



PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT

Community Development Division

210 Lottie St., Bellingham, WA 98225

Telephone: (360) 778-8300 Fax: (360) 778-8302

MUNICIPAL ART GRANT 2009 Guidelines & Application

PURPOSE & ELIGIBILITY

The purpose of the City of Bellingham's Municipal Art Grant program is to promote rich art experiences and support new art projects within the community.

Creativity is fundamental to being human and a critical resource to individual, community and economic life. Creative communities are vibrant, humanizing places, nurturing personal growth, sparking cultural and technological breakthroughs, producing jobs and wealth, and accepting a variety of life styles and culture.

The Bellingham Arts Commission (BAC) is committed to the growth, prosperity and excellence of Bellingham, and all those who live and work here. The nurturing of a community where ideas can flourish is the key to success. Ideas take root where creativity is cultivated and creativity thrives where communities are committed to ideas. Building a community of ideas means empowering all people with the ability to express and use the genius of their own creativity and bring it to bear as responsible citizens.

The general application period for 2009 is September 22, 2008 through October 24, 2008.

Eligibility is defined as follows:

1. A signed original and five (5) copies of the completed application and all required attachments must be received by **Friday, October 24th at 5:00 p.m. in the Planning and Community Development Dept. at City Hall, 210 Lottie Street**, in order to be considered for funding (faxes or electronic submittals will not be accepted);
2. Projects must occur or be installed within the City of Bellingham between January 1, 2009 to December 31, 2009, and be open and accessible to the general public;
3. Applicants must be organizations or agencies who reside or work in Whatcom County and are currently directly and demonstrably involved with the visual, literary, or performing arts. **Individual artists that wish to apply for funding must partner with a qualified organization;**
4. Grant requests must range in value from \$500 to \$5000;
5. A 50/50 match of grant funds is required in cash, in-kind services, or time;
6. Reimbursement for on-going operating funds (ie. administration, facilities, staff payment) is not eligible for funding.

The BAC will review and rank applications according to the criteria below and make funding recommendations to the Mayor. Approximately, \$20,000 is expected to be allocated for this program. Funding is contingent upon 2009 budget approval.

RATING CRITERIA

Applications will be reviewed and rated according to the following criteria. Meeting all the criteria will increase the competitive position of your application. 100 points are possible as follows:

- 30 points Project Organization. The Scope of Work is well-planned and ready to proceed upon approval and the application demonstrates the ability and experience to complete a quality project. The application contains a realistic and accurate budget and complete work plan. The applicant demonstrates that the required match is secured.
- 20 points The proposal directly addresses and enhances the goals and objectives of the Community Strategic Art Plan (see attached).
- 20 points The proposal heightens public awareness of the arts, helps the public understand the creative process, and demonstrates how the community benefits from the arts.
- 20 points The proposal invests in and builds on quality of place and celebrates diversity of ideas, expressions, talents and perspectives. While inherited features such as climate, natural resources and population are important, other critical features such as arts and culture, open and green spaces, vibrant downtown, and centers of learning can be emphasized.
- 10 points The proposal is unique and authentic. Additional points may be given to new and original projects.

SELECTION PROCESS

When the solicitation period opens, BAC staff will advertise the funding availability and eligibility criteria. After the solicitation period closes staff will screen applications to ensure they are complete and that they meet the minimum eligibility requirements. **Applications that fail to meet the eligibility requirements will not be considered for funding.**

Qualifying applications will be forwarded to the BAC for consideration at their December meeting. The BAC will recommend funding levels to the Mayor, who will make the final funding decision. In keeping with the Open Public Meetings Act, all meetings of the BAC are advertised in advance in the Bellingham Herald and are open to the public.

Successful applicants will be required to enter into a contract with the City of Bellingham setting forth the scope, work program and budget of the project in order to obtain reimbursement for project costs incurred.

MATCH REQUIREMENT

A dollar-for-dollar match of the grant funding is required. For example, if you request a grant of \$1,000, your application must prove that your project has a match package valued at \$1,000 or more. Your total match package can include components from any combination of the following four (4) categories:

1. **Donated professional services or skilled labor** valued at the "reasonable and customary rate" for the services being performed (includes artist's labor). Professional services provided by architects and engineers must be hired on the basis of qualifications, and not their willingness to perform those services at a reduced rate.

Verification: Pledge letters from individuals or organizations stating the specific number of hours and what type of work will be provided.

2. **Volunteer labor** valued at \$15 per hour. \$150 (10 hours at \$15 per hour) is included in your match package for application preparation. You cannot count additional time spent preparing your application or time spent fundraising for your application towards this match.

Verification: Pledge letters from individuals or organizations stating the specific number of hours and what type of work will be provided.

3. **Donated materials, services or supplies** such as art materials, gallery space, or advertising.

Verification: Pledge letters on company letterhead or copy of an invoice or bid stating specific material donation and the retail value.

4. **Cash** that you have "in hand." If your cash match is not secured by the application deadline, provide a detailed fundraising plan including a timeline and stating methods for raising cash and how much money you expect to raise with each method or event. Your fundraising plan will be reviewed for credibility. If you are applying for additional grants as a portion of your fundraising plan, be sure to provide us with a list of potential funders, the amount you are requesting from each, and their funding decision dates. Include letters of commitment from donors or grantors when funding has been secured.

Verification: Letter of commitment noting the amount of cash that will be applied or a copy of the organization's bank statement Or Fundraising plan

Additional Match Guidelines:

1. Your match components must be appropriate to the goals of your proposal.
2. Your match must be expended during the life of the proposal.
3. You ***cannot count*** assistance from City staff or funds from other City sources as match.

ADVERTISING AND PROMOTION

Any promotional materials about your proposal must mention that the project is made possible by a Municipal Arts Program grant from the City of Bellingham commensurate with the City's level of financial support and include the City of Bellingham logo. Contact the Community Development office to obtain the logo.

AMERICANS WITH DISABILITIES ACT (ADA)

All Municipal Arts Program grant projects must comply with the ADA of 1991 when applicable. This Act extends civil rights protection to persons with disabilities.



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2009 MUNICIPAL ARTS GRANT APPLICATION

Application Deadline: Friday, October 24th at 5:00 p.m.

Submit the original and **five (5) copies** of the application form and required attachments to: City of Bellingham, Planning & Community Development Department, 210 Lottie Street, Bellingham, WA 98225.

This form is available on the City’s website at www.cob.org. It may be completed electronically, but a signed original copy is required. Contact Darby Galligan at 778-8389 or dgalligan@cob.org with any additional questions.

APPLICANT INFORMATION			
Applicant Organization/Community Group			
Address	City	State	Zip
Project Contact Person	Telephone	E-mail Address	

PROJECT INFORMATION		
Project Name		Project Location (must be located in Bellingham)
Start Date	End Date	
Project Scope and Description (attach additional page if necessary)		

How does the project address the goals and objectives of the Community Strategic Arts Plan? (attach additional page if necessary)

Describe how the proposal heightens public awareness of the arts, helps the public understand the creative process, and demonstrates how the community benefits from the arts. (attach additional page if necessary)

Describe why the proposal is unique and authentic (attach additional page if necessary)

Describe how your proposal relates to Bellingham as a place, including how it invests in and builds on our sense of community, and/or how it furthers Bellingham as a place known for the arts (attach additional page if necessary):

PROJECT BUDGET AND MATCH REQUIREMENT

Item Description	Requested Grant Funds	Match Package: (Attachments Required)		Estimated Total Cost of Item
		Community Cash Match	Donated Labor, Services & Materials	
Application Preparation (10 hours @ \$15/hour)			\$150	\$150
Subtotals:				

Total Request (\$5,000 maximum):	
Total Match (must meet or exceed total request above):	
Total Project Budget:	

Add these two columns for total match

COMMUNITY ARTS FORUM STRATEGIC PLAN
2006-2008
Finalized February 2006

Mission

Inform and guide the individuals and agencies in Bellingham as to the most effective and important goals and objectives to further our arts community.

I. Arts Advocacy and Marketing

Goal Statement: Utilize and market the arts to elevate the economic health and quality of life for our community and establish Bellingham as a thriving, authentic arts community.

Objective: 1. Organize people who value the arts into an Arts Advocacy Group to lobby for arts agenda.

Strategies:

- a. Identify key local, state, and national issues or opportunities that will affect arts in our community
- b. Develop a notification network to give people an opportunity for action.
- c. Use media to recognize art and cultural accomplishments
- d. Publicize accomplishments to public as an integral part of lobbying for arts support.
- e. Invite politicians, public, business representatives to participate in arts meetings

Objective 2: Develop a broad base of financial support for local arts and artists through public agencies and private donations.

Strategies:

- a. Recommend approval of a Percentage of the Arts Program to the County and City Councils.
- b. In an effort to increase the number of donors, create a level of awareness among the larger community about how local artists and arts organizations contribute to the economic vitality and quality of life in the community.
- c. Use individual contributions (most of the donors are individuals) to leverage corporate or foundation dollars.
- d. Recognize and thank donors for their generosity and inform them and the broader community how those dollars made a difference in the community.

Objective 3: Create an arts marketing group to assess existing local marketing strategies of arts organizations and develop new ones to improve cooperation and effectiveness.

Strategies:

- a. Develop a survey for arts groups that outlines their current and desired marketing activities.
- b. Bring together arts groups to develop cooperative marketing strategies.
- c. Develop a community marketing strategy that educates and informs the community about the rich variety of artistic activities.
- d. Work with the Tourism Bureau to develop a cooperative tourism marketing strategies that could include such tactics as developing Bellingham as an arts destination, advertisements, public relations, etc.
- e. Encourage local arts groups to promote outside the local market.
- f. Develop focused campaigns for regional markets.

Monitoring/follow-through:

- Form and maintain an Arts Advocacy Group whose specific focus is cooperative, strategic advocacy and marketing for the arts.
- Strategic advertising in desired markets. Numbers would include circulation, inquiries from ads, advertising equivalents (on editorials), increased sales numbers and events attendance.

II. Arts Education

Goal Statement: Seek and provide opportunities for expanded education, advocacy and professional development in the area of arts education.

Objective 1: To generate support and funding for Arts Education as subject areas in all schools (art, music, dance, theatre).

Strategies:

- a. Educate administrators about standards and assessments in the arts.
- b. Create resources and support for professional development (for pre- and in-service teachers) in connection with higher education institutions and professional artists.
- c. Research other communities' funding solutions for arts education.

Objective 2: Implement curriculum that integrates art into other academic achievement goals at all grade levels. (Note: This objective is secondary to supporting Arts Education as a distinct subject area).

Strategies

- a. Art curriculum is taught by art certified, qualified art teachers, guest artists, or arts specialists.
- b. Develop effective data collection and evaluation tools that support effectiveness of arts education across the curriculum.

Objective 3: Increase community arts and arts organization involvement in education.

Strategies

- a. Educate the community at large about the value of arts education.
- b. Promote service learning in the arts
- c. Creating arts learning opportunities for all ages.
- d. Enhance coordination between community arts education programs.

Monitoring/follow-through:

- Advocates go to school board meetings to represent arts education.
- Research current and future funding possibilities for arts education in the schools.
- Research current state activities supporting implementation of art education standards.

III. Collaboration, Networking and Communication

Goal Statement: Create a structured process of networking, partnerships and collaboration among artists, cultural organizations, and other community builders in this region.

Objective 1: Create a web-based network of Art/Artist resources, references, art and cultural organizations, event scheduling calendar, and interactive event posting calendar.

Strategies:

- a. Create a Greater Bellingham Arts Website
- b. Create an interactive calendar
- c. Roster of artists and hyperlinks
- d. Inventory of cultural organizations and hyperlinks
- e. Roster of regional higher education institutions key personnel and art contacts

Objective 2: Host regularly scheduled meetings between artists and between representatives of cultural organizations.

Strategies:

- a. Develop regularly scheduled Artists Group to address need for socializing, networking, sharing ideas, advising Allied Arts on services, online dialogues.
- b. Develop network for Art and Cultural Organization representatives to meet, dialogue, identify issues and opportunities.
- c. Organize annual arts symposium/trade show for arts supporters (to include public and private community leaders regardless of position on arts), to share information between celebrate art and cultural assets, network, and lobby.

Objective 3: Integration of the arts: visual, music, and theater

Strategies:

- a. Identify collaborative opportunities to integrate various arts disciplines.
- b. Agree to collaborate versus compete.
- c. Recognize successes of these efforts with awards, etc.

Objective 2: Build a clearinghouse for arts information that coordinates with other community events.

Strategies:

- a. Research and compile local arts information.
- b. Coordinate general community events with arts events.
- c. Make this information available on the Internet.
- d. Promote “clearinghouse” arts information to the public at community events and with other promotional materials.
- e. Build and maintain a “master” arts mailing list.

Monitoring/follow-through:

- Assign lead groups to each task, with key contact for each.
- Schedule regular check-in points for recognizing, monitoring and evaluating progress.
- Recognize those who contribute to the overall success of the arts strategic plan.
- Recruit others to contribute. Give people the opportunity to make a difference in their community.

IV. Facilities

Goal Statement: Provide and preserve quality facilities (working, live/work, performing and exhibition spaces) for a broad variety of arts; visual, cultural and performing in Bellingham.

Objective 1: Create incentives for public/private sector to support visual and performing arts facilities.

Strategies:

- a. Support creation of Cultural District tax incentives or tax breaks over a period of time that would support small or large art venues/organizations.
- b. Advocate for a percent for the arts from new construction.

Objective 2: Support the development of Bellingham’s Cultural District (as defined by the PFD) to enhance the entire community.

Strategies:

- a. Offer input to the Cultural District as it is needed.
- b. Encourage community to take pride in the accomplishments of this plan.
- c. Support creation of a Black Box Theater space outside Mt Baker Theater that focuses on local and emerging artists.
- d. Create outdoor performing art space within the Cultural District.

- e. Develop highway directional signage to the Cultural District and other artistic venues.

Objective 3: Provide affordable studio and living space for working artists and arts organizations.

Strategies:

- a. Target under-utilized and empty space.
- b. Validate and acknowledge the importance of reserving space specifically for affordable arts studios and facilities. This should include downtown and other commercial areas.
- c. Contact Artspace or other comparable organizations to help consult study and implement the creation and preservation of artists' working lofts/spaces in Bellingham.
- d. Coordinate common office and support space.

Objective 4: Take an active role in waterfront redevelopment and advocate for the needs of artist and inclusion of cultural facilities in the development of the master plan.

Strategies:

- a. Actively participate in the planning process.
- b. Support inclusion of an outdoor amphitheater and/or common gathering space.
- c. Ensure that community arts and culture are emphasized and included in the final plan and design.

Objective 5: Identify and evaluate the needs for performing art, exhibition and other art related facilities.

Strategies:

- a. Inventory existing facilities.
- b. Survey people invested in the arts on their need regarding facilities and survey the people in facilities and identify their needs.
- c. Assess those surveys and connect and coordinate the needs with the available resources.

V. Social Change

Goal statement: Reduce marginalization of art in our community that promotes diversity, and/or acts as a messenger of socio/political awareness and change.

Objective 1: Support community projects, artworks and organizations that challenge existing social and political ideas.

Strategies:

- a. Encourage collaboration, education and voicing of marginalized groups and their ideas within current artistic culture.
- b. Integrate socio/political dialogue within community arts projects.
- c. Devise a funding strategy to help existing projects, artists and venues related to political/social voicing to continue.
- d. Encourage attendance and patronage through word of mouth and promotion, and financial backing.

Objective 2: Enhance the multicultural appreciation and literacy within the arts in our community.

Strategies:

- a. Honor and recognize the importance of supporting local and regional Native American's traditional and contemporary artists and craftspeople, facilities, organizations and projects.
- b. Create a calendar to highlight events that showcase diversity.
- c. Identify and offer opportunities to educate, understand, celebrate and respect racial and ethnic groups within the community via the arts.
- d. Recognize the needs of diverse groups in regards to facilities, education, collaboration, marketing and funding.
- e. Reach out to cultural offices in consulates and embassies for support in sending us artists/arts that offer cultural exchange.
- f. Use an inclusive and respectful approach when implementing other portions of this strategic plan.

Objective 3: Promote tolerance of religious and spiritual ideas within the arts community.

Strategies:

- a. Reach out to organizations and centers of worship in order to include their voice, talents and culture within the arts.
- b. Be receptive to opportunities that create understanding of religious and spiritual ideas within the arts.

VI. Professional Development

Goal Statement: Enrich the opportunities for professional support and training for our community's artists.

Objective 1: Provide opportunities to improve technical skills for both emerging and professional artists.

Strategies:

- a. Develop workshops in specific art media and technique.
- b. Foster group working environments conducive to peer evaluation, feedback and networking.

- c. Organize critique sessions with professionals.
- d. Launch a mentoring program within the local arts community.
- e. Target display space for new, experimental or developing work.
- f. Recognize significant creative and technical achievement.

Objective 2: Provide opportunities to improve business and promotional skills.

Strategies:

- a. Develop business skill workshops in such areas as grant writing, marketing, tax preparation and financial planning.
- b. Provide resource center facilities for acquiring business skills.

Objective 3: Provide opportunities to improve presentational skills.

Strategies:

- a. Develop workshops in portfolio development, framing and structural presentation of artwork.
- b. Provide resource center facilities for acquiring presentation skills.

VII. Community Activities

Goal Statement: Increase community access to and participation in the arts.

Objective 1: Develop yearly festivals that encompass a variety of performing and visual art forms.

Strategies:

- a. Form each festival's administration to cover all aspects of event management.
- b. Coordinate and collaborate with art and cultural groups (i.e. WWU, WCC, art studios and galleries) to maximize participation, marketing, and attendance.
- c. Explore and evaluate the following opportunities:
 - Create a collaborative week-long community-wide arts celebration
 - A regularly scheduled juried art exhibition
 - An open-to-all art exhibition
 - Events that celebrate art and culture as it relates to ethnic and cultural diversity.
 - Events that celebrate art and culture as it relates to regional assets and values and (i.e. natural beauty, environment, sustainability, local history and tradition, social awareness)
 - Children's art activities and events, inclusive of person's with disabilities (i.e.: Procession of the Species, Children's Gallery Walk)

Appendix A

Community Arts Strategic Plan "Keeper" of the Plan Duties

Duties

1. Be a sounding board for arts entrepreneurs and agencies. Connect and link individuals, businesses and agencies together where appropriate. Become the "go to" body for connecting art stakeholders. (For example, connect artists to studio or gallery spaces.)
2. Assist stakeholders in identifying how their mission fits into the Community Arts Strategic Plan or visa versa. Help them carve off pieces of the plan as part of their focus.
3. Provide active stewardship of the plan
 - a) Conduct an annual evaluation,
 - b) Host an annual celebration of accomplishments,
 - c) Identify resources & possible sources to help implement the plan,
 - d) Coordinate marketing & outreach of the strategic plan, and
 - e) Oversee the annual update of the plan (community is lead). As the plan is updated, compare it against other examples and against community feedback.
4. Identify “champions” (people / agencies that are responsible for taking the lead) and key stakeholders and participants in implementing strategies outlined in the plan.
5. Identify goals & areas that lack "champions" and find a champion. If a committed champion cannot be identified for a specific strategy, continue to raise awareness of the unfilled gap as the plan is updated. It is possible that a need exists, but the right agencies or individual are not able to take on the lead role at that time.
6. It is not the role of the "Keeper" to be solely responsible for the implementation of the plan. If Allied Arts is the keeper of the plan, their role should be viewed twofold: 1) Active Participant in implementation of strategies per their mission, and 2) The keeper of the plan as identified above.