

## WEST END FLOURISH CREATIVES PROJECT PROPOSAL

**For Projects taking Place July 1, 2022 to December 15, 2022**

Please send the following in pdf or word format to [lori@oacc.us](mailto:lori@oacc.us) by 11:59PM May 31, 2022

### 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 etc.
- 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 etc.
- 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, 2022).
- 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 TEMPLATE (1 page max)**

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

<b>Expense Item</b>	<b>Cost</b>
Time (artist/collaborator compensation)	
Materials (describe)	
Other	
Total	

<b>Income Source</b>	<b>Amount</b>
Artists on Main Street support (up to \$max for category you're applying for, See page 3)	
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. Applications are open to all artists. Consideration will be given to new artists and if the artist is a repeat artist from Round 1, consideration of that project and its impact will be discussed by the Selection Committee.
2. Attend the Creative Placemaking workshop on Tuesday April 26, 2022 from 5-7pm at Common Ground Coffee Bar & Deli.
3. 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.).
4. Prepare your proposal and budget
5. **Submit your proposal to [lori@oacc.us](mailto:lori@oacc.us) by 11:59pm on May 31, 2022.**

### **What are the Project Categories in Which to Apply?**

**Category 1: Half funding for one Mural Project \$5,000; Remaining \$5,000 should be applied to from other art grant sources in collaboration in writing with the City of Cloquet for installation in 2023 while building owner preps the wall in 2022.** Wall Face for Mural is along Avenue C at 102 Avenue C (stucco portion of the wall). The design should be natural environment and/or historic and should be pre-discussed with the building owner to be acceptable. Please contact Holly with any questions on this category [hhansen@cloquetmn.gov](mailto:hhansen@cloquetmn.gov)

**Category 2: “Lots of Little”** there is the opportunity to fund eight (8) total \$1,000 creative projects.

- The City of Cloquet has earmarked one of these project opportunities for “Artist Designed Banner Flags for streetlights \$1,000 total.”
  - The City would produce the banner flags but would provide the opportunity for artist(s) to design. We envision 1-4 artist(s) creating up to four high resolution images that are reproduceable for printing as banner flags for hanging on streetlights. Please contact Holly at the City to have your name added to this project for consideration along with work samples for Selection Committee consideration.

**Category 3: “Mini-Projects”** there is the opportunity to fund three (3) mini projects of \$115

- E.g. yoga in the park, poetry reading, children’s chalk-art event etc.

### If your project is selected:

1. The West End Flourish Selection Committee will let you know if you are selected by June 15, 2022.
2. Sign contract and receive 80% of project support (i.e. \$800 if you're requesting \$1,000)\*
3. Initiate any time after July 1, 2022 and complete the project by December 15, 2022.
4. Help West End Flourish communicate information about your project while you do it! Let both Lori [lori@oacc.us](mailto:lori@oacc.us) and Holly [hhansen@cloquetmn.gov](mailto:hhansen@cloquetmn.gov) know 7 days prior so that they can promote the events to OACC and City networks.
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 by December 15, 2022 to Holly [hhansen@cloquetmn.gov](mailto:hhansen@cloquetmn.gov) documents for reporting will be sent to you if you are selected.
7. Receive remaining balance (e.g. \$200) 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 N people in educating and training our community's you adults of all ages for our workforce –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

Visit the West End Flourish Website for more information at [https://oacc.us/programs/west-end-flourish/!](https://oacc.us/programs/west-end-flourish/)