



Wisconsin Arts Board

Cultural Facilities Assistance Program:

A program designed to assist New Presenters of the Performing Arts

This program is supported with funding from the National Endowment for the Arts' Challenge America Program



NATIONAL
ENDOWMENT
FOR THE ARTS

A great nation
deserves great art.

Cultural Facilities Assistance Program:

A program designed to assist New Presenters of the Performing Arts

Purpose:

The purpose of the Wisconsin Arts Board's Cultural Facilities Assistance Program is to help Wisconsin's new performing arts presenters to meet the needs of their communities. Specifically the program will help new presenters to: learn more about the field of presenting the performing arts; increase access to the resources needed to present their work effectively; strengthen organizational capacity, staff, and boards; conduct community assessments; and present one artist from beyond the local community in a performance.

Eligibility:

The new presenter applicant must either: hold tax-exempt status under Section 501(c)3 of the Internal Revenue Code; or the applicant must be part of a larger nonprofit institution, or a unit of state or local government including public schools and universities; or if neither of the above are applicable, applicants may apply using a separate nonprofit organization as a fiscal receiver. In addition, the applicant must be able to put what it learns from this grant program to use in an active presenting schedule by the end of the grant period, and indicate that it is moving toward presenting an annual series of four or more performing arts events.

Timeline:

Postmark Deadline for Application: Monday, April 30, 2010

Funds will be available for activities occurring between July 1, 2010 and June 30, 2011.

Program Benefits:

1. Training in the Field of Presenting:

The Wisconsin Arts Board will provide access to, and funding for, valuable training in the field of presenting the performing arts.

- The first of these training opportunities is a small group **nuts-and-bolts-and-beyond session** conducted by D. Corey Helser, an independent consultant from Madison -- as well as a presenter himself -- who specializes in working with presenters. This session will be brought directly to the participating organizations' home communities.
- The second is the **Wisconsin Presenters Network's (WPN) Summer Institute**, to be held in June in a Wisconsin community. The Arts Board will provide funds to assist up to two people (staff and board members will be eligible) from each new presenting organization/facility to attend this statewide gathering which provides excellent networking opportunities as well as training in presenting the performing arts.
- The third opportunity is for one person to attend the **Midwest Arts Conference (MAC)**. Run by Arts Midwest, MAC "brings the performing arts marketplace together to facilitate booking and touring plans, and to provide educational and performance opportunities." MAC occurs each

September. The Arts Board will provide partial funding to assist two people (staff and/or board members are eligible) to attend.

2. Organizational and Community Assessments:

The Arts Board will provide a consultant from Arts Wisconsin's "Arts Peers Advisory Network." The new presenting organization will work with that consultant to develop a community assessment and an organizational assessment. These assessments will help the new presenter to identify some of its primary needs – both internal and community-based – as well as to learn from the consultant how to conduct its own community assessment for the following year.

The organizational and community assessment together are projected to last two days. The new presenting organization will be expected to organize the community focus group meetings under the direction of the consultant, who will facilitate those meetings and write the follow up report. The consultant will work with the new presenter so that the following year the presenter can conduct its own community assessment update.

3. Mini-grants for performances:

Following the completion of the community assessment, the organization is eligible to apply for matching funds to present a non-local artist who was identified (either by name or in a general way) through the community assessment process. *This application can be submitted at any time following the assessment, up until a month before the presentation of the artist.*

- The artist must be presented by May 30, 2011.
- The amount of the request can be up to \$1,000.
- The applicant must provide a 1:1 cash match.

What this translates to in dollars*:

Attendance for two people at WPN Summer Institute (partial reimbursement for registration, travel, hotel and per diem)	300
MAC subsidy for two people (partial reimbursement for registration, travel, hotel and per diem)	1,200
Artist Fee matching grant	1,000
Nuts-and-Bolts-and-Beyond Consultant (WAB pays consultant directly)	575
Community Assessment Consultant (WAB pays consultant directly)	<u>700</u>
TOTAL dollar value	\$3,775

* Amounts listed here are the maximum amounts available... some reimbursement claims will be less. Reimbursement will not exceed the amounts listed.

Program Requirements:

Providing organizations with professional technical assistance is part of this grant program. Therefore, organizations that are selected to receive a Cultural Facilities Assistance grant are expected to fulfill several requirements, including participating in four events. See attached information.

To Apply:

Complete the attached application form by April 30, 2010 (postmark deadline) and send it to the Wisconsin Arts Board (address on application form).

Program Requirements Page

In addition to the general contractual grant agreement with the Wisconsin Arts Board, organizations that participate in this program will be required to:

1. Set aside time in September to commit at least one person to attend the Midwest Arts Conference (MAC). This year it will be held in **St. Paul, MN, September to 9-12, 2010.**
2. Commit at least two people to attend the Wisconsin Presenters Network Summer Conference in June. This year the conference will be held in Oshkosh, WI, June 10-12, 2010 hosted by the Oshkosh Grand Opera House.
3. For the Nuts-and-Bolts-and-Beyond session --
 - Commit all board/programming committee members to set aside one 7 hour time period to participate in the session. This time period must fall between July 1, 2009 and October 1, 2009. *Very new organizations please note, you must already have met as a board/programming committee at least twice before you can participate in this session.* Please provide your preferred dates:
1st choice of dates: _____
2nd choice of dates: _____
3rd choice of dates: _____
NOTE: Each member of your board/.committee MUST confirm their availability for these dates. Have they done so? Yes ____ No ____
 - provide appropriate meeting space, lunch, and any other food/beverage if desired (at organization's expense)
 - provide evaluation of the session to the WI Arts Board within four weeks of the session
4. For the Organizational and Community Assessment session –
 - Commit all board/programming committee members to set aside the same three hour period during this 1 and ½ consecutive day community session to participate in an organizational development and assessment meeting. Members are welcome to attend the entire 1 and ½ day session, but must plan to attend at least this portion. This time period must fall between August 1, 2009 and December 1, 2009. *Please note, you must already have participated in the Nuts-and-Bolts-and-Beyond session before you can participate in this session.* Please provide your preferred dates, remembering to include 1 and ½ days with each choice:
1st choice of dates: _____
2nd choice of dates: _____
3rd choice of dates: _____
NOTE: Each member of your board/.committee MUST confirm their availability for these dates. Have they done so? Yes ____ No ____
 - organize the community focus group meetings under the direction of the consultant who will facilitate those meetings, and work with the consultant to determine whom you will invite
 - provide appropriate meeting space and any food/beverage if desired (at organization's expense)
 - provide evaluation of the session to the Arts Board within four weeks of the session
5. Provide the 1:1 cash match for the artist fee mini-grant and present the artist by May 30, 2010.
6. Provide a final report evaluation of the program, including two high quality, publishable photographs of project activities and/or resulting work.

CULTURAL FACILITIES ASSISTANCE PROGRAM
WISCONSIN ARTS BOARD
APPLICATION FORM

Organization _____

Contact Name and Title* _____

Is this contact a staff person who is paid for their work with the performing arts series?

Yes ___ No ___

If no, please describe contact's status within the organization. _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

Geographic area served: _____

Size of population served: _____

Date facility opened: _____

Number of performances presented per year: _____

School-related: _____

Community-related: _____

Touring artists: _____

Facility annual budget: \$ _____

Annual budget for artistic performances/artist fees \$ _____

On a separate sheet of paper (one side only, please), tell us how your organization would benefit from participation in this program. Include demographic information on the population you serve (ethnicity, age, etc.) and how you will measure and evaluate the impact that this program will have on your organization and then on your community.

Please include with application:

- List of people on your organization's board, and/or programming committee
- Examples (3 each) of organization's promotional and program brochures
- IRS 501c3 letter re tax-exempt status OR contact information & tax number for your fiscal receiver

Send Applications To: Wisconsin Arts Board
 101 East Wilson Street, 1st Floor
 Madison, Wisconsin 53702
 Attention: Karen Goeschko

* Contact should be directly involved with the artistic programming for the organization.