oversees the coordinator; as well as a 8-12 member Art Fair Committee offers dedicated leadership and support for event logistics, contract negotiations, volunteer recruitment and oversight, financial reporting, marketing communications and more.

3. In addition to established year-round activities like making contacts, public relations and marketing, data collection, etc., the FY2015 timeline would include:

Nov/Dec: ID partner organizations, update management plan, share goals with stakeholders, advertise to artists.

January/February: plan performances/activities, recruit jury, contact educators. February/March: evaluate goals, confirm with partner organizations, Youth Art Month pre-exhibit, confirm sponsorships, jury. April/ May: host focus group, confirm performance schedule and artists, distribute poster, bookmark and postcard, train volunteers, update operational plan. June: third artist exhibit, 45th PPAF weekend. July: focus group, evaluation. August/September: fourth artists exhibit, share data, revisit organizational goals. October: report to MSAB.

4. The volunteers are loyal with 90% returning from 2011 to 2013 and volunteering a total of 400+ hours. The 55 ground-level volunteers assist artists and fairgoers in a number of ways with direction and training from the PPCC volunteer coordinator, PPAF coordinator and art committee. Volunteer needs are increasing as community members with decades of volunteer experience age, and as we increase programming and gather more data. 2015 MSAB support would allow us to build on the volunteer base and both involve and promote the event among wider audiences. It would also allow PPAF to contract U of M professionals to lead survey efforts, including volunteer training and analysis, and create volunteer recruitment videos.

5. Efforts to attract and retain volunteers are tied to promotional goals. PPAF will increase its volunteer base and numbers of fairgoers by reaching out to partner organizations and by focusing on activities year-round that encourage wide inter-organizational networking and in-kind donations. Funding will help introduce a Youth Art Tent, a showcase of outstanding high school art in the region, as well as a yearlong exhibit of PPAF artists' work at a public space. Information would be provided on volunteering and becoming a Patron of the Arts, a program that would seek PPAF pre-committal dollars to encourage artist loyalty and confidence in the fair.

Videos capturing these efforts, including one focused on PPAF's unique place and mission, will be used as part of an integrated online marketing plan. Marketing and publicity will also use traditional broadcast and print media.

6. Matching funds for the grant will come from artist application fees, artist booth fees and food vendor fees. These revenues have remained relatively constant for three years: \$25,622 in 2011; \$27,749 in 2012; \$28,568 in 2013.

7. For the past 8 years, the coordinator has sought to diversify programming, technology and branding while maintaining the quality of art. She now seeks to improve financial reporting with training from UMD's Center for Economic Development, "Profit Mastery" class.

4. Evaluation and Assessment (3750 characters max)*

The art fair coordinator, Carla Tamburro, will lead the effort, having served on the North Shore Community School board of directors for three years. During this time she assisted with the Strategic Planning process, helping identify the measures to evaluate the results of the plan, and served on a committee responsible for collecting and analyzing the data. She has chaired and volunteered in committees responsible for leadership, fund-raising, grant writing and program implementation and been the person responsible for fair operations for eight years.

An MSAB grant help develop a longer term plan to evaluate the data, include major stakeholders in the process and revise measures. Two professors from the University of Minnesota capable in survey and data collection will help with this process. Part of the agreement includes training volunteers to collect data and assisting in a plan that can be repeated without assistance for longitudinal data. More than two years of good data will provide a clearer picture of whether we are meeting long term mission. Data will drive continuing focus group meetings in 2014/2015. Topics will include: refine and revise our practices, develop a clearer picture of our audience perceptions specifically in areas of spending, experience, demographics and economic impact.

The Park Point Art Fair will continue to use quantitative and qualitative measures to determine whether it met its goals.

Some qualitative measures we will use include:

Create a model that shows partnerships working to serve multiple and sometimes similar purposes.

Survey audience to learn more about their experience. (allow us to compare two years of data)

Share survey results at public meetings, in newsletters, online and in a final report.

Survey artists regarding revenue and experience. (allow us to compare two years of data)

Gather comments, testimonials and photos and video while at the fair and post it through podcast on a new blog based website.

Produce four videos. One geared toward artists on WHY apply. Two videos are geared toward the audience; one on, why buy art at fairs? and one on, why buy art at the Park Point Art Fair. A fourth video will be geared toward volunteers.

Continue community focus groups that include Board Members, committee members, volunteers and the coordinator.

Coordinator evaluation (developed by the committee)

Prepare a self report based on objective measures of service conformity, objective measures of problems and resolutions and

subjective measures of conduct and attitudes.

Some quantitative measures will include:

Track # of visitors to the website

Track artist revenue

Track # of arts with backgrounds other than the visual arts

Track # of applicants

Track # of fair-goers

Track # of businesses willing to hang PPAF posters

Track # of volunteers

Track hits to our online videos

Track # of partnering organizations

Analyze data and identify unintended impacts

Board - Staff List

Last Name	First Name	Select	Title of Board Member or Employee
Buck	Dawn	Board of Directors Member	President
Robins	Al	Board of Directors Member	Treasurer
Walbridge	Natalija	Board of Directors Member	Breeze editor
Gould	Dick	Board of Directors Member	Environmental Committee Chair
Jake	Kapsner	Board of Directors Member	Art Fair Committee Chair
John	Sargent	Board of Directors Member	Vice President
Strange	Deb	Board of Directors Member	Secretary
Tamburro	Carla	Staff Member	Art Fair Coordinator

Past Festival Information

Select the year in which the festival was last presented.

Last Year Presented* 2013

Attach one piece of promotional information from the applicant's last presented festival; a program is preferred. Attach as a PDF file.

Attach Program* guide13.pdf

Attach a board approved financial statement from the most recently completed festival. Attach as a PDF file.

Festival Financial Statement* PPAF_budget_13.pdf

Financial Information

Arts Board Request \$21,612

Validate Financial Information

Verify that these four statements are true before marking this form complete. If any of these four statements are false, click Edit and make corrections.

1. Difference is \$0.
2. Arts Board Request + Regional Arts Council Grant(s) is less than or equal to the maximum allowed.
3. Applicant Cash Match is greater than or equal to the minimum required.
4. Arts Board Request is within range.

1. Difference	\$0	\$52,362	\$52,362
		Total Project Revenue	Total Project Expenses

2. Arts Board Request +

Regional Arts Council Percentage	45.39%	75% is the Maximum Arts Board + Regional Arts Council Funding.
3. Applicant Cash Match Percentage	54.61%	25% is the Minimum Applicant Cash Match.
4. Arts Board Request	\$21,612	Arts Board Request must be between \$5,000 and \$75,000.

Project Revenue

Provide an explanation in the text box for every line item with a dollar amount entered, or enter "N/A."

Project Earned Income	\$26,000	54.61%	jury fees, exhibitor fees, food vendors
Applicant Cash or Other Income	\$0	0%	N/A
Regional Arts Council Grant(s)	\$0	0%	
Arts Board Request	\$21,612	45.39%	
Sub-total Project Revenue	\$47,612	100.0%	

In-kind means the value of goods and services donated to the project that would otherwise be paid for in cash. Artist compensation cannot be listed as in-kind contributions. The in-kind amount will be copied to the expense section of this form.

In-Kind	\$4,750	volunteer hours 500 hours x 9.50
Total Project Revenue	\$52,362	

Project Expenses

Provide an explanation in the text box for every line item with a dollar amount entered, or enter "N/A."

Artists' Compensation	\$6,300	12.03%	Demonstrations in glass, wood, drawing and more; Iron Pour hosted by Common Language Participate, create a mold for molten metal that communicates something important about Lake Superior; Varied programming with a focus on performing arts and music; Minnesota Center for the Book Arts lead people in printing and personalizing the newly designed Park Point Art Fair logo.
Other Project Personnel	\$500	0.95%	Stage manager
Travel	\$0	0%	N/A
Space	\$1,775	3.39%	user fee, permit and water meter and usage
Materials and Supplies	\$400	0.76%	Art supplies for driftwood sculpture area. Supplies for check in, artist's packet, misc. office and park use
Promotion and Marketing	\$10,615	20.27%	Online advertising to artists includes Art Fair Calendar, AFSB Weekly, Express Email Marketing, ArtShow.com(1,000) and to audience(650), blogging within a wider social media plan that includes four short video clips with B roll addressing strategical topics(2,500) Print Ads(500) KUUMD(300) Visit Duluth(200) Reader(450) 3200 Postcards and Bookmarks(915) Posters(200), Event Guide(600) in addition our costs include printing for exhibits(1,000) expanded radio advertising(1,000) t-shirts(500) Zapplication(1,500) Writing(400) Designing(400)

Planning and Evaluation \$3,275 6.25% 3 focus group sessions(300), Data Collection coordinated by The University of Minnesota(3,000), Jury(375) evaluations for program participants(100)

If purchasing equipment, the total amount requested must be less than \$5,000.

Equipment Purchase \$2,700 5.16% Tents (1,000), Hanging system (900), Display Boards(800)

Equipment Rental \$0 0% N/A

In-kind expense will be filled in automatically with the value the applicant entered into the in-kind revenue field.

In-Kind \$4,750 9.07%

Other \$8,547 16.32% Dumpster (400), Portable toilets (1600), Security (700) volunteer/artist appreciation dinner (3500), other food and drinks(500) software(400) awards(1,085)

Administration \$13,500 25.78% Art Fair Coordinator

Total Project Expenses \$52,362 100.0%

Financial Support Materials

Legacy Amendment

Legacy Amendment

This program exists because of an appropriation from the State's arts and cultural heritage fund (ACHF). The Minnesota Constitution requires that arts and cultural heritage fund dollars must be used to supplement not substitute for traditional sources of funding. In 2013, the Minnesota State Legislature passed a law that requires all recipients of ACHF dollars to ensure that they are in compliance with the constitutional requirement.

Administrative Costs

In 2013, the Minnesota State Legislature passed a law that states that arts and cultural heritage fund (ACHF) dollars must not be spent on administrative costs, indirect costs, or other institutional overhead charges that are not directly related to and necessary for the specific projects or activities that will be funded with arts and cultural heritage funds dollars.

If awarded arts and cultural heritage funds for FY 2016, a grantee must track and be able to clearly document what portion of ACHF funds is spent on direct program or project costs and what portion of ACHF funds is spent on administrative costs, indirect, or overhead costs that are "directly related to and necessary" to carry out the programs or projects that are supported with ACHF dollars.

Applicant has read this statement:* Yes

If the applicant is an individual, there is no need to provide financial documentation. All other applicants must submit one of the following based on the organization's total revenue:

Applicant FY 2013 annual revenue	FY 2013 financial document to submit
\$750,000 and above	Certified audit for fiscal year 2013
\$50,000 – \$749,999	IRS form 990 or 990-EZ for fiscal year 2013 or certified audit if available
Less than \$50,000	Board approved financial statements or the equivalent for fiscal year 2013
Organizations that did not exist or had no financial activity in fiscal year 2013. (These organizations may only request the minimum grant amount.)	Board approved financial statements or the equivalent for the next available completed fiscal year.

Fiscal year is identified by the year in which it ends. For example: if an applicant's fiscal year runs October – September, the period ending September 2013 would be FY 2013.

Attachments must be in PDF file format. Do not attach other file types.

Financial Documentation (attach PDF file) PPCC_2012financials.pdf

If the organization is exempt from taxation under section 501(c)(3) of the Internal Revenue Service Code, attach a copy of the IRS 501(c)(3) letter of determination.

Applicant IRS 501(c)(3) Letter of Determination

Collaborator List

Role in Project	Legal Last Name or Organization Legal Name	Legal First Name	Physical Address	City	State	Zip Code	Commitment	Corresponding Artist Qualification Form
Demonstrator	Minnesota Center for the Book Arts	Lucy Hawthorne	1011 Washington Ave South #100	Minneapolis	Minnesota	55415	In preliminary discussion	Not Applicable
Past Exhibitor	Tischer	Ryan	315 North Lake Ave Studio 403	Duluth	Minnesota	55806	Example from a previous festival	Artist Qualification Form 1
Past Exhibitor	Gruchalla	Richard	1709 South Street	Duluth	Minnesota	55812	Example from a previous festival	Artist Qualification Form 2
Past Exhibitor	Neff	Dan	2724 E 1st Street	Duluth	Minnesota	55812	Example from a previous festival	Artist Qualification Form 3
Past Exhibitor	Wiemer	Dan	491 Spring Creek Rd S	Red Wing	Minnesota	55066	Example from a previous festival	Artist Qualification Form 4
Past Exhibitor	Bowen	Betsy	301 First Ave West	Grand Marais	Minnesota	55604	Example from a previous festival	Artist Qualification Form 5
Past Exhibitor	Kraemer	Karin	6011 Nasha St	Duluth	Minnesota	55807	Example from a previous festival	Not Applicable
Past Exhibitor	Benson	Ron	1350 Shilhon Rd	Duluth	Minnesota	55804	Example from a previous festival	Not Applicable
Past Exhibitor	Husby	Cheryl	2202 Jefferson St	Duluth	Minnesota	55812	Example from a previous festival	Not Applicable
Past Exhibitor	Robar	Andrew	1115 Bloomington Ferry Rd	Bloomington	Minnesota	55438	Example from a previous festival	Not Applicable
Past Exhibitor	Spiczka	Sam	4999 85th St NE	Sauk Rapids	Minnesota	56379	Example from a previous festival	Not Applicable
Past Exhibitor	Huonder	Anthony	716 Monroe St NE	Minneapolis	Minnesota	55413	Example from a previous festival	Not Applicable
Past Exhibitor	Frost	M Kelly	12 S 6th Street #928	Minneapolis	Minnesota	55402	Example from a previous festival	Not Applicable
Past Performer	Monroe	Michael	4011 W Hwy 13	Savage	Minnesota	55378	Example from a previous festival	Not Applicable
Past Performer	Nordel	Elizabeth	1225 E 7th Street	Duluth	Minnesota	55805	Example from a previous festival	Not Applicable
Performer	Frane	Ryan	UMD Music 1201 Ordean Court Humanities 212	Duluth	Minnesota	55812	Confirmed but not contracted	Not Applicable
Performer	Pierce	Alice	UMD Music 1201 Ordean Court Humanities 236	Duluth	Minnesota	55812	Confirmed but not contracted	Not Applicable
	Duluth Superior Sailing						Example from a	Not

Volunteer	Association	5040 Minnesota Ave	Duluth	Minnesota	55802	previous festival	Applicable
Volunteer	Swim Creative	415 East Superior St	Duluth	Minnesota	55802	Example from a previous festival	Not Applicable
Volunteer	St Andrew's Episcopal Church	2802 Minnesota Ave	Duluth	Minnesota	55802	Example from a previous festival	Not Applicable

Artist 1 Name

The name entered here must match the name entered in the collaborator list.

Legal Last Name or Organization Legal Name* Tischer Ryan
Legal Last Name OR Organization Legal Name First Name

Required Attachments* Minnesota Festivals Support requires an artist resume or biography, and work sample(s) (see overview).

Artist 1 Qualification Documents

Attachment Type	Description	Attachment
Artist Resume		Tischer_Ryan_resume.pdf

Artist 1 Work Samples

Artist 1 Work Samples 1

Title of Work* Aurora by Moonlight
Order to View* 1st
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* photography
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 50"x24"
Statement The aurora borealis captured under moon light. Printed and framed using materials that exceed museum standards for longevity.
Attachment* Tischer_Ryan_01.jpg

Artist 1 Work Samples 2

Title of Work* Breaking Through
Order to View* 2nd
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* photography
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 57"x45"
Statement After three days of returning to this location the sun finally broke through, illuminating the rapids in its golden light. Printed and framed using materials that exceed museum standards for longevity.
Attachment* Tischer_Ryan_02.jpg

Artist 1 Work Samples 3

Title of Work* Earth's Womb
Order to View* 3rd

Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* photography
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 39"x31"
Statement Captured looking skyward from deep inside a remote desert slot canyon. Printed and framed using materials that exceed museum standards for longevity.
Attachment* Tscher_Ryan_03.jpg

Artist 1 Work Samples 4

Title of Work* Enchanted
Order to View* 4th
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* photography
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 37"x47"
Statement Image made during a magical morning on Point Lobos along California's Central Coast. After days of rain the sun finally broke through, bathing the cypress trees in its warmth. Printed and framed using materials that exceed museum standards for longevity.
Attachment* Tscher_Ryan_04.jpg

Artist 2 Name

Is a second artist part of this application?* Yes

The name entered here must match the name entered in the collaborator list.

Legal Last Name OR Organization Legal Name	Gruchalla	Richard
	<small>Legal Last Name OR Organization Legal Name</small>	<small>First Name</small>

Required Attachments Minnesota Festivals Support requires an artist resume or biography, and work sample(s) (see overview).

Artist 2 Qualification Documents

Attachment Type	Description	Attachment
Artist Resume		Gruchalla_Richard_&_Rosetti_Carrin_resume.pdf

Artist 2 Work Samples

Artist 2 Work Samples 1

Title of Work* Red Scripted Vase with Turquoise Lip
Order to View* 1st
Completion Date (Year)* 2013
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* ceramics
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 14"x14"x14"
Statement Wheel thrown clay vessel, burnished and carefully hand glazed. RAKU fired with copper wire embellishments.
Attachment* Gruchalla_Richard_01.jpg

Artist 2 Work Samples 2

Title of Work* Open Vase with Postcards
Order to View* 2nd
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* ceramics
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 8"x14"x8"
Statement Wheel thrown clay vessel, burnished and hand carved. Careful glaze application is followed by RAKU firing process. Copper wire embellishment for final touch.
Attachment* Gruchalla_Richard_02.jpg

Artist 2 Work Samples 3

Title of Work* Open Vase w/Turquoise Scripted Sky
Order to View* 3rd
Completion Date (Year)* 2013
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* ceramics
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 7.5"x14"x7.5"
Statement Wheel thrown clay vessel, burnished and carved. Careful hand glazing is followed by RAKU firing process. Copper wire Embellishments added after firing.
Attachment* Gruchalla_Richard_04.jpg

Artist 2 Work Samples 4

Title of Work* Platter
Order to View* 4th
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* ceramics
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 16"x16"x2"
Statement Wheel-thrown clay vessel, glazed and Raku-fired. Copper wire embellishment.
Attachment* Gruchalla_Richard_03.jpg

Artist 3 Name

Is a third artist part of this application?* Yes

The name entered here must match the name entered in the collaborator list.

Legal Last Name OR Organization Legal Name Neff Dan
Legal Last Name OR Organization Legal Name First Name

Required Attachments Minnesota Festivals Support requires an artist resume or biography, and work sample(s) (see overview).

Artist 3 Qualification Documents

Attachment Type	Description	Attachment
Artist Biography		Neff_Dan_resume.pdf

Artist 3 Work Samples

Artist 3 Work Samples 1

Title of Work* Opal Vortex
Order to View* 1st
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* glass
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 3"x3"x3"
Statement This organic vortex marble features an opal hovering in the center on its way down the vortex.
Attachment* Neff_Dan_01.jpg

Artist 3 Work Samples 2

Title of Work* Waves of a Galaxy
Order to View* 3rd
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* glass
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 1.5"x1.5"x1.5"
Statement Yellow and pink galactic spirals work their way down the center of this marble.
Attachment* Neff_Dan_02.jpg

Artist 3 Work Samples 3

Title of Work* Green Bird
Order to View* 3rd
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* glass
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 8"x5"x3.5"
Statement This bird, blown from Pyrex glass, starts as nothing more than a clear glass tube. It captures the personality and attitudes observed in birds during their daily life.
Attachment* Neff_Dan_03.jpg

Artist 3 Work Samples 4

Title of Work* Wind Swept Tree Number 4
Order to View* 4th
Completion Date (Year)* 2012
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* glass
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 16"x14"x1"
Statement This series uses the fluidity of glass to capture the movement of a tree in the Gales of November.
Attachment* Neff_Dan_04.jpg

Artist 4 Name

Is a fourth artist part of this application?* Yes

The name entered here must match the name entered in the collaborator list.

Legal Last Name OR

Wiemer

Dan

Required Attachments

Minnesota Festivals Support requires an artist resume or biography, and work sample(s) (see overview).

Artist 4 Qualification Documents

Attachment Type	Description	Attachment
Artist Biography		Wiemer_Dan_bio.pdf

Artist 4 Work Samples**Artist 4 Work Samples 1**

Title of Work*	Back to Bozeman
Order to View*	1st
Completion Date (Year)*	2013
Type*	Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description*	Medium
Medium \ Role \ Genre*	painting
Dimension \ Duration \ Pages Description*	Dimensions
Dimension \ Duration \ Pages*	28"x20"
Statement	Opaque and transparent water media on paper.
Attachment*	Wiemer_Dan_01.jpg

Artist 4 Work Samples 2

Title of Work*	Working on the Railroad
Order to View*	2nd
Completion Date (Year)*	2013
Type*	Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description*	Medium
Medium \ Role \ Genre*	painting
Dimension \ Duration \ Pages Description*	Dimensions
Dimension \ Duration \ Pages*	24"x18"
Statement	Opaque acrylic mixed with transparent watercolor.
Attachment*	Wiemer_Dan_02.jpg

Artist 4 Work Samples 3

Title of Work*	Homecoming
Order to View*	3rd
Completion Date (Year)*	2013
Type*	Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description*	Medium
Medium \ Role \ Genre*	painting
Dimension \ Duration \ Pages Description*	Dimensions
Dimension \ Duration \ Pages*	33"x20"
Statement	Combined opaque acrylic and transparent watercolor through a masking process.
Attachment*	Wiemer_Dan_03.jpg

Artist 4 Work Samples 4

Title of Work*	Great Blue Heron
Order to View*	4th
Completion Date (Year)*	2013
Type*	Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description*	Medium
Medium \ Role \ Genre*	painting
Dimension \ Duration \ Pages Description*	Dimensions

Dimension \ Duration \ Pages* 21"x24"
Statement Using a resist method, I combine acrylic and watercolor to create a stylized image.
Attachment* Wiemer_Dan_04.jpg

Artist 5 Name

Is a fifth artist part of this application?* Yes

The name entered here must match the name entered in the collaborator list.

Legal Last Name OR Organization Legal Name Bowen Betsy
Legal Last Name OR Organization Legal Name First Name

Required Attachments Minnesota Festivals Support requires an artist resume or biography, and work sample(s) (see overview).

Artist 5 Qualification Documents

Attachment Type	Description	Attachment
Artist Biography		Bowen_Betsy_bio.pdf

Artist 5 Work Samples

Artist 5 Work Samples 1

Title of Work* Barn Owl
Order to View* 1st
Completion Date (Year)* 2011
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* printmaking
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 8"x10"
Statement An original woodcut print created as an illustration for the book "Twelve Owls" by Laura Erickson and illustrated by Betsy Bowen
Attachment* Bowen_Betsy_01.jpg

Artist 5 Work Samples 2

Title of Work* Prairie with Coneflowers
Order to View* 2nd
Completion Date (Year)* 2013
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* printmaking
Dimension \ Duration \ Pages Description* Dimensions
Dimension \ Duration \ Pages* 9"x12"
Statement "Prairie with Coneflowers" is a limited edition woodblock print created for a collaborative book project, which will be published in the Spring of 2014.
Attachment* Bowen_Betsy_2.jpg

Artist 5 Work Samples 3

Title of Work* Brookie, Mayfly, and a Sense of Wonder
Order to View* 3rd
Completion Date (Year)* 2011
Type* Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description* Medium
Medium \ Role \ Genre* printmaking

Dimension \ Duration \ Pages Description*	Dimensions
Dimension \ Duration \ Pages*	14"x11"
Statement	Hand-printed woodcut using multiple blocks. Edition of 250.
Attachment*	Bowen_Betsy_3.jpg
Artist 5 Work Samples 4	
Title of Work*	Prairie with Swallowtails
Order to View*	4th
Completion Date (Year)*	2013
Type*	Image - Attach JPG file under 2 MB.
Medium \ Role \ Genre Description*	Medium
Medium \ Role \ Genre*	printmaking
Dimension \ Duration \ Pages Description*	Dimensions
Dimension \ Duration \ Pages*	9"x12"
Statement	"Prairie with Swallowtails" is an original woodcut created for a book collaboration that is due to be published in Spring of 2014.
Attachment*	Bowen_Betsy_4.jpg

Project Information

Artistic Discipline(s)

Select the label(s) that most clearly identify the discipline of proposed **project's** artwork. A primary discipline is mandatory; a secondary discipline is optional. For example:

- If the applicant **ONLY** presents puppetry, select **Primary discipline:** Theater, puppetry
- However, the applicant primarily presents puppetry, but **ALSO** presents storytelling, select **Primary discipline:** Theater, puppetry; **Additional discipline:** Theater, storytelling.

Primary Artistic Discipline*	Visual arts
Secondary Artistic Discipline	Multidisciplinary

Project Characteristics

If 50 percent of activities are intended to involve a particular population, act as a clear expression or representation of the cultural traditions of a particular group, or deliver services to a designated population, choose that group's code from the drop-down list. If the activity is not designated to represent or reach any one particular group, choose "No Single Group."

Project Characteristics *	White
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Project Descriptors

Mark which, if any, of the descriptors comprise 50 percent or more of the project's proposed activities. Mark all that apply. If none apply, or if the descriptors apply to a small or indeterminate portion of proposed activities, select "none of the above." **Artist Initiative applicants:** check "None of the above."

International - programs or activities supporting any of the following: grantees visiting other countries, foreign artists visiting the USA, any cultural exchange program, linkages with artists or institutions in other countries, or establishing/administering international programs in applicant agency.

International

Presenting/Touring - movement of artists and artworks for performances, readings, screenings, exhibits, etc., in different geographic areas; hosting/presenting of works originating outside of the grantee community or for the fees paid to artists or arts organizations that will, themselves, be touring in different areas.

Presenting/Touring

Youth at Risk - services to at-risk youth. Includes arts-related intervention programs (for violence, drug/alcohol abuse, and crime) as well as other creative programming specifically involving at-risk youth as primary project participants or beneficiaries.

Youth at Risk

Accessibility - services related to ADA/504 compliance or other activities designed to increase access to the arts for persons with disabilities.

Accessibility

Technology - services using technology for the creation or dissemination of artwork or the use of technology for organizational management purposes.

Technology

None of the Above - The descriptors above do not apply to this project.

None of the Above	Yes
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Educational Activities

From the choices provided, select the one which best describes the educational goal of the proposed activities. **Artist Initiative applicants:** select "Does not apply."

Art Education*	Does not apply - Arts education not a component of the activities.
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Fiscal Agent Information

Will the applicant use a fiscal agent?*	Yes	
Fiscal Agent Legal Name	Minnesota Point Preservation Society	
Physical Address	3101 Lake Ave South	
City	Duluth	
State	Minnesota	
Zip Code	55802	
Phone	218-722-1511	
	Main Phone Number	Phone Extension
Fiscal Agent DUNS Number	079406920	

Attachments must be in PDF file format. Do not attach other file types.

Attach Fiscal Agent Agreement (attach PDF file)	MPPS_letter.pdf
Fiscal Agent IRS 501(c)(3) Letter of Determination (attach PDF file)	MPPS_501(c3).pdf

Certifications and Signature

This application is not valid without the proper authorizing official making the preceding certifications and signing the application. If applicant is an organization, the signature of an official having the authority to enter into legal agreements on behalf of the applicant is required. If applicant is an individual, the applicant is the authorizing official. By typing the individual's name and submitting this form the individual asserts that he/she understands and agrees that such actions constitute his/her electronic signature as defined under Minnesota Statutes, section 302A.015.

Authorizing Official*	Carla Maria Tamburro
Authorizing Official Title*	Art Fair Coordinator