



## WEST END FLOURISH CREATIVES PROJECT PROPOSAL

For Projects taking place July 1, 2021 to December 15, 2021

Please send the following in pdf or word format to [emily@oacc.us](mailto:emily@oacc.us) by 11:59pm on May 28, 2021.

### 1. COVER PAGE (1 page max)

- Project name (something catchy!)
- Project Summary (keep it short – how would you describe to someone on the street?)
- Lead Artist(s) Contact info: Name, Address, Phone, Email, Website
- Describe yourself as a creative and/or an artist. This is not about credentials – what is it that you do as an artist? (3 sentences max.)
- Community Collaborator(s) Contact info: Name, Address, Phone, Email, Website
- Describe your organization/program and its interest/goals.(3 sentences max)
- Address/Location(s) of proposed project (describe if necessary)

### 2. PROJECT PROPOSAL (3 pages max)

- The Story (what are the issues/needs/opportunities being addressed as they relate to the goals of West End Flourish. See Goals on Page 4.)
- The Project (what are you going to do? How does it address ideas stated above using art and culture? If it is related to existing work, how is it new or different?)
- The Plan and Timeline (Describe the activities and timeline required to complete your project by December 15, 2021.)
- Outreach/Promotion (Who is your audience? How will you let people know about your activity or event?)
- Additional Info (Is there anything else you would like to tell us about your proposal?)
- Optional Supporting Images/Work Samples (If it helps to describe your project, please provide up to 3 images of “before” pictures of the site(s) where the project will happen. Nothing fancy here – cell phone photos are acceptable! Submit images as jpegs, in this format: 01.ProjectName.jpeg, and if necessary, describe each image on a separate sheet.)





**3. Budget (1 page max)**

Use this Budget Template as a guideline for developing your budget.

Expense Item	Cost
Time (creative/collaborator compensation)	
Materials (describe)	
Other	
Total	

Income Source	Amount
Artists on Main Street support (up to \$1000)	
Other <i>(not required, but if you have other secured funds, list here)</i>	
Total	





## GUIDELINES

### What do you need to do to get involved?

1. Attend the Creative Placemaking workshop on April 29, 2021. A recording will also be available to view after April 29, 2021 at the [West End Flourish website](#).
2. Develop a project idea that includes at least one creative (i.e. builder, musician, painter, writer, gardener, filmmaker, knitter, etc.) and one West End community collaborator (i.e. business, nonprofit, school program, etc.).
3. Prepare your proposal and budget (maximum project support is \$1000).
4. Submit your proposal to [emily@oacc.us](mailto:emily@oacc.us) by 11:59am on May 28, 2021.

### If your project is selected:

1. The West End Flourish Selection Committee will let you know if your project is selected by June 15, 2021.
2. Sign contract and receive 80% of project support (i.e. \$800 if you're requesting \$1000)\*
3. Initiate any time after July 1, 2021 and complete the project by December 15, 2021.
4. Help West End Flourish communicate information about your project while you do it.
5. In any description or credits of your project, always use the following language: *"West End Flourish funding made possible by Springboard for the Arts, RETHOS/Artists on Mainstreet Bush Foundation, City of Cloquet, Oldenburg Arts and Cultural Community.* (See the banner at the end of this document.)
6. Submit final report (This will be a simple set of questions asking what you did and an updated list of expenses. The form will be sent with your contract when the project is confirmed).
7. Receive remaining balance of support and celebrate with your friends and partners!

*\*Please note that any project support you receive is considered **taxable income** and you will be required to fill out a W9 form. Applicants who need further information are encouraged to contact a tax preparer.*





## BACKGROUND

The goal for West End Flourish projects is to help 'change the narrative' of Cloquet's Historic West End and generate more:

- pride in our geography, our Indigenous and Settler history, wisdom and talent
- foot traffic and economic activity
- warmth and connection among residents, visitors and customers
- interaction between leaders and creatives
- aesthetic improvements, revitalization and investment
- positive ripple effect and impact across the entire region

Cloquet's leaders endorsed the West End Flourish project because it:

- celebrates the extraordinary beauty of the St. Louis River and its 2 billion-year old granite and slate geologic formations, enjoyed by so many local residents
- honors the immense cultural and environmental contributions of the Anishinaabe people living now on the Fond du Lac Reservation.
- appreciates the distinguished histories of the settlers of Carlton and Cloquet, beginning as lumber industry and railroad towns; restored after the devastating 1918 fires; and known for their contributions to the US cooperative movement.
- treasures the Fond du Lac Tribal and Community College that serves as an effective hinge in engaging Native and Non-Native people in educating and training our community's young adults – and in nurturing our community's unity and vitality.
- values the artists, writers, musicians and other creatives who make their homes here.
- recognizes the benefits arising from artists and creatives working with the 'industrial, business and urban' scene in Cloquet

At the [West End Flourish website](#) you can find recent articles and more information about the project.

