

Section G: Project Budget Itemized – Income

Admissions		
		Subtotal:
		\$0
Contracted Services		
		Subtotal:
		\$0
Corporate Contributions		
Cleveland Chamber of Commerce	\$250	
Cleveland Main Street Project (pending)	\$500	
Other local businesses (pending)	\$350	
		Subtotal:
		\$1,100
Foundation Support		
Cleveland Community Fund	\$750	
		Subtotal:
		\$750
Other Private Support		
		Subtotal:
		\$0

Government Support - Federal		
		Subtotal:
		\$0
Government Support - State/Regional		
		Subtotal:
		\$0
Government Support - Local		
		Subtotal:
		\$0
Other Revenue		
Donations from participants and community meml	\$100	
		Subtotal:
		\$100
Applicant Cash		
Cleveland Arts Community	\$500	
		Subtotal:
		\$500

Section H: Project Budget Itemized – Expenses		
Personnel - Administrative		
Project Administration	\$200	
		Subtotal:
		\$200
Personnel - Artistic		
		Subtotal:
		\$0
Personnel - Technical/Production		
		Subtotal:
		\$0
Outside Artistic Fees & Services		
Lead Muralist/Project Director	\$2,600	
Carpenter, temporary install	\$400	
Carpenter, permanent install	\$400	
		Subtotal:
		\$3,400
Space Rental		
		Subtotal:
		\$0

Travel		
		Subtotal:
		\$0
Marketing		
		Subtotal:
		\$0
Remaining Operating Expenses		
Installation materials (lumber,etc.)	\$200	
Subtrate for mural puzzle pieces	\$400	
Paints, paint supplies	\$250	
		Subtotal:
		\$850
Capital Expenditures		
		Subtotal:
		\$0
In-Kind		
Painting assistants (24 man-hours)	\$360	
Promotion in Chamber publications	\$150	
Installaion Assistance (6 man-hours)	\$90	
Storage facility access	\$100	
		Subtotal:
		\$700

test - Cleveland Arts Community, 2009, Creative Communities Grant

Section I: Project Budget Summary - Income

Admissions	\$0
Contracted Services	\$0
Corporate Contributions	\$1,100
Foundation Support	\$750
Other Private Support	\$0
Government Support - Federal	\$0
Government Support - State/Regional	\$0
Government Support - Local	\$0
Other Revenue	\$100
Applicant Cash	\$500
Grant Amount Requested	\$2,000
Total Cash Income	\$2,450
In-Kind	\$700
PROJECT BUDGET	\$5,150

Section J: Project Budget Summary - Expenses

		Allocation of WAB Funds
Personnel - Administrative	\$200	\$0
Personnel - Artistic	\$0	\$0
Personnel - Technical/Production	\$0	\$0
Outside Artistic Fees & Services	\$3,400	\$2,000
Space Rental	\$0	Not Eligible
Travel	\$0	\$0
Marketing	\$0	\$0
Remaining Operating Expenses	\$850	\$0
Capital Expenditures	\$0	Not Eligible
Total Cash Expenses	\$4,450	—
In-Kind	\$700	—
PROJECT BUDGET	\$5,150	—
		\$2,000
		Total WAB Allocation

Section K: Community Demographics

Name of city or county in which the applicant is located: Cleveland, WI

Population: 14015

Median household income: \$ 41,184

Percentages of population that are:

American Indian and Alaska Native 0.80 %

Asian persons 1.30 %

Black persons 0.80 %

Persons of Hispanic or Latino origin 0.90 %

Native Hawaiian/Other Pacific Islander 0.10 %

White persons not Hispanic 97.60 %

Percentages of population that:

are school age (under 18) 29.30 %

are over 65 years old 8.60 %

are below poverty level 19.30 %

are high school graduates 92.10 %

hold bachelor's degree or higher 38.10 %

have a disability 5.10 %

Major businesses or activities that support your community's economy:

The University of Wisconsin - Cleveland is the largest business in the community, followed by the School District. After that, the Cleveland Area Hospital and Clinic and various health care practitioners and facilities provide the most economic activity. Cleveland does have an industrial park with a growing number of corporate occupants; nothing really big. Clampers Welding, Designer Arches, Smith Industries, Good Cookies, to name a few. Service industries, like insurance, real estate, financial planning, law firms, etc. are quite prevalent, as are construction and building trade firms.

Section L: Community Description

Cleveland is a city of 14,000 people located in Wisconsin. The city is home to the University of Wisconsin - Cleveland and its student population, as well. The city has been designated as a Main Street Project city for about 15 years, as an effort to keep its downtown area vital and thriving. Despite its proximity to a major metropolitan area, Cleveland is surrounded by fertile farmlands and small working farms, although urban sprawl is putting on pressure, especially from the north and west. The community prides itself on being home to the Bauer River, a yet pristine, small river - designated as a Class A trout stream - that winds through the heart of town, and was the genesis of its origin.

Section M: Mission Statement

The Cleveland Art Community is a membership organization committed to sustaining the arts and ensuring that they are available, accessible and affordable to the greater Cleveland community.

Section N: History of Your Organization

The Cleveland Arts Community was incorporated in 1996 as the result of a community effort to establish a local arts agency to support the arts and promote them as essential to a vital community. The organization has received its 501(c)3 status as a non-profit, charitable organization.

Over the years, CAC has established itself as a valuable community asset through its many programs and projects. Most notable among these are the annual summer Concerts in the Park series;

the annual art fair - Art on the Street - held each October; a series of winter dances in collaboration with the City's Parks and Rec Department; a summer Poetry Project; a holiday Art Festival; an annual Gala and Art Auction; and a bi-weekly arts column in the local paper. The organization has at various times also offered classes and sponsored specific events.

The organization has an office, in recent years, in the building that formerly housed the middle school, and is still owned by the school district. The organization has no paid staff, but is managed and run by the volunteers who comprise the board of directors and other important volunteers. The board currently has 11 members from a variety of walks of life.

Section O: Narrative

What Do You Do?

1. Describe the project for which you are applying.

Support is being sought for the heART of Community Mural Project that will be created during Cleveland Days, August 8-10, 2008. Participants will be drawn from the attendees of the busy summer festival, where, in our small downtown park, established muralist and artist, Len Davidson, will direct the creation of a 10' x 12' "puzzlepiece" mural during the 3 days of the event. Community residents and visitors of all ages will be encouraged to take part, and the resulting work will be installed in the recently renovated park for the duration of the summer. Detailed plans call for the artist/director to create a black and white outline-image on the 10' x 12' substrate, working within the Cleveland Days theme of "Rolling on the River" and incorporating the CAC 2008 theme of "heART of Community", and then cut the substrate into large (approximately 10") puzzle pieces, each of which will be painted by a community participant and reassembled into the finished work. Participants will be free to paint according to their own whim and creativity, within given parameters of respecting any black lines appearing on their piece. The colorful results will remain installed in the park for the rest of the summer, when a new home will be found for permanent installation. (Possible sites include the public library, the school district's building, the Cleveland Chamber offices, or the local public access TV building.) The community will be able to watch the puzzle grow as each piece is painted and added to the work. A number of aides will assist, as necessary, as participants express their personal vision and creativity with vibrant exterior latex paints, using a palette of colors selected by the artist/director. The puzzle piece substrate will be a durable and lightweight extruded foam product, widely used in the sign industry for outdoor application. CAC adopted the "heART of Community" theme for 2008 to illustrate the importance of art in so many aspects of our lives and our community. This project is a perfect way to bring that message home in a fun and visible way that can be enjoyed by the entire community, while supporting an already important community event.

How Do You Do It?

2. Describe how you will manage the project.

Management of the project will be in the hands of the directing artist/muralist. CAC is a total volunteer organization, at this point, and has no paid staff. Len Davidson is a skilled and experienced muralist and community artist who has worked in Wisconsin for 30 years in school and community settings. Results of his work can be prominently seen on public walls in Gumpfreys, Pittsburg, Garry City, Cleveland and numerous school hallways and gymnasiums in the region. He has worked with this specific idea on several occasions in school and conference settings. Qualified local carpenters will be used to ensure the proper installation of the work. Mr. Davidson will utilize several other volunteer members of the local art community to assist participants in the actual process of the mural painting, but overall management and implementation of the project will be in his hands. Financial matters of the project will be managed by CAC's treasurer, Keith Anderson.

Physical preparation for the project will begin a couple weeks prior to the Cleveland Days event in August, including design and outline-painting of the image onto the substrate, cutting of the substrate into 168 puzzle pieces, and preparation of the installation site in the park. Actual creation of the mural will occur during the 3 day Cleveland Days celebration, and the mural will grow to its completed state during that time. The "temporary" installation will then be secured, and the work will remain in the park through September 30, at which time it will be reinstalled at another location, to be determined.

What Difference Do You Make?

3. Describe the planning process for this project.

The Cleveland Chamber of Commerce each year determines a theme for Cleveland Days. This year's theme, "Rolling on the River" includes a reference to the Bauer River which winds through the heart of town. Eddie Park, which has been recently redesigned to serve as the community's gateway to the river, serves as the project site. The Cleveland Arts Community has adopted the phrase "heART of Community" as its theme for 2008. The organization was seeking a signature project to highlight its theme and the truth it embodies. By working with the Chamber's logo image for Cleveland Days and incorporating the spirit of "heART of Community", the project director will facilitate the creation of a tangible example of how art is a part of our community. The "heART of Community" theme will be woven into all of CAC's programs and events in 2008, beginning with the annual Gala on May 20, where a table-sized version of the project (using a different image, of course) will serve to introduce the project idea and the project itself. Promotion of the project will be accomplished through local newspaper stories in the weeks preceding Cleveland Days, and distribution and posting of an informational flyer, detailing the project. Promotional costs for the project that would occur prior to the August 1 project start date are not included in the budget, but would be covered through local corporate contributions (estimated at \$150). During the 3 days of the mural's actual painting, passers-by and community members will be intrigued by the growing, colorful mural-puzzle and the activity in the park, and be encouraged to participate through interaction with the lead muralist and his assistants, and by a sign, explaining the creative project and detailing the participatory process.

4. Please answer one of the following:

- Arts Education applicants: Specify how this particular grant would provide opportunities for quality arts experiences for K-12 students. Describe how the project meets the Wisconsin Department of Instruction's Arts Education Standards. (Use links below to access those standards for your reference.)
 - <http://www.dpi.state.wi.us/standards/pdf/art&design.pdf>
 - <http://www.dpi.state.wi.us/standards/pdf/dance.pdf>
 - <http://dpi.wi.gov/standards/elaintrou.html>
 - <http://www.dpi.state.wi.us/standards/pdf/music.pdf>
 - <http://www.dpi.state.wi.us/standards/pdf/theatre.pdf>
- Folk Arts applicants: Specify how this particular grant would be used to enhance the appreciation of and ensure the continued vitality of the folk and traditional arts of Wisconsin. (See "Folk and traditional arts" in Glossary of Terms.)
- Local Arts applicants: Specify how this particular grant would support the creation and development of the arts at the local level.

Through the support of this grant, a surprising and vibrant work of public art will come into being in Cleveland through the combined efforts of hundreds of people, young and old. Awareness will be raised about the importance of the arts and how art is a part of our lives and our community. The recognition of CAC as an important and viable asset in our community, as a local art agency, will be enhanced and continue to grow.

5. The Wisconsin Arts Board, a government agency, is a steward of state and federal tax dollars paid by all Wisconsin citizens. Why does your project merit public funds from the Wisconsin Arts Board?

This project will offer the opportunity for hundreds of people, from all walks of life, to be involved in the creation of a public work of art that will be enjoyed by thousands of Wisconsin residents and visitors. Past experience has shown that a project like this will garner a lot of attention and the active participation of many. Parents will encourage and help their children, friends will collaborate with friends, individuals will want to "do their piece" to have ownership in this colorful and surprising project. It will afford the chance for various organizations in our community of Cleveland to help realize a project that we can all be proud of.

How Do You Know?

6. Evaluation is vital to long term project, program, and organizational success.

- Describe how previous evaluation has affected the planning for this project.
- As you begin this project, how will you evaluate its success based on your stated goals for the project? What will you measure, and how will you measure it?
- How will you involve the community in this evaluation?
- How will you involve the community in documenting your evaluation? Include the specific documentation tools that will be used (see "Evaluation methodology and tools" in the Glossary of Terms).

Evaluation of public art projects is a tricky subject. No piece of public art has ever, or will ever, meet with the total satisfaction of the community. Reaction to a recently installed sculpture in the same Eddie Park (an independent project, not affiliated with the CAC organization) has illustrated that to us in the fullest sense. The success of the puzzle/mural project will be measured by the number and enthusiasm of participants, and by the public reaction to the finished work once it is "on display." The project will be evaluated for worthiness by the Chamber's post mortem for Cleveland Days, which would include whether to pursue similiar projects in the future. We will be keeping an eye and ear open to public reaction in the form of Letters to the Editor, or other communication directly to our organization.

Section P: Board of Directors List

Name	Occupation	City	Arts Interest/Affiliation
Kyle Addison, President	Sign, Painter/Muralist/Artist	Cleveland, WI	Painter/Musician/Community Theatre
George Hanson, Vice President	Social Services	Cleveland, WI	Poet/Writer
Keith Anderson, Treasurer	Musician/Studio Owner	Cleveland, WI	Musician
Angie Rollings, Secretary	Bank Management	Cleveland, WI	Supporter
Kim Jons	UW-Cleveland English Dept. (retired)	Cleveland, WI	Writer/Supporter
Jim Mueller	Bank Management	Cleveland, WI	Supporter
Jamie Smith	Business Owner- Activity Planning/Rentals	Cleveland, WI	Crafts & Creative Activities
Adam Franks	Retired Businessman	Cleveland, WI	Supporter
Ted Thomly	IT Specialist/School Board	Cleveland, WI	Video Production/Music
Mike Singford	Management	Cleveland, WI	Photography
Deborah Dahms	Retired (Social Services)	Cleveland, WI	Supporter

Section Q: Staff Members List

Name	Position Title/Area of Responsibility
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Section R: Key Artistic and Administrative Personnel Biographies

Kyle Addison

Founding member of CAC with a 30 year history in community arts, dating back to Artspeople of Wisconsin, in 1978-80. A self-employed sign painter, artist and experienced muralist. Also works with Community and high school Theatre, is a local musician and high school tennis

Kim Jons

Past President of CAC and retired English professor at UW-Cleveland. Writes arts column for the local paper and will assist in the promotion of this project.

Keith Anderson

Self-employed music recording studio owner and working musician. Former music store owner in Stillwater, MN, where he served for many years on the downtown council in promotion of cultural activities. Currently serving as CAC Treasurer, he will manage financial oversight.

Section S: Work Sample Description

Sample 1

Type: DVD CD Lit Begin:

End:

Title: Puzzle Piece Mural Project

Year: 2003

Description:

Example of the puzzle-piece mural concept as executed by middle school students under the direction of Len Davidson. These works are 5' x 6', incorporating 30 pieces each.

Sample 2

Type: DVD CD Lit Begin:

End:

Title:

Year:

Description:

Image 1

Title:

Year:

Description:

Image 2

Title:

Year:

Description:

Image 3

Title:

Year:

Description:

Section 5: Work Sample Description continued

Image 4

Title:

Year:

Description:

Image 5

Title:

Year:

Description:

Image 6

Title:

Year:

Description:

Image 7

Title:

Year:

Description:

Image 8

Title:

Year:

Description:

Image 9

Title:

Year:

Description:

Image 10

Title:

Year:

Description:

Section T: Application & Support Materials Checklist

This checklist is a required part of the application package. Check the box before each item that is applicable and is included in your materials. Cross through any item that is not applicable. Items left blank will flag your application as potentially ineligible or incomplete. Refer to the guidelines for more information.

Items must be collated in the following order and assembled in sets: one set labeled originals and six panel review sets. Copy back-to-back when possible. Please bind with clips and not rubber bands. Do not place in binders or folders.

Application Component	For WAB Office ONE set labeled "Originals."	For Panel Review Collated sets.
Application Sections A-R	<input checked="" type="checkbox"/> Required	<input checked="" type="checkbox"/> Six Copies Required
Section S: Work Sample Description	<input checked="" type="checkbox"/> Required	<input checked="" type="checkbox"/> Six Copies Required
Section T: Checklist	<input checked="" type="checkbox"/> Required	—
Section U: Organizational Assurances	<input checked="" type="checkbox"/> Required (with original signatures)	—
Letter of Commitment from Partner Organization(s)	<input checked="" type="checkbox"/> Required	<input checked="" type="checkbox"/> Six Copies Required
Required Financial Documentation as noted in Guidelines	<input checked="" type="checkbox"/> Required	<input checked="" type="checkbox"/> Six Copies Required
IRS Proof of Nonprofit Status	<input checked="" type="checkbox"/> Required of First Time Applicants only	—
W-9 Form (from Arts Board website)	<input checked="" type="checkbox"/> Required of First Time Applicants only	—
Letter of Agreement Between Applicant Organization and Fiscal Receiver Org	<input type="checkbox"/> Required of Applicants Using a Fiscal Receiver only	—
IRS Proof of Nonprofit Status of Fiscal Receiver Organization	<input type="checkbox"/> Required of Applicants Using a Fiscal Receiver only	—
W-9 Form of Fiscal Receiver Organization	<input type="checkbox"/> Required of Applicants Using a Fiscal Receiver only	—
Up to Two Labeled Work Samples	<input checked="" type="checkbox"/> Required	—

All application and support materials must be submitted in one package and postmarked or hand delivered no later than one business day after the eGRANT deadline.

Please keep a copy of all application and support materials submitted.

Continued on back →

Section T: Application & Support Materials Checklist continued

The following materials are **OPTIONAL** parts of the paper package. Refer to the guidelines for more information.

Include no more than four items from the following list (example: "up to three letters of support" would count as one item). During the draft application process, discuss with Arts Board staff which materials are best suited to support your application.

Application Component	For WAB Office ONE set labeled "Originals."		For Panel Review Collated In sets.	
Examples of Educational Materials from the recent past	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional
Up to Three Letters of Support from Past Participants (no more than three years old)	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional
Up to Three Sample Evaluation Tools that you have used recently/plan to use	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional
Newsletter	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional
Press Clipping (no more than two years old)	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional
Press Release (no more than two years old)	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional
Other Materials (contact Arts Board staff)	<input type="checkbox"/>	One Copy Optional	<input type="checkbox"/>	Five Copies Optional

All application and support materials must be submitted in one package and postmarked or hand delivered no later than one business day after the eGRANT deadline.

Please keep a copy of all application and support materials submitted.

