

Biennial Plan
Fiscal Year
2020 - 2021
(July 1, 2019 - June 30, 2021)

Draft for the PLRAC Board Meeting
on April 25, 2019

by Brenda Byron, Executive Director

Prairie Lakes Regional Arts Council, Inc.

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MISSION STATEMENT

The Prairie Lakes Regional Arts Council is a group of dedicated individuals committed to supporting, nurturing and expanding the arts; knowing that the arts improve the quality of life in our region. Our purpose is to provide promotion, technical and developmental assistance and grants to non-profit arts organizations, community groups, schools and individual artists. The nine counties served are Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca and Watonwan.

Core Values of PLRAC. We value: open mindedness, equality of all art disciplines, promotion of artistic excellence, accessibility to our constituents, and maximization of our constituents' potential.

Vision Statement: Through the leadership of PLRAC: all people in the 9-county area of southcentral MN will have access to the arts; the arts will be integrated into the fabric of the community; and art will become an essential part of community building.

Racial Equity Statement of Prairie Lakes Regional Arts Council Approved 4-25-19

The Prairie Lakes Regional Arts Council (PLRAC) recognizes arts and culture as inherent and vital aspects of life. Art is a proven proponent of healthy, balanced, and prosperous communities. The creation and experience of cultural and artistic expression contribute to both individual and community well-being. We believe in the ability to build increased connectivity and economic strength through supporting cultural and artistic expression of all social identities including race, tribal affiliation, ethnicity, national origin, age, gender, sexuality, religion, ability, socio-economic background and the intersectionality of these identities.

This may include historically marginalized and underserved groups such as:

- * IPOC (Indigenous people and People of Color including Native American, Black/African/African American, Afro Latino, Caribbean, Chicano/Mexican, Central American, South American, Middle Eastern/North African, Southeast Asian/Asian/Pacific Islander, Immigrants, Refugees, and Muslim individuals.)
- * Economically disadvantaged
- * Youth and Seniors
- * People with Disabilities
- * LGBT (Lesbian, Gay, Bisexual, Transgender, etc.)

We are committed to closing access gaps in the arts with urgency and accountability. We believe sustained impact requires authentic relationships and transformative work, and to this end we are deeply invested. As stewards of public funds, including those allocated by the Legacy Amendment, PLRAC embraces the unique opportunity to ensure that all residents of the nine county area have access to quality arts experiences. We celebrate our region as an artistic cultural hub where artists and community members from all walks of life intersect. PLRAC dedicates its work to providing key support at these vital intersections where art and community align. PLRAC is committed to engaging in the relationship building, self-reflection, community discourse, and hands-on work imperative to make our region a place where all artistic communities can thrive. PLRAC will focus our resources to educate ourselves, modify our practices and shift our own organizational culture to challenge racial disparities as we move toward equitable arts communities. We embrace our responsibility to lead racial equity work in funding, while informing and learning from equity and inclusion in the artistic practices and programming of our constituents.

USE OF THIS PLAN

This plan has been prepared to meet the requirements of the Minnesota State Legislature to qualify the Prairie Lakes Regional Arts Council for receipt of a block allocation to be used in funding local arts development programs and activities. In addition, this two year plan is to provide a basis for decisions to be made by the Prairie Lakes Regional Arts Council regarding awarding arts grants and overall activities as a

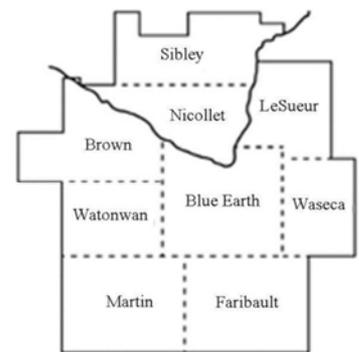
Council; and to act as a guide against which progress can be measured as the Council strives to attain its stated goals and objectives in the next biennium FY 2020-2021 (July 1, 2019 – June 30, 2021).

OVERVIEW

The Prairie Lakes Regional Arts Council was incorporated as a 501(c)(3) non-profit organization in 1993; and was designated as the official regional arts council to serve South Central Minnesota by the Minnesota State Arts Board. Previously, the Region Nine Arts Advisory Council served the area and was a small program of the Region Nine Development Commission, from 1977-1993. We are one of eleven regional arts councils in Minnesota. The Council provides services and programs for the development of local and regional artists, arts organizations and arts audiences. The premise underlying the regional arts council system is that local people should have both policy-making and grant-making power for developing the arts in their region. Brenda Byron has been the Executive Director of the Regional Arts Council since 1989.

DEMOGRAPHICS

The nine-county area we serve is: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca and Watonwan. The 2016 Census Data identified 231,852 people living in the Region 9 area and our region covers 5,133 square miles. The 2010 census showed 231,302 residents. Therefore, overall we have not lost population in the region, but there has been some shifting to the larger cities within the region. Blue Earth County remains the most populated county in the region with 67,087 residents in 2016. No other county has more than 34,000 people, with Nicollet County being the second largest at 33,603. The least populated county is Watonwan County with 10,922 people. **Mankato is the largest central city in the region with a population of 40,641.** There are five cities with populations over 10,000 and they include: Fairmont, Mankato, New Ulm, North Mankato and St. Peter. Next is Waseca with about 8,978 residents and New Prague at 7,813; four mid-size towns having populations ranging from 3,300–4,600 are: Blue Earth, LeSueur, St. James, and Sleepy Eye. The majority of other small towns range in size from 87 to 2,900 on average.



In general, we have low racial diversity in our region, the White Population is about 91% or higher in 8 counties in the region and our 9th county **Watonwan** has 80% White, and 18% Latino, 1% Black, 0.5% Asian, and 0.5% two or more ethnicities; and this includes the cities of Madelia and St. James (population 4,605). Even though Blue Earth County is the largest in size, with the City of Mankato, their ethnicity is also about 91% White, 2.5% Hispanic, 2.5% Asian, 2% Black, 0.5% American Indian, and 2% two or more ethnicities. The City of Mankato is more diverse than the rest of Blue Earth County.

Watonwan County has the largest Latino population at 23.3% using the American Community Survey data to identify the Latino/Hispanic percentage that is higher. I was told by their city staff that many folks are multi-racial White and Latino and may select Caucasian/White on the regular Census. Therefore, the regular census information doesn't always provide the full details of ethnicity. We are currently working with the City of St. James on a couple PLRAC Arts Project grants, and we've learned that they have a population that is about 38.4% Hispanic of any race, within the city limits.

Small towns tend to focus on local events at the school, sporting events, and community concerts and plays. Many of the arts organizations in the region have been serving their communities for years. Thus, they may have received grants from the regional arts council for several years. Some arts activities are concentrated in the population hub cities of Mankato, North Mankato and St. Peter. However, many art organizations and community groups in out-lying towns are sponsoring arts events. In assessing the number and types of art

projects funded in 2018 it is evident that several art disciplines are served more with our state funded grants. In Region Nine we are fortunate to have a large variety of musical organizations and activities, both vocal and instrumental and Music represents the largest art discipline we review and fund through grant applications, about 44%. Visual art projects and exhibitions compose about 19% of all funded activities, Theater performances 14%, Multi-disciplinary 17%, Dance 5% and Literature 2%.

Communities that have colleges are also more active in the arts. The four colleges and universities include: Bethany Lutheran College, Mankato; Gustavus Adolphus College, St. Peter; Martin Luther College, New Ulm; and Minnesota State University, Mankato. The two year schools are Rasmussen College in Mankato and South Central College, North Mankato.

A. PLRAC primarily serves small and mid-size arts organizations, community groups and schools that are sponsoring arts activities. On average we fund about 95 organizational grants per year. The budget size of our arts organizations, community group and school arts activities/projects is listed below. Only two of the arts organizations in the region, the Mankato Symphony Orchestra and the Fairmont Opera House, apply directly to the Minnesota State Arts Board for an Operating Support Grant however, they also apply to PLRAC for a project grant annually.

Budget size of arts organizations, community group and school arts activities/projects funded by PLRAC.

- 70% have budgets under \$25,000
- 10% have budgets from \$25,001 to \$50,000
- 9% have budgets from \$50,001 to \$100,000
- 6% have budgets from \$100,001 to \$150,000
- 5% have budgets over \$150,001

B. Demographics of the PLRAC Board and Staff

The McKnight Foundation has requested that we provide demographic information about our board and staff regarding **gender, race, sexual orientation and disability** with our FY 2020 proposal. Therefore, a survey was created in March and sent to the board and collected at our March 28, 2019 board meeting. This information is also being included in the State plan. On the Prairie Lakes Board, our thirteen members are 69% Female and 31% Male. The Board's Race/Ethnicity is 92% European American/White and 8% Asian/Asian American. They identify as 92% Heterosexual and 8% Lesbian/Gay/Bisexual. None of the Prairie Lakes Board Members have any Disabilities. Our Prairie Lakes Staff is 100% Female. The Staff's Race/Ethnicity is 100% European American/White. They identify as 100% Heterosexual. The Prairie Lakes Staff has 67% without a disability and 33% have a disability.

PLANNING PROCESS

We began our planning discussion in spring 2018 and concluded on April 25, 2019. At the time of our planning for FY 2020-21 we anticipated similar funding from the State general arts appropriation from FY 2019 and the Arts and Cultural Heritage Fund (ACH), through the Clean Water, Land, and Legacy Amendment. Therefore, we will be able to implement our new budget and programs once we know the actual state funding. The McKnight Foundation funding for our Artist Grant Programs will remain the same at \$70,000 for FY 2020-2021.

State funding has increased and decreased over the last decade and we are pleased to award funds from the Clean Water, Land and Legacy Amendment; known as the Arts and Cultural Heritage (ACH) Fund. A summary of the last four years of state funding is listed below, in addition to our anticipated funds in FY 2020-2021. FY 2016 – State funds \$122,641 + ACH \$440,245 = \$562,886

FY 2017 – State funds \$122,641 + ACH \$501,264 = \$623,905

FY 2018 – State funds \$120,643 + ACH \$426,085 = \$546,728 (decrease of \$75,179)

FY 2019 – State funds \$120,643 + ACH \$515,231 = \$635,874 (increase)

FY 2020 – State funds \$120,209 + ACH \$508,254 = \$628,463 (decrease of \$7,411)

FY 2021 – State funds \$120,209 + ACH \$539,574 = \$659,783 (increase of \$31,320)

We will continue the same grant programs in FY 2020-2021. In FY 2018 Prairie Lakes awarded 214 arts grants totaling \$409,330. The anticipated budget for FY 2020 is very similar to FY 2019 State and ACH funding. The difference between FY 2019 and FY 2020 funding is \$7,411 less. The state funds received are not the same during the two-year period, and in FY 2021 there will be a slight increase of \$31,320. However, we won't know the final State amounts until the end of May, when the Legislative Session ends.

PLANNING PROCESS DESCRIPTION & TIMELINE

- April 26, 2018 PLRAC Board Meeting. Byron reported to the PLRAC board that the Regional Arts Council (RAC) Director's met on April 12, 2018 in St. Cloud, and worked with a consultant that will lead them through the discussion about diversity, inclusion, and equity in the Arts for the next year. The board was made aware of this statewide initiative, and that all three PLRAC staff members will need to attend an August training meeting, along with two board members. She also noted that she will attend an Equity and Inclusion workshop in May, to advance this topic into the PLRAC grant guidelines in FY 2019, which begins July 1st.
- June 20, 2018 PLRAC Executive Committee. They were provided information by Byron that additional language about Equity and Inclusion should be added to the FY 2019 Grant Guidelines; specifically a goal statement and optional questions about Equity and Inclusion. The Executive Committee approved the language, for the July 1st guidelines. "The goal of PLRAC as an organization in FY 2019 is to strive for Equity and Inclusion in our policies, programs and the communities we serve." A few new questions are being asked about Equity and Inclusion in our grant applications if an organization's project is to provide Access to the event. These questions encourage applicants to think broadly and plan intentionally to reach more people through their arts programming and activities. Arts Access activities that plan to reach new audiences and engage the public in new ways, should also think about Equity and Inclusion. Within the context of your community, describe how your project identifies and proactively addresses barriers to engaging historically marginalized, targeted, and underserved people and identities that may otherwise have limited access to your proposed activity."
Examples might include:
* IPOC (Indigenous people and People of Color including Native American, Black/African/African American, Afro Latino, Caribbean, Chicano/Mexican, Central American, South American, Middle Eastern/North African, Southeast Asian/Asian/Pacific Islander, Immigrants, Refugees, and Muslim individuals.)
* Economically disadvantaged; * Youth and Seniors; * People with Disabilities;
* LGBT (Lesbian, Gay, Bisexual, Transgender, etc.)
- Aug. 23, 2018 PLRAC Board Meeting. Byron reported to the PLRAC Board that all three staff and three board members attended the workshop: Cultural Competence, Diversity, Equity and Inclusion in St. Cloud on August 9, 2018. Information learned at the workshop will be incorporated into the PLRAC plan.

- Jan. 28, 2019 PLRAC Board Meeting. They included planning items within their meeting. Staff presented a Four Year Summary of Grants Awarded in each Program from FY 2015 to FY 2018. This allowed the board to see the number of applicants per program and the amount awarded each fiscal year. This information illustrates the need for grant maximums in all program areas to meet the current and increased demand for funding. The Arts and Cultural Heritage, state general funds and McKnight Artist grants were summarized in this report. A 10 Year Legacy Celebration was held at the meeting, and Sheila Smith, from MN Citizens for the Arts presented; noting that State Legacy Funds were approved in 2008. In addition, Byron provided a ten year summary of all grants funded by PLRAC from FY 2009 to FY 2019 which was \$3,821,197. A spreadsheet was created to show the board the last 10 years of grant funding by PLRAC that totaled \$3.8 million.
- Feb. 12, 2019 PLRAC Executive Committee. Byron reported to the committee that the three Needs Assessment Surveys for 2019 were created and provided a timeline and details for their approval. The committee approved the organization, artist, and new Arts Interested Public survey. They were posted on 2/14/19.
- Feb. 28, 2019 PLRAC Board Meeting. Byron reported to the PLRAC Board that a new Conflict of Interest Policy for the Prairie Lakes Staff was created, based upon information received from the MN State Arts Board and the Regional Arts Council Directors. The board approved the Staff Conflict of Interest Policy. This will be included in the FY 2020-21 Plan.
- March 14, 2019 PLRAC Special Planning Meeting. The McKnight grant program for artists was discussed. Staff provided a five year summary of Artist grants awarded, and recent Artist Survey results. The five year summary of artist grants shows that this division of funding into the two program areas has worked well in past years, since the number of applications does vary each year. The board voted on the Artist Grant Program and the funding amounts for FY 2020-21. The plan to the McKnight Foundation is due in May 2019.
- Arts Council board members and staff also reviewed the Organization survey results for the region, which were compiled in March 2019. Information was consistent with the 2016 survey results, and no major changes in the grant programs are anticipated. Board members identified that the Grant Review Criteria should be reordered to more closely follow the list of grant questions within the application. This will assist with their review and scoring of applications on line. Everyone agreed that the online grant process is working well for both applicants and the board members, who review the grants.
- March 28, 2019 PLRAC Board Meeting. Board members were provided with the Arts Interested Public survey results, which were compiled in March 2019. A total of 15 surveys were received. A new PLRAC Racial Equity Statement was presented, but tabled until April.
- April 3, 2019 A News Release was sent to local media for the PLRAC Public Hearing, to review the FY 2020-2021 Biennial Plan on 4/25/19. Legal Notice regarding the public hearing was sent to the media in the 9-county area and was also emailed to our constituents. Our draft plan was made available on our website for comment and review.
- April 25, 2019 PLRAC Board Meeting. PLRAC Staff presented a FY 2020-2021 Plan and Budget showing that Arts and Cultural Heritage Funding increased by \$27,126 and \$51,766 for the two respective years. Also a PLRAC Racial Equity Statement was approved. The

Public Meeting was held at 7:00 p.m. to review the FY 2020-2021 Biennial Plan with constituents, in Room 215, Honsey Hall, Bethany Lutheran College, Mankato.

The PLRAC staff and board reviewed grant program areas and distribution of grant funds per program. Public commentary was solicited from those in attendance. The board had time to discuss any further changes needed. **The FY 2020-2021 Biennial Plan and Budget was approved by the board on 4/25/19.**

May 15, 2019 PLRAC Staff will make any further changes needed to the plan, as directed by the board on 4/25/19. PLRAC Staff will submit online the FY 2020-2021 Biennial Plan and Budget to the Minnesota State Arts Board.

NEWS RELEASE

April 3, 2019 - FOR IMMEDIATE RELEASE

Contact: Brenda Byron, Executive Director
Prairie Lakes Regional Arts Council, Waseca
(800) 298-1254 or 507-833-8721

Regional Arts Council will hold Public Hearing April 25 on FY 2020-21 Arts Plan

The Prairie Lakes Regional Arts Council's Biennial Plan to the Minnesota State Arts Board for Fiscal Year 2020-2021 will be discussed during a public hearing on April 25, 2019. The hearing will begin at 7:00 p.m. in Room 215, Honsey Hall, Bethany Lutheran College, Mankato. Individuals or groups can present oral testimony about the arts council's programs, policies and budget at the Mankato meeting. The Arts Council anticipates similar funding for the next two year period from the State and Arts and Cultural Heritage Fund and the McKnight Foundation. **Prairie Lakes' board members are asking the public to comment on grant programs and use of State arts funding and how the arts are vital to you and those in your community.** Written comments about the grant programs may be submitted by April 22, 2019 by email to plrac@hickoroytech.net or sent to Brenda Byron, Executive Director, Prairie Lakes Regional Arts Council, 105 22nd Avenue NE, Suite A, Waseca, MN 56093.

A summary of the biennial plan and budget is available upon request. Commentary and recommendations will be considered at the board meeting on April 25, 2019. The council awards grants to a variety of arts activities in the region including: artist residencies in the school, community choirs, dance activities, literary readings, music presentations, orchestras, theatre productions, visual arts classes and exhibitions, etc. In FY 2018 Prairie Lakes awarded 214 arts grants totaling \$409,330 to artists, arts organizations, community groups, schools and for youth scholarships. To view the list of funded activities refer to our website www.plrac.org. The Prairie Lakes Regional Arts Council serves the nine-county area including Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, and Watonwan Counties.

NEEDS ASSESSMENT

The Prairie Lakes Regional Arts Council continuously assesses and responds to the needs of the region through a variety of channels including day-to-day contact with constituents, feedback from applicants and grantees on their Final Reports, public workshops, meetings, etc. In addition to our ongoing evaluation of programs and services, the Council conducts a formal needs assessment every four years to provide an accurate and comprehensive understanding of the characteristics of the region, as they relate to the arts, and to identify needs and problems that may be addressed by our regional arts council. We used a web based

survey service (Survey Monkey) in February 2019 to develop and distribute three different online surveys. The questions asked were different for each survey. We disseminated our three surveys using our internal email database of constituents and through our Facebook page. We also had an article in our PLRAC Newsletter and sent News Releases to all media in our 9-counties asking for input and directing folks to the “Survey Monkey link”. The Surveys were posted on Feb. 14, 2019 for our constituents to complete and were available online for three weeks. The survey results were reviewed by the board at their planning meeting on March 14 and regular board meeting March 28, 2019. The survey style and questions were similar to our past survey in 2016 however, there were NEW questions regarding percentage of organizations board, staff, or audience that are ethnically diverse, or are people with disabilities. Broader questions like do you agree or disagree with the following questions: “I can trust PLRAC’s stewardship of public arts funding; PLRAC Programs and services and resources ensure that the arts are interwoven into every facet of community life; PLRAC programs, services and resources ensure that people of all ages, ethnicities, and abilities participate in the arts; PLRAC programs, services and resources play a significant role in the arts thriving in Minnesota; etc.”

The organizational survey was emailed to area arts organizations and community groups (478), schools (283), and PLRAC board members (12) = 773 people. The second survey was sent to 634 artists. A new third survey was created for the Arts Interested Public, which we identified as cities and chambers of commerce in our 9-county area. A new database was created for this survey: City contacts 73 and Chambers 41 = 114. The MN State Auditor’s office suggested a broader survey be conducted in 2019 and be part of our Needs Assessment for the FY 2020-2021 Plan to the MN State Arts Board. The results from these surveys were used for our FY 2020-2021 planning. Copies of the Survey Summary Reports are available upon request.

2019 SURVEY RESULTS FOR 3 DIFFERENT SURVEYS

1. Organizational Needs Assessment Survey (Arts and Community Groups, Schools, etc.)

We received 84 Organizational surveys in 2019 and in 2016 we received 69 Organizational surveys; and we are pleased with the increase. The survey asked questions in regard to the types of programs offered, referencing current funding and grant maximums in each category, needs for services, trends in the community, etc. Highlighted results of the survey are listed below. According to the survey results the Council is currently on track with their allocation of State resources for Arts and Cultural Heritage, Small Arts Projects, Arts-In-Education Grants, and McKnight funds for the Artist grants.

Organization Survey:

A total of 84 Surveys were received and represented all nine counties. Also, at least 3 people completed the survey in every county.

Identifying features of respondents:

- 46% Identified themselves as a Non-Profit Arts Organization
- 28% Non-profit Community Group (*Chamber, Historical Society, Library, etc.*)
- 23% School/Community Education/College
- 3% Unit of Government

How many years the organization has been in existence?

- 76% Have been in existence for over 20 years
- 11% Have been in existence for 11-20 years
- 13% Are under 10 years old

What activities is the organization involved in?

- 39% Do both Producing and Sponsoring
- 39% Produce their own events
- 17% Sponsor other artists and groups to perform
- 5% Not applicable

What is the Primary Discipline you serve?

- 37% Music
- 36% Multi-Discipline (2 or more art forms)
- 13% Theater
- 8% Visual Art
- 4% Literature
- 2% Dance

1. Priority of Current Grant Programs

Organization respondents were asked to prioritize the Councils current grant programs, rating them 1-6. The highest priority was the Arts and Cultural Heritage grant program at 52%, followed by Small Arts Project at 35%, Arts-In-Education Grants to Schools at 18%, Youth Scholarships at 13%, Artist Grants at 10%.

Interpretation: The Council is currently on track with their allocation of resources for State Art and Cultural Heritage, Small Arts, Arts-In-Education, and McKnight funds for Artist Grants.

2. Priority of General Arts Services

Organization respondents were asked to rate the following general services currently offered by the Council. Technical assistance to constituents rated the highest at 69%, followed by grant writing workshops at 40%, the Newsletter with the monthly arts calendar of events was 38%, Media List of the Nine-County Area was 30%, and the Prairie Lakes Regional Juried Art Exhibition rated 29%.

Interpretation: The Council needs to continue to dedicate resources and staff time to the monthly arts calendar, newsletter, website and online presence. In addition, the results show a need for more technical assistance to constituents and grant writing workshops. The Council will be providing technical assistance during the upcoming biennium.

3. Development of Services/Needs for Arts Organizations

Organization respondents were asked to identify topics of high priority in which local arts organizations and community groups need continued development. The top five priorities identified are: Audience Development and Fundraising were both at 45%, Grant Writing and Marketing were both 37%, Volunteer Management was at 36%.

Interpretation: The Council plans to provide technical assistance in some of these areas during the upcoming biennium, and may plan special workshops on these topics, as funds and staff time allows.

4. Respondents were asked about their Satisfaction with the following Application Process Components. This is the first time we've asked specifically about the online application form, contract and final report. The satisfaction for the online processes was positive. Respondents answered Very Satisfied and Somewhat Satisfied to these questions and percentages are listed.

1. Ease of Online Application Form: 52% very satisfied and 35% somewhat satisfied.
2. Staff Assistance Before Applying: 82% very satisfied and 14% somewhat satisfied.

3. Communication About Grants Awarded: 78% very satisfied and 20% somewhat satisfied.
4. Transparency of Application Process: 70% very satisfied and 25% somewhat satisfied.
5. Communication: Contract, Requirements, Project Changes: 69% very satisfied and 24% somewhat satisfied.
6. Ease of Filling Out Online Grant Contract: 53% very satisfied and 38% somewhat satisfied.
7. Ease of Filling Out Online Final Report: 49% very satisfied and 35% somewhat satisfied.

Specific Needs Arts Organizations and Community Groups Identified: Need for financial support, Need for opportunities to connect with other arts organizations, Need for workshops: grant writing, marketing, fundraising, etc.

2. Artist Survey:

We received 111 Artist surveys in 2019 and in 2016 we received 105; and we are pleased with the increase.

Identifying Features of Artists:

35%	Identified themselves as an Emerging Artist	11%	Hobbyist
34%	Established Professional Artist	1%	Crafts person
19%	Arts Educator		

How many years have you been an artist?

67%	Have been an Artist for over 20 years
29%	Have been an Artist for 6-19 years
4%	Have been an Artist Under 5 years

What arts discipline do you primarily work in?

48%	Visual Art	6%	Theater
19%	Instrumental Music	4%	Dance
14%	Literature	2%	Media Arts
7%	Vocal Music		

Overview: The Artist Survey provides valuable background information regarding artists' discipline, years of experience and training, exhibition and sales in the area. The level of participation in the Councils sponsored programs and services were very good. It showed that 49% of the artists responding to the survey said they have participated in the Artist Career Development Grant Program, 35% in the Professional Mid-Career Artist Grant Program, 41% participated in the Prairie Lakes Regional Juried Art Exhibition, 41% in a grant writing workshop and 22% participated in the Artist Workshops on specific topics.

1. Artists Priority of Current Grant Programs

Artists were asked to prioritize the Councils current grant programs. The highest priority was the Artist Career Development Grant at 50%, followed by the Professional Mid-Career Artist Grant at 36%, Arts and Cultural Heritage Grants 35%, Arts-In-Education Grants for Schools and Youth Scholarships both received 27% each, and Small Arts and Art Project Grants at 23%.

Interpretation: The Council is currently on track with annually allocating resources for Artist Grants and it makes sense that artists want to see grants available to schools, since they use artists for residencies and arts presentations to students. It's interesting to note that Arts and Cultural Heritage grants were also ranked high by artists, perhaps making the correlation that community arts centers need support to provide gallery space for artists to display their artwork.

2. Artists Rate Current Prairie Lakes Services

Artists were asked to rate the following general services currently offered by the Council, as extremely important, important, or not important. The Technical Assistance to Applicants by Staff was rated as extremely important by 50% of the artists. The PLRAC Newsletter including the Calendar of Events was 44% and the Prairie Lakes Regional Juried Art Exhibit at 39% and were both extremely important. PLRAC Workshops were extremely important and artists rated them at 34% for grant writing workshops and 29% for special topic workshops.

Interpretation: The Council needs to continue to dedicate resources and staff time to all these services and activities, especially technical assistance to applicants.

3. Artists Rated the following Workshop Topics

Artists were asked to rate a series of workshop topics that would assist in their professional development as an artist. Five workshop topics that ranked the highest were 46% Marketing for Artists; 43% Funding Your Work: grants, fellowships, etc.; 38% Social Media, including Facebook and Twitter; 37% Pricing Your Work: Getting Paid for What You Do; and 31% Record Keeping and Financial Management for Artists.

Interpretation: The Council plans to provide workshops in some of these areas during the upcoming biennium, as funds and staff time allows.

Specific Needs Artists Identified: Need for financial support, Need for opportunities to connect with other artists, Need for workshops: grant writing, business skills for artists, etc.

3. Arts Interested Public Survey

This is the first year that we have created an Arts Interested Public Survey. A new database was created for this survey: City contacts 73 and Chambers 41 = 114. The MN State Auditor's office suggested a broader survey be conducted in 2019 and be part of our Needs Assessment for the FY 2020-2021 Plan to the MN State Arts Board. A total of 15 surveys were received. We received responses from six of the nine counties in the region. There were no responses from Faribault, LeSueur or Nicollet Counties. Below are a few details from the compiled survey.

Identifying features of respondents:

53% City, Unit of Government
47% Chamber of Commerce

Has your organization applied for a grant in the last four years?

33% Yes 33% No 34% I don't know

Do you or your organization have an interest in receiving a grant from the Prairie Lake Regional Arts Council?

80% Yes 20% No

What is your overall impression of the Prairie Lakes Regional Arts Council?

47% Good 7% Fair
33% Excellent 0% Poor
13% Average

The Arts Councils are now planning for the next two years, 2020-2021. Please share what your most important needs are. What would most help you as you work to support Art for your community?

- * Information on opportunities available. Guidance and direction to assist those working in our area to keep the Arts alive, but who have little time and few funds to do so.
- * An outdoor art show possibly in conjunction with a beer and wine festival can be fun and bring good attention to the arts including music and theater.

In your community/county, what do you think is the greatest strength and what is most lacking in the Arts?

- * Our greatest strength is the number of people interested in the arts and keeping them alive in our community.
- * Lacking is the passion for the arts.
- * We lack adequate venues for the performing arts, both indoors and out.
- * Our community has a barn quilt trail that I feel is under-utilized. I would love to be able to elaborate on the existing barn quilt trail.
- * We have a talented art base but lack space and/or location to both display and work on various mediums.
- * The Watonwan County Library, Watonwan County Historical Society and the Madelia Area Chamber with Thanks to the PLRAC programs we have been able to share with our community many new forms of the arts.

Vision Statement and/or other strategic guiding statements.

The Prairie Lakes Regional Arts Council has accepted the Vision, Guiding Principles, Goals and Key Strategies developed in partnership by the Minnesota Regional Arts Councils and the Minnesota State Arts Board and is committed to work together to accomplish this vision over the next 25 years.

Vision of the Minnesota Regional Arts Councils and Minnesota State Arts Board

In 25 years, Minnesotans will have made a significant investment in the arts. As a result ...

In Minnesota, the arts define who we are. This is a place where people are transformed by high-quality arts experiences, and see the arts as essential to their communities. The arts are integrated into all aspects of our lives, connecting people of all ages and cultures, fostering understanding and respect. Arts and culture are central to Minnesota's educational system and lifelong learning opportunities. The arts develop creative minds that maximize new opportunities and find solutions to life's challenges. In Minnesota, the arts industry is an integral part of the economy. Because of the arts, Minnesota communities are successful, dynamic, attractive places to live and work. Minnesota is a recognized national arts leader. It attracts, nurtures, and sustains creative people and organizations and recognizes them as assets. It is a magnet for arts enthusiasts and a destination for tourists. Residents and visitors are assured a world-class, quality arts experience. Every Minnesotan appreciates, creates, attends, participates and invests in the arts. Minnesota's effective, innovative, vibrant, public-private support for the arts is the strongest in the country. Universal support and appreciation for the arts help ensure the state's exceptional quality of life.

Guiding Principles. Decisions that the Minnesota State Arts Board and the Regional Arts Councils make about how best to use the funds will be grounded in these guiding principles: statewide approach, demographic and geographic fairness, comprehensive of arts providers and disciplines, sustainable, decisions about how best to allocate the funds will be reassessed on a regular basis, transparency and public involvement, and accountability and stewardship.

1. Statewide approach – The needs and interests of the entire state will be considered when determining how best to allocate funds.

2. Demographic and geographic fairness – Minnesotans of all types, and in every community, will recognize and experience the tangible results of the arts and cultural heritage fund.
3. Comprehensive – The full spectrum of arts providers and arts disciplines will be considered when determining how best to serve Minnesotans with these funds.
4. Sustainable – Some arts activities are meant to be one-time or short term; others are meant to exist and thrive over time. All are valuable and will be eligible for support. In the latter case, funds will be allocated strategically so that the activity or organization funded can be successful into the future, beyond the life of the arts and cultural heritage fund. Funds also will be used to create a sustainable climate in which artists can live and work.
5. Anticipatory and flexible – Decisions about how best to allocate the funds will be reassessed on a regular basis and will adapt as needs and opportunities change.
6. Transparency and public involvement – Broad public input and engagement in decision making will be vital to produce the outcomes that Minnesotans’ expect.
7. Accountability and stewardship – Public funds belong to Minnesotans. The Arts Board and regional arts councils will use them in the most effective manner possible and will routinely report the outcomes achieved through the uses of the funds.

Goals and Key Strategies

In order to realize our legacy vision, the Minnesota State Arts Board and the Forum of Regional Arts Councils must work together to accomplish the following goals:

Overarching Goal The arts are essential to a vibrant society

- | | |
|-------------|---|
| Goal | The arts are interwoven into every facet of community life |
| Strategy | Develop strategic relationships and partnerships |
| Goal | Minnesotans believe the arts are vital to who we are |
| Strategy | Enhance public understanding of the value of the arts |
| Goal | People of all ages, ethnicities, and abilities participate in the arts |
| Strategies | Fully engage with nontraditional and underrepresented participants
Transform everyone's life by experiencing the arts |
| Goal | People trust Minnesota's stewardship of public arts funding |
| Strategies | Provide an accountable arts support system
Be responsible stewards of public funds |
| Goal | The arts thrive in Minnesota |
| Strategies | Foster visionary, skilled arts leaders and organizations statewide
Ensure sufficient resources to sustain the arts and artists |

As a result of ongoing structured regional planning efforts which include needs assessments, public forums, constituent meetings, board planning sessions, Prairie Lakes Regional Arts Council has identified and developed programs to reach our shared overarching goal that the arts are essential to a vibrant society.

Summary of Assessed Needs

The Prairie Lakes Regional Arts Council has carefully reviewed all the collected data in 2019 in regards to the arts development needs of the region. Several program and services priorities are made clear through

survey results, professional contact with individual artists and candid discussions with other arts professionals. In order to best serve the priorities and needs, the Council has designed the following Work Plan with Goals and Objectives which outlines programs and services that specifically address arts issues for artists, arts organizations, community groups and schools within the nine-county area.

FISCAL YEAR 2020–2021 WORK PLAN

The Prairie Lakes Regional Arts Council (PLRAC) work plan describes eight objectives for the council to pursue in order to meet our three goals of service, providing grants and board development.

A. SERVICE GOALS

The service goal is to increase the visibility of the arts and to ensure proper use of state and foundation funding in the region by encouraging citizen participation, providing technical assistance, planning, public information, and administrative assistance.

OBJECTIVES

- 1. To encourage citizen participation through an active arts council.**
 - a. Convene at least five board meetings per year during the biennium.
 - b. Provide an annual open forum allowing constituents to communicate concerns and needs to the arts council and staff.
 - c. Inform the arts council and constituents about the activities of MN Citizens for the Arts.
 - d. Promote advocacy participation of art council members and constituents at all levels of government, local and statewide.
- 2. To provide assistance to local arts organizations and artists to help them reach their goals.**
 - a. Assist organizations in the preparation of grant applications individually, collectively or through a grant writing workshop. In addition we will present workshops on how to use the online grant process started in 2016, how to set up an account, submit an application, and track follow-up forms are online.
 - b. Provide information about programs and resources available to artists and arts organizations from PLRAC and other organizations throughout the state.
 - c. Improve communications by being a liaison among area organizations.
 - d. Initiate collaboration among arts organizations region wide and provide follow-up assistance if needed.
 - e. Provide individual consultations upon request.
 - f. Provide an annual meeting for artists, arts organizations and community members to communicate their concerns to the PLRAC.
 - g. Provide educational workshops for artists and arts organizations.
 - h. Provide information on the Americans with Disabilities Act (ADA) and the resources available to arts organizations to develop an Access Plan.
- 3. To provide arts information to the general public.**
 - a. Publicize workshops, grant cycles and arts events through news releases to the media and on Facebook.
 - b. Publicize the awarding of grants by the PLRAC to the media through news releases and on Facebook.
 - c. Provide arts information and a calendar of events through a monthly newsletter, which will be emailed to our email database and posted to our website: www.plrac.org. The **Email database** includes: 634 Artists, 478 Arts Organizations and Community Groups, 283 School contacts, 78 Media contacts, 17 Legislators, 106 Other, and 13 Board Members; for a total of 1,609.

We also periodically update the Constituent Mailing List maintained by Prairie Lakes; and provide it upon request to constituents. The Mailing List is used to send a printed newsletter, if funds allow. It includes: 1,039 Artists, 463 Arts Organizations and Community Groups, 381 School contacts, 17 Legislators, 31 Other, and 13 Board Members; for a total of 1,944.

- d. Maintain accessibility with toll-free 800 phone number and use of Internet. We utilize e-mail, website, posting the newsletter monthly on the website, and posting information on Facebook. Our website also has links to other Arts resources.
- 4. To provide fiscal and program accountability to the state legislature and the Minnesota State Arts Board.**
- a. Submit timely plans, reports, annual audits, and information to the Minnesota State Arts Board (MSAB) and the Minnesota Legislative Library.
 - b. Update the fiscal year budget at the end of the first year of the biennium.
 - c. Participate with the Minnesota State Arts Board and the Regional Arts Council Forum in updating rules and policies of the MSAB and the RAC's.

B. GRANT GOALS

The grant goals are to provide a variety of funding opportunities, which will promote artistic growth, organizational development and exposure to quality arts experiences.

- 5. To encourage all forms of art in the region through grant funding.**
- a. Fund a Small Arts Project Grant Program that focuses on production or sponsorship of community arts activities. This program accommodates activities that may have a smaller budget or occur outside the main timeline of Arts and Cultural Heritage Grants.
 - b. Fund an Arts-In-Education Grant Program that focuses on artist residencies, arts related field trips and and/or live arts performances organized by a public or private school.
 - c. With new constitutional funds from the Clean Water, Land and Legacy Amendment we have created an Arts and Cultural Heritage grant that encompasses the three areas of Arts and Arts Access, Arts Education and Arts and Cultural Heritage.
 - d. Fund art projects offering exposure to professional performances and exhibits. Promote the performing arts through funding of theater, dance and music performances.
 - e. Assist the literary arts through funding of projects in creative prose, poetry, playwriting, nonfiction, fiction, etc.
 - f. Assist the visual and design arts through funding for displays, exhibits, and other projects.
 - g. Encourage and fund new and innovative projects, as funds allow.
 - h. Fund collaboration projects involving arts organizations and artists, or the arts needs of the general community by being commonly administered or coordinated by one organization. (i.e. a regional art exhibition, public art projects that connect an artist with an arts organization and/or city, etc.)
- 6. To maintain and enhance non-public arts funding.**
- a. Maintain funding from the McKnight Foundation to continue the individual artist grants for Career Development and Mid-career Professional Artist Grants. A McKnight Artist Grantee Exhibit began in 2010 and we will continue to coordinate the PLRAC/McKnight artist grantee exhibit.
 - b. Partner or individually respond to requests for proposals from foundations. (i.e. collaboration with another regional arts council for a specific project, workshop, etc.)

C. PROGRAM GOAL

To provide information to the arts council for grant review and design of future programs and services for the local artists and arts organizations. We have just completed our third year of online grants and everything went very smoothly. Background: PLRAC transitioned to on-line grants in FY 2017, which began on July 1, 2016; due to all of the extra requirements of the MSAB in the application questions (goals & outcomes), extra data collection information that is required and extra Final Report information that PLRAC needed to require grantees to submit. The on-line Grants Management Software is from Foundant

technologies in Montana. In FY 2019 we continued workshops and training sessions on how to use the online system and answered questions throughout the year to individuals that had problems understanding the process. We plan to do these training sessions again in FY 2020 and 2021. We developed a printed tutorial that explains the online grants process. Byron and Prairie Lakes staff trained the board to use the new online review process of all Applications. However, we still utilized the paper score sheet for some of the board review meetings, since we needed to do the “Ranking of Applications” for the fall and spring Arts & Cultural Heritage grants and the Individual Artist grants.

D. BOARD DEVELOPMENT GOALS

The staff will provide information and education to the board to help them fulfill their mission.

7. **To provide information to the board for grant review.**
 - a. Assess the past grant review process, noting patterns and changes and to refine the process, if necessary.
 - b. Present information about other Regional Arts Council's review process.
8. **To provide information to the council that will assist them in designing future programs and services for the local artists and arts organizations.**
 - a. Present information about other Regional Arts Councils programs and services.
 - b. Present information about local, state and federal arts organizations' issues, programs and services.

FY 2020 – 2021 STATE GRANT PROGRAM INFORMATION

A. GRANT DEADLINES Annual deadlines: Timeline for Fiscal Year: July 1 - June 30

July 1 thru May 1	<u>Small Arts Project Grant and Arts-In-Education Grant</u> *Monthly deadlines are July 1 st - May 1 st , or until funds are exhausted.
Aug. 1 and Feb. 1	<u>Arts and Cultural Heritage Grant</u>
Sept. 15	<u>Professional Mid-Career Artist Grant</u>
Oct. 1	<u>ACH Youth Scholarship Grant, grades 7-12</u>
Nov. 1	<u>ACH Youth Scholarship Grant, grades 3-6</u>
Jan. 15	<u>Artist Career Development Grant</u>

B. GRANT CATEGORIES FOR STATE FUNDS

It is the intent of the Prairie Lakes Regional Arts Council (PLRAC) to stimulate and maintain a high quality of artistic experiences. Grants will be made to those organizations directly engaged in the creation of art, the production of art or arts services, or the sponsorship of arts activities. Grant funds may be redistributed amongst grant program categories depending upon the number of applicants per deadline, program and/or grant review scores of the applicant. PLRAC will fund proposals from regional, non-profit tax-exempt 501(c)(3) arts organizations, non-profit community groups, units of government and non-parochial schools that are sponsoring an arts activity in dance, literature, media arts, music, theater and visual arts. This may include: community choirs, dance activities, literary readings, music presentations, orchestras, theatre productions, visual arts classes and exhibitions, etc. The applicant or organization must have an address and provide programming within the nine county region PLRAC serves. Counties include: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, and Watonwan.

1. Small Arts Project Grant

Grants are for non-profit arts organizations, community groups, and public organizations that produce and

sponsor arts activities in their local community. The maximum is \$2,000 and the cash match required is 10% of the Total Project Expenses. Projects or activities which are intended to develop and enhance artists and art resources within the community (i.e. dance, literature, music, theatre, visual arts, etc.) and sponsorship of touring artists. This may include: community choirs, dance activities, literary readings, music presentations, orchestras, theatre productions, visual arts classes and exhibitions, etc. To enable an arts organization, community group or public organization to sponsor or produce a community arts activity that may have a smaller budget or occur outside the main timeline for the Arts and Cultural Heritage (ACH) Grant deadline. Applicants may submit only one grant application per fiscal year. An applicant cannot receive both an ACH Grant and Small Arts Grant from Prairie Lakes within the same fiscal year. The exception is if PLRAC needs an organization to be a “cultural bridge” to make a new Ethnic arts activity happen, and if they coordinate it, their organization can receive a second grant within the same fiscal year. The Small Arts Project Grant funding will be combined with the Arts-In-Education; and are reviewed on a monthly basis. Applicants cannot list travel expenses outside of the state of Minnesota as a PLRAC grant expense (use of funds) on their budget.

2. Arts-In-Education Grant

This grant program is designed to encourage schools to join in an educational partnership with regional professional artists within the nine county area and artists throughout the state to provide artist residencies, mini-workshops, live art performances and arts-related field trips. The maximum AIE grant is \$2,000 and the cash match required is 10% of the Total Project Expenses. Its purpose is to enhance the current arts curriculum. This grant program is open to all public or private non-parochial elementary, middle, or secondary schools (K-12) in the nine county area. Public and private school applicants are encouraged to collaborate with parochial schools in providing AIE experiences for all students in the area. Only one AIE grant per school building is allowed each fiscal year. Applicants may submit only one grant application per fiscal year. Grants are reviewed on a monthly basis. Residencies, mini-workshops and/or live art performances must involve the general community in some significant aspect, i.e. receptions, poetry readings, exhibitions, or public performance. Field trips could include: joint bus trip, slide show review, volunteer guides, or follow-up program with a local community group.

3. Arts and Cultural Heritage Grant

Prairie Lakes Regional Arts Council will fund proposals from regional, non-profit tax-exempt 501(c)(3) arts organizations, non-profit community groups, units of government and non-parochial schools that are sponsoring an arts activity in dance, literature, media arts, music, theater and visual arts. Activities may include: community choirs, dance activities, literary readings, music presentations, orchestras, theatre productions, visual arts classes and exhibitions, etc. Proposals are encouraged to address more than one of the three program areas. The maximum is \$7,000 and the cash match required is 50% of the Total Project Expenses.

A. General Information. The ACH Fund was established for three specific purposes:

- 1. Arts Programming and Arts Access:** to support Minnesota artists and arts organizations in creating, producing, and presenting high-quality arts activities; to overcome barriers to accessing the arts; and to instill the arts into the community and public life in this state.
- 2. Arts Education:** to support life-long learning and appreciation of the arts, including support for school K-12 activities that enhance but not replace school arts curriculum.
- 3. Arts and Cultural Heritage:** for events and activities that represent the diverse ethnic and cultural arts traditions, including folk and traditional artists and art organizations, represented in this state.

This program is made possible by the Arts and Culture Heritage Fund, a fund created by the people of Minnesota to support the arts and preserve our heritage. The Prairie Lakes Regional Arts Council (PLRAC)

grant programs and services will address these areas: Arts and Arts Access, Arts Education and Cultural Heritage. Deadlines will be in August and February each year. The grant period is one year or the fiscal year the applicant designates. Arts and Cultural Heritage (ACH) Grants are intended to support Minnesota artists and arts organizations. The maximum an organization can receive in a fiscal year is \$7,000.

1. Arts Programming and Arts Access – Maximum proposal \$7,000.

If the total project expenses are \$14,000, then 50% or request may be \$7,000. If project expenses are \$6,000, grant maximum is 50% or \$3,000. The cash match is 50% of the Total Project Expenses. The organization should describe their arts programming and request funds for those activities in the expense categories listed on the application budget, with not more than half of the funds requested for salaries of paid staff. Funds may be used for on-going programs, but groups are encouraged to offer new and different activities with the grant funds or enhance their events. Funds may also be used for equipment that enhances the artistic ability of the organization and includes but is not limited to: office equipment and software, instruments, risers, theater lighting, theater curtains, sound system, display cases, etc. This also includes public art, sculpture, murals, etc.; and activities that plan to reach new audiences such as youth, ethnic groups, senior citizen groups, etc. and engage the public in new ways.

New in FY 2020: First time applicants are limited to a \$4,000 ACH Arts Programming/Access request, if they don't have two years of arts programming and financial statements to submit.

2. Arts Education - There are three categories of support.

A. Schools – Maximum proposal \$4,000 with a 10% cash match of the Total Project Expenses.

This is available to all public or private non-parochial elementary, middle or secondary schools (K-12) in the nine county area. The focus is to provide educational partnerships between local and regional professional artists, arts organizations and (K-12) schools.

- To enhance school arts curriculum by providing artist residencies, live arts performances, mini-workshops and arts related field trips.
- To enhance programs and curriculum design through visits to professional artists' studios, performances by professional theatre, dance or musical groups, readings by writers, visits to art galleries, exhibitions and other locations pertinent to the creation and exhibition of art.
- To collaborate with arts organizations in the region to perform in their school and/or community.

B. Non-profit and Community Groups – Maximum proposal \$4,000 with a 50% cash match of the Total Project Expenses. To support life-long learning and appreciation of the arts, through arts activities conducted by a non-profit arts organization, community group, early childhood education, community education, library, senior citizen's organization, unit of government, etc.

C. Youth Scholarship for Grades 7-12 is \$300 (Oct. 1 deadline) and Grades 3-6 is \$200 (Nov. 1 deadline).

Youth Scholarships provide selected students the opportunity to study their chosen art with a practicing professional artist, attend an arts workshop, series of classes or special training opportunity or performance. The scholarship can also be used to take lessons or pay fees to a non-profit arts organization serving youth (i.e. Arts Center of Saint Peter, Dance Conservatory of Southern MN, Mankato Ballet Company, Mankato Children's Chorus, Mankato Area Youth Symphony Orchestra, Mankato or New Ulm Suzuki School of Music, other art centers which offer classes to youth, etc.).

3. Arts and Cultural Heritage Festivals – Maximum proposal \$5,000. Grants are for events and activities that represent the diverse ethnic and cultural arts traditions, including folk and traditional artists and art organizations, represented in this state. This may include folk art classes, single performances, a series of cultural activities, arts and music festivals, etc.

Prairie Lakes Regional Arts Council

A. Goals: Arts and Cultural Heritage Fund

Five goals with accompanying objectives were adopted to accomplish our mission and address the organizational and individual artist needs through our Arts and Cultural Heritage fund.

1. Goal: Increase Access to the Arts by supporting Minnesota artists and arts organizations in creating, producing, and presenting high-quality arts activities; to overcome barriers to accessing high-quality arts activities; and to instill the arts into the community and public life in this state.

Objective A: Provide financial support to eligible individual artists and organizations for activities that support access to the arts.

2. Goal: Increase Art Education by supporting life-long learning and appreciation of the arts, including but not exclusive to K-12 activities.

Objective A: Provide financial support to eligible individual artists and organizations for activities that support lifelong Arts Education.

3. Goal: Increase Arts & Cultural Heritage activities by supporting events and activities that represent the diverse ethnic and cultural arts traditions, including folk and traditional artists and art organizations, represented in this state.

Objective A: Provide financial support to eligible individual artists and organizations for activities that support arts and cultural heritage.

4. Goal: Provide Services and Support to individuals and organizations that provide arts activities in our region.

Objective A: Provide Publicity/Public Awareness services to support and increase the visibility and understanding of the arts.

Objective B: Provide networking opportunities to share best practices and build relationships.

Objective C: Provide workshops to increase knowledge and expertise of individual artists and organizations.

Objective D: Provide individualized support through one-on-one meetings with PLRAC staff to explore how to best utilize Arts & Cultural Heritage funds.

5. Goal: Achieve Accountability of Arts and Culture Fund by acting as responsible stewards of public funds.

Objective A: Work with our arts delivery partners to develop and refine a strategic plan for best use of the amendment funding, based on feedback from the state's residents.

Objective B: Develop methods to increase our system's level of accountability, including but not limited to: peer review, checks and balances and public involvement.

Objective C: Maintain a strong and highly functional Board of Directors.

B. Outcome Evaluation: Arts and Cultural Heritage (ACH) Fund

1. Goal: Increase Access to the Arts by supporting Minnesota artists and arts organizations in creating, producing, and presenting high-quality arts activities; to overcome barriers to accessing high-quality arts activities; and to instill the arts into the community and public life in this state.

2. Goal: Increase Art Education by supporting lifelong learning and appreciation of the arts, including but not exclusive to K-12 activities.

3. Goal: Increase Arts and Cultural Heritage festivals and activities by supporting events and activities that represent the diverse ethnic and cultural arts traditions, including folk and traditional artists and art organizations, represented in this state.

For Goals 1, 2, 3: Objective A: In FY 2020-2021 the PLRAC will determine if the base line of the number of ACH organizational and student applicants established in the last two years can be maintained. We plan to maintain the same average number of applicants. A significant increase is not anticipated. Staff will provide additional technical assistance to potential applicants. This will be measured by the PLRAC grantee data base. On average there are 40-45 ACH organizational applicants each year but some applicants did not reapply for an ACH Grant in FY 2018-19 because the requirements were more difficult and time consuming; so they applied for a Small Arts Grant. Many applicants were not prepared to do Evaluation Surveys and really measure their outcomes. There is a big learning curve for small all volunteer non-profit organizations to meet all of the requirements of the ACH Grant Program.

Objective B: In FY 2020-21 of those receiving grants and services from the PLRAC, 75% will indicate that their project was artistically successful, reached the target constituency and had community impact. This will be measured by the final reports.

4. Goal: Provide Services and Support to organizations that provide arts activities in our region.

Objective A: At the conclusion of FY 2020-21 the PLRAC will provide publicity and public awareness services for a minimum of 40 Arts and Cultural Heritage grant recipients. This will result in an increased awareness of the arts in the PLRAC region. This will be measured by staff tracking the publicity releases.

In FY 2019 PLRAC sent Arts & Cultural Heritage (ACH) Grantee News Releases and a photo twice during the year (fall and spring) to all media in the 9-county area announcing the 40+ organization grantee projects. Therefore 100% of grantees were acknowledged in FY 2019. The media in the nine-county area includes 40 newspapers, 12 radio stations and 1 TV station. News releases are grouped by county and are adapted to highlight the organizations from that area to make it more relevant to the community. The ACH Organizational Grantees were listed in our printed newsletters as the front page article and photo and also included photos of these “big check” presentations” for organizations grouped by county. The Artist Grants awarded to our Artist grantees are also announced through a news release and a photo of recipients twice a year to all media in the 9-county and included in the PLRAC Newsletter.

ADDITIONAL DOCUMENTS WILL ALSO BE SUBMITTED WITH THE ONLINE PLAN AND INCLUDE:

1. GRANT ELIGIBILITY AND RESTRICTIONS
2. FISCAL AGENTS
3. REVIEW CRITERIA FOR GRANTS
 - A. APPLICATION PROCEDURES
 - B. GRANT REVIEW PROCESS
 - *GRANTEE CONTRACT & RESPONSIBILITIES
 - *PAYMENT PROCESS
 - *GRANT MONITORING PROCESS
 - *APPEALS PROCESS
 - *RECORD KEEPING
4. AMERICANS WITH DISABILITIES ACCESS PLAN
5. MCKNIGHT ARTIST PROGRAM INFORMATION
 - *GRANT PROGRAMS AND SERVICES
6. ARTS COUNCIL STRUCTURE AND MEMBERSLIST
7. STAFFING AND JOB DESCRIPTIONS
8. BYLAWS OF PLRAC

The Budgeted Expenses for FY 2020-2021 for PLRAC are listed on page 21-22.

Expenses	McKnight Foundation	State Grant Gen. Fund	General Admin.	ACH Arts Arts Access	ACH Education	ACH Cult Heritage	Total
Grants	\$44,000	\$82,500	\$0	\$261,284	\$50,206	\$16,035	\$454,025
Salaries	\$17,360	\$14,260	\$12,671	\$98,650	\$18,353	\$5,750	\$167,044
Payroll Taxes	\$1,330	\$1,090	\$960	\$7,665	\$1,295	\$440	\$12,780
Employee Benefits	\$1,415	\$1,564	\$1,285	\$16,956	\$2,088	\$760	\$24,068
Newsletter	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Council Meeting Expense	\$300	\$400	\$0	\$700	\$228	\$58	\$1,686
Council Travel	\$550	\$620	\$0	\$2,100	\$500	\$250	\$4,020
Staff Travel	\$350	\$605	\$0	\$1,464	\$500	\$200	\$3,119
Telephone/Internet	\$315	\$311	\$250	\$834	\$250	\$150	\$2,110
Postage	\$100	\$100	\$100	\$300	\$100	\$50	\$750
Office Supplies	\$200	\$125	\$80	\$900	\$300	\$200	\$1,805
Publicity	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$1,040	\$680	\$640	\$6,765	\$1,460	\$625	\$11,210
Computer/Copier Supplies	\$200	\$228	\$100	\$2,300	\$350	\$350	\$3,528
Insurance	\$55	\$100	\$290	\$600	\$128	\$125	\$1,298
Professional Serv & Audit	\$500	\$635	\$0	\$2,065	\$180	\$120	\$3,500
Membership/Dues	\$0	\$0	\$615	\$1,020	\$0	\$0	\$1,635
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Workshops/Conference	\$1,185	\$0	\$0	\$1,000	\$300	\$300	\$2,785
Special Programs	\$1,100	\$0	\$0	\$2,000	\$0	\$0	\$3,100
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$70,000	\$103,218	\$16,991	\$406,603	\$76,238	\$25,413	\$698,463
		Total \$120,209			\$508,254		

FY 2020 State funds, not sure Amt.

Use Draft ACH amt. \$508,254

State funding
\$120,209

ACH Funds \$508,254

McKnight funding \$70,000

Total Income
\$698,463

Expenses	McKnight Foundation	State Grant Gen. Fund	General Admin.	ACH Arts Arts Acess	ACH Education	ACH Cult Heritage	Total
Grants	\$44,000	\$82,500	\$0	\$265,793	\$53,723	\$17,256	\$463,272
Salaries	\$17,360	\$14,260	\$12,671	\$103,789	\$19,316	\$6,071	\$173,467
Payroll Taxes	\$1,330	\$1,090	\$960	\$7,948	\$1,478	\$464	\$13,270
Employee Benefits	\$1,415	\$1,564	\$1,285	\$18,956	\$2,123	\$760	\$26,103
Newsletter	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Council Meeting Expense	\$300	\$400	\$0	\$700	\$228	\$58	\$1,686
Council Travel	\$550	\$620	\$0	\$2,100	\$500	\$250	\$4,020
Staff Travel	\$350	\$605	\$0	\$1,464	\$500	\$200	\$3,119
Telephone/Internet	\$315	\$311	\$250	\$834	\$250	\$150	\$2,110
Postage	\$100	\$100	\$100	\$300	\$100	\$50	\$750
Office Supplies	\$200	\$125	\$80	\$900	\$300	\$200	\$1,805
Publicity	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$1,040	\$680	\$640	\$6,990	\$1,460	\$625	\$11,435
Computer/Copier Supplies	\$200	\$228	\$100	\$2,300	\$350	\$350	\$3,528
Insurance	\$55	\$100	\$290	\$600	\$128	\$125	\$1,298
Professional Serv & Audit	\$500	\$635	\$0	\$14,965	\$180	\$120	\$16,400
Membership/Dues	\$0	\$0	\$615	\$1,020	\$0	\$0	\$1,635
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Workshops/Conference	\$1,185	\$0	\$0	\$1,000	\$300	\$300	\$2,785
Special Programs	\$1,100	\$0	\$0	\$2,000	\$0	\$0	\$3,100
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$70,000	\$103,218	\$16,991	\$431,659	\$80,936	\$26,979	\$729,783
		Total \$120,209			\$539,574		

FY 2021 State funds, not sure Amt.

Use Draft ACH amt. \$539,574

State funding
\$120,209

ACH Funds \$539,574

McKnight funding \$70,000

Total Income
\$729,783