

1900.1620 ADDITIONAL REQUIREMENTS AND PROCESSES FOR ARTS ACROSS MINNESOTA PROGRAM.

Subpart 1. **Definitions.**

- A. "Arts festival" means a celebration of art and culture that:
- (1) has a significant focus on the arts;
 - (2) has a mission statement;
 - (3) provides a showcase for Minnesota artists;
 - (4) may be held at any location;
 - (5) may have a variety of media or be focused on one artistic area;
 - (6) contains many activities consolidated into a condensed time period;
 - (7) has several different, yet related, arts activities happening simultaneously;
 - (8) is at least an all-day event, lasting six to ten hours; and
 - (9) is open, inviting, and available to a diverse audience.
- B. "Host community" means a Minnesota organization, such as a community group, local government unit, arts organization, or any other group that:
- (1) is exempt from taxation under section 501(c)(3) of the Internal Revenue Code or has a nonprofit, tax-exempt fiscal agent; and
 - (2) has two recent years of arts presenting experience in Minnesota.
- C. "Organization" means institutions that are exempt from taxation under section 501(c)(3) of the Internal Revenue Code and established in Minnesota, including schools, government units, and departments and agencies of the state. This does not include radio and television stations.

Subp. 2. **Purpose of program.** The Arts Across Minnesota program exists to make outstanding arts experiences available to citizens in every region of the state through festivals and tour presentations that engage local artists, children, and other members of the public in community-wide arts celebrations.

A. The host community grants help to bring quality performing arts experiences to citizens throughout Minnesota through arts residencies and presentations.

B. The festival grants help to involve individual Minnesota artists and small- to mid-size Minnesota arts organizations in arts festivals primarily, and secondarily in the arts component of community-based festivals.

Subp. 3. **Uses of grants.** The Arts Across Minnesota program shall provide grants to Minnesota host community organizations and to organizations that sponsor or organize festivals to support both the artistic and administrative costs necessary for the artistic activities of the grant.

Subp. 4. **Advisory panel criteria to make recommendations to board.** The advisory panel criteria apply to the specific programs in items A and B.

A. For the host community program, the review criteria by which an applicant is evaluated by the advisory panel are: artistic excellence of the proposed touring activities, program administration, demand for the tour presentation within the community, and geographic distribution. Artistic excellence is the primary criterion. Program administration, demand for the tour presentation, and geographic distribution are secondary criteria and equally important to each other.

(1) Artistic excellence of the proposed touring activities is demonstrated by:

- (a) the qualities and characteristics of the artistic activities;
- (b) contributions to the artistic growth of the host community's constituency;
- (c) how the activities support the host community's mission and complement and build upon past programming; and
- (d) the merit and quality of the educational and community components of the tour presentation.

(2) Program administration is demonstrated by:

- (a) presentation skills and experience in areas such as planning and evaluation;
- (b) proposed marketing strategies and budget;
- (c) the relationship of decisions to planning and evaluation processes;
- (d) planning to broaden and diversify the audience and ensure accessibility;
- (e) community residency stability viewed in terms of organizational stability and strength of fiscal position;
- (f) leadership's qualifications; and
- (g) a higher ratio of artistic fees, in comparison to the level of administrative costs associated with the tour presentation.

(3) Demand for the tour presentation within the community is demonstrated by:

- (a) quality and appropriateness of venue within the community;
- (b) objectives that address the community's artistic needs;
- (c) the role of the host community as an advocate for the arts in the community;
- (d) efforts to create community understanding and awareness of works of art through educational offerings and programs; and
- (e) community investment through cash and in-kind contributions.

(4) Geographic distribution of grants, in consideration of:

(a) equitable geographic distribution of grants to host communities throughout Minnesota, with at least one tour presentation in each region, as funds permit; and

(b) extra consideration allowed for communities that are new applicants to the program and proposals that reach new audiences.

B. For the festivals program, the review criteria by which an applicant shall be evaluated by the advisory panel are: artistic excellence of the companies, artists, or exhibitions to be presented; program administration; demand for the festival within the community; and geographic distribution. Artistic excellence is the primary criterion. Program administration, demand for the festival, and geographic distribution are secondary criteria and equally important to each other.

(1) Artistic excellence of the companies, artists, or exhibitions to be presented shall be demonstrated by:

- (a) the qualities and characteristics of the artistic activities;
- (b) contributions to the artistic growth of the applicant organization's constituency;
- (c) program selection that reflects a diversity of artists or genres;
- (d) how the activities support the festival's mission and complement and build upon past programming;
- (e) a higher ratio of artistic fees, in comparison to the level of administrative costs associated with the festival activities; and
- (f) the merit and quality of the educational components of the festival.

- (2) Program administration shall be demonstrated by:
 - (a) festival presentation skills and experience in areas such as planning and evaluation;
 - (b) proposed promotional strategies and budget;
 - (c) the relationship of decisions to planning and evaluation processes;
 - (d) planning to broaden and diversify the festival audience and ensure accessibility;
 - (e) festival stability viewed in terms of organizational stability and strength of fiscal position; and
 - (f) leadership's qualifications.
- (3) Demand for the festival within the community shall be demonstrated by:
 - (a) quality and appropriateness of venue within the community;
 - (b) objectives that address the community's artistic needs;
 - (c) the role of the festival presenter as an advocate for the arts in the community;
 - (d) efforts to create community understanding and awareness of works of art through educational offerings and programs; and
 - (e) community investment through cash and in-kind contributions.
- (4) Geographic distribution of grants, in consideration of:
 - (a) equitable geographic distribution of grants to festivals throughout Minnesota, with at least one festival in each region, as funds permit; and
 - (b) extra consideration allowed for communities that are new applicants to the program and proposals that reach new audiences.

Subp. 5. Additional eligibility requirements.

A. All host community applicants must meet the additional eligibility requirements in subitems (1) to (9) to apply for funds.

- (1) The applicant shall submit only one application per fiscal year to the host community program.
- (2) The applicant shall present activities by a Minnesota arts organization that include all three required residency components listed in units (a) to (c):
 - (a) public performances or exhibitions for the community;

(b) community classes or training workshops for adults, including, where possible, local avocational or professional artists; and

(c) workshop activities involving young people or K-12 students in schools or community organizations.

(3) The applicant must have two recent years of arts presenting experience in Minnesota.

(4) The applicant must meet or exceed the minimum cash expenses for the proposed host community activities as determined by the board and printed in current program information.

(5) Recipients of host community grants shall not be eligible to receive a festivals grant in the same fiscal year.

(6) Applicants to the host community program must not have received a host community grant in the fiscal year immediately preceding the current fiscal year.

(7) The applicant must not apply for or have received an institutional support grant from the board in the same fiscal year of funding.

(8) The applicant must not apply for or have received a series presenter support or folk arts sponsorship grant from the board representing the same activity in the same fiscal year of funding.

(9) Host community grant funds cannot be used for fund raisers.

B. All festivals applicants must meet the additional eligibility requirements in subitems (1) to (8).

(1) The applicant shall submit only one application per fiscal year to the festivals program.

(2) The applicant's proposed festival arts activities to be supported by this grant involve only individual Minnesota artists or Minnesota arts organizations.

(3) The applicant must meet or exceed the minimum cash expenses for the proposed festival activities as determined by the board and printed in current program information.

(4) Recipients of festivals grants shall not be eligible to receive a host community grant in the same fiscal year.

(5) The applicant must not apply for or have received an institutional support or institutional presenter support grant from the board in the same fiscal year of funding.

(6) The applicant must not apply for or have received a series presenter support or folk arts sponsorship grant from the board representing the same activity in the same fiscal year of funding.

(7) Festivals grant funds cannot be used for a series of events, county fairs, the state fair, fund raisers, conferences, carnivals, midways, or fairways.

(8) Festivals grant funds cannot be used for artist residencies that take place outside of the primary festival dates.

Subp. 6. **Dollar amount of grants.** The minimum and maximum amounts for grant awards for Arts Across Minnesota host community or festivals shall be determined by the board based upon available resources and printed in current program information.

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