

APPLICATION FOR FUNDING

(for calendar year 2021)

SECTION I Applicant Information

Applicant Organization: Minot Area Council of the Arts

Address: 3 Main Street South Suite 2

City: Minot State: ND Zip: 58701

Contact Person: Justin Anderson

Daytime Phone: 701-852-2787 Fax: N/A

E-Mail Address: justin@minotarts.org

Web Address: www.minotarts.org

SECTION II Summary of Project Description

(Use only the space provided unless instructed otherwise)

A) Grant Request Amount: \$ 40,000

B) For what specific purpose would this grant be used?

Funding for the Minot City Band – up to \$12,000 contingent on their activity. Funds cover a modest stipend for band members. Funding for Minot Symphony Orchestra -\$3,000 for educational outreach and music. The remaining funding not paid to the above organizations is to be used in support of the programs and services of the Minot Area Council of the Arts (MACA) that are provided to the community and to over 45 member arts organizations, a membership roster that continues to grow. MACA services include Arts in the City, encompassing concerts in Oak Park, Downtown Minot, Minot Public Library, and new venues beginning fall of 2021, statewide marketing and advocacy through social media, direct mail, and billboards, and a Youth Advisory Committee (MACA-YAC).

C) Attach a financial report that shows the income by source, expenditures by function, including salaries, for the current calendar year and a proposed budget showing the same for the calendar year in which the requested grant would be used. Special emphasis should be placed on the summary of estimated project expenses and other sources of funding for the project. (Mark this information as Exhibit 2A)

D) Identify how volunteerism will play a role in the specific purpose for which the grant would be used.

Volunteerism is crucial to MACA's work; our single paid staff person cannot achieve our volume of annual organizational accomplishments alone. Without faithful volunteers it would be impossible to provide free concerts and other services we provide. Each concert requires three volunteers or more to give at least 2 hours of their time. Volunteers also assist with special events, can be found selling tickets, transporting artists, providing hospitality, preparing mailings and more.

E) Attach a narrative describing the organizational goals and objectives. (Identify the narrative as Exhibit 2B)

SECTION III

Public Benefit

- A) To achieve the objectives, for which the grant will be used, will single or multi-year funding be required? If multi-year funding is required, please specify the number of years?

Since the services provided to the community are ongoing, multi-year funding is necessary to continue the level of service for the foreseeable future. The programs and services of the Minot Area Council of the Arts are ongoing – providing free concerts all year, providing a one-stop location for arts and cultural information, advocacy, and promotions, and providing area youth with the opportunity to get involved with the arts. The services provided to the community by MACA, as well as the Minot City Band and Minot Symphony Orchestra, annually impact the city's culture, economy, and quality of life.

- B) What sector of the population will benefit by the city's contribution?

Directly or indirectly every individual in the Minot area will benefit by the City of Minot's contribution to the Minot Area Council of the Arts. The programs and services provided by MACA and its members enhance and enrich quality of life and help attract and retain quality employees. When bringing new business to Minot, the diversity and success of the arts plays a crucial role in recruitment. Arts in the City provides free concerts that routinely attract audience members from the surrounding area. Those individuals eat in our restaurants, buy gasoline, and shop in our stores. According to a 2015 Americans for the Arts information gathering effort, attendees of arts events in the Minot region spend on average more than \$14.00 per person –over and above any ticket or admission price with event related spending totaling more than \$4.8 million annually. In addition, arts activity in the Minot region supports more than 300 full time equivalent jobs each year. On average nationally, for every \$1 of public money spent on the arts, communities see a return of \$11 in revenue. In 2015 arts related spending in Minot generated more than \$460,000 in revenue for the local government alone. (Arts and Economic Prosperity 5, Americans for the Arts – 2015 Greater Minot Region Data – Americans for the Arts will be launching Arts and Economic Prosperity 6 as soon as accurate data collection can be generated in a post-pandemic world)

- C) What benefit will the program or project provide for the community and specifically the number of individuals in the community?

Minot Area Council of the Arts programs and services enrich the community, and broaden the cultural landscape in the city of Minot. The benefit of a strong arts and cultural community on a municipality is hard to quantify, yet crucial to the success and resilience of a city. Last summer (2020), in the midst of a pandemic, we were pleased celebrate our 35th season of Arts in the Parks concerts. Attendance exceeded our expectations considering the circumstances, and we broadened our reach by streaming all of our concerts on Facebook. We condensed this concert series into July and the first week of August, ultimately reducing the number of concerts we were able to offer, yet we still had over 4,700 people in attendance for the series, and hundreds more who viewed the concerts online, for a larger per concert attendance average than we have seen in more than 10 years. In 2021 we are expanding our format and changing Arts in the Parks to Arts in the City. This change will bring our Thursday concerts out of the park and into downtown Minot. Setting up on Main St will allow us to broaden our audience, and drive much needed traffic and attention to our locally owned, downtown businesses. Unfortunately, our newest concert series, Arts in the Library, had to remain on hold this season due to COVID-19, but we are looking forward to bringing this series back in October. Our Youth Advisory Committee (MACA-YAC) was able to come back together this spring and they put together a downtown scavenger hunt, encouraging the community to visit downtown businesses. We are also diligently working on new programs, services, and community projects, all of which will have a broad community impact, and will bring more arts and cultural visibility to public and private locations. An ever growing list of arts organizations, each representing hundreds of audience members and exhibit attendees, receive promotion for their events through direct mail, digital billboards, radio, TV, newspaper, social media, and more. The MACA office provides meeting space and a ticket sales location, and our Executive Director works hard to engage with the community and advocate for the Arts and our members.

- D) Identify the public support for this program or project.

Minot Area Council of the Arts organizational membership includes nearly every cultural organization in Minot and several organizations outside Minot, and our membership list continues to grow. Contributions from both businesses and individuals indicate their support for our programs and services. Specifically, this summer's concert series has gained support from businesses and organizations including, but not limited to: Downtown Business and Professionals Association, Creative Night Out, The Putt District, Aspire Credit Union, Town & Country Credit Union, Gate City Bank, Xcel Energy Foundation,

Sertoma Club, Magic City Lions, Scheels, Odney, and Alpenhorn.

- E) Is your organization, or will this program or project be involved in the sharing of facilities, programs, and or staff with other related organizations including other government organizations

The Minot Area Council of the Arts utilizes many public/private partnerships. The Minot Park District provides assistance with park concerts for Arts in the City, both financially and through the use of park facilities. Our downtown concerts for Arts in the City will be done in collaboration with the Downtown Business and Professionals Association, Creative Night Out, and The Putt District, as well as working with the City of Minot for street use and power. There will also be representatives from service clubs, other nonprofit organizations, and financial institutions with space at downtown events this summer and helping out as volunteers for the events. This involvement is expected to continue and expand in 2022. We are also excited to bring concerts back to the Minot Public Library this fall from October to April, bringing audiences in to this wonderful City facility.

- F) Would assistance in the area of providing facilities or services in lieu of financial support be effective to achieve the goals of your program or project?

The financial support of the City of Minot is essential to the success of the programs and services offered to the community. Provision of a storage space for supplies would offer a limited cost saving option (\$780 annually) for the organization.

SECTION IV **Value Challenges**

- A) If the City of Minot becomes a participant in your program or project, how should we measure its success?

Success can be measured in many ways; the direct economic impact of the Arts in Minot (over \$13.5 million based on 2015 data), audience attendance (more than 272,000 persons at MACA member events in a normal, non-pandemic year), an increase in membership, attention, and interest in our organization, increasing requests from events for inclusion in our promotions, and the continued and increased support and interest of individuals, groups, businesses, and organizations during difficult times such as the COVID-19 pandemic. The efforts we have made over the past year, and the attention and results they have garnered, have indicated that the Minot Area Council of the Arts has been, and continues to be, successful in its endeavors, and essential to the quality of life in Minot. This success received its greatest endorsement earlier this year as we accepted the 2021 North Dakota Governor's Award for the Arts in the category of Arts Organization.

- B) Does your organization work with other programs or organizations working towards the same objectives? (If so, please identify the programs or organizations)

There is no single organization that duplicates the work of the Minot Area Council of the Arts, rather it is Minot's arts community that creates and motivates our objectives. As an umbrella organization, we work with all our member organizations to "support and advance the full range of arts for all ages and abilities" (our mission statement) through our programs and services such as publicity, scheduling, advocacy, and grant writing assistance. MACA continues to play a major role in the development of the arts in Minot.

- C) How will you incorporate the use of government, the private sector, and volunteerism to meet the objectives of your program or project?

MACA has an established history of cooperation between government, volunteers, and the private sector which has allowed us to provide ongoing programs and community service initiatives along with many special projects enjoyed by people throughout our region.

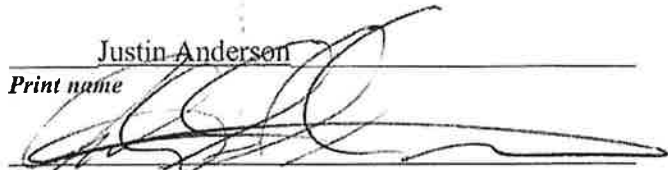
- D) Identify organizations in the community that support your application for funding-also identify if each of the organizations listed does or does not provide or work towards the same objective.

All our member organizations support this application – including: Minot Symphony Orchestra, Minot City Band, Western Plains Opera Company, Heritage Singers, Voices of Note, the Minot Public Library, and Full STEAM Ahead just to name a few. All of our members work toward a vibrant and healthy arts community, however it is the Minot Area Council of the Arts that leads the charge for all of them.

SECTION V

Applicant Signature

Justin Anderson
Print name


Signature

Executive Director
Title

May 28, 2021
Date

701-852-2787
Phone number of person submitting this application.

Return this application and attachments to:

**City Managers Office
Attn: Anna Schraeder
PO Box 5006
Minot, North Dakota 58702**

Minot Area Council of the Arts
Profit & Loss
 July 1, 2020 through May 28, 2021

	<u>Jul 1, '20 - May 28, 21</u>
Ordinary Income/Expense	
Income	
4 · Contributed support	
4010 · Indiv/business contribution	14,281.22
4015 · Contributions - restricted use	4,700.00
4070 · Legacies & bequests	10,164.31
4210 · Corporate/business grants	2,500.00
4230 · Foundation/trust grants	2,000.00
4520 · Federal grants	40,224.00
4530 · State grants	6,280.00
4540 · Local government grants	
4540.01 · City of Minot	40,000.00
Total 4540 · Local government grants	<u>40,000.00</u>
Total 4 · Contributed support	120,149.53
5 · Earned revenues	
5020 · Federal contracts/fees	8,859.00
5220 · Assessments & dues - orgs	2,888.33
5310 · Interest-savings/short-term inv	10.13
5320 · Dividends & interest-securities	1,288.91
5340 · Other investment income	2,511.87
Total 5 · Earned revenues	<u>15,558.24</u>
Total Income	<u>135,707.77</u>
Gross Profit	135,707.77
Expense	
6560 · Payroll Expenses	41,038.04
7000 · Grant & contract expense	
7020 · Grants to other organizations	21,125.00
7040 · Awards & grants - individuals	1,000.00
7000 · Grant & contract expense - Other	842.73
Total 7000 · Grant & contract expense	<u>22,967.73</u>
7200 · Salaries & related expenses	
7250 · Payroll taxes	188.59
Total 7200 · Salaries & related expenses	<u>188.59</u>
7500 · Other personnel expenses	
7520 · Accounting fees	910.00
7540 · Professional fees - other	3,095.17
7550 · Temporary help - contract	
7550.02 · AIP Artist Fees	6,800.00
Total 7550 · Temporary help - contract	<u>6,800.00</u>
Total 7500 · Other personnel expenses	10,805.17
7540.5 · Website Fees	1,389.38
8100 · Non-personnel expenses	
8110 · Supplies	641.64
8130 · Telephone & telecommunications	1,547.90
8140 · Postage, shipping, delivery	503.65
8160 · Equip rental & maintenance	1,369.19
8170 · Printing & copying	593.23
Total 8100 · Non-personnel expenses	<u>4,655.61</u>
8160.5 · Equipment	6,000.00
8165 · Office Equipment	107.49

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Accrual Basis

Minot Area Council of the Arts
Profit & Loss
July 1, 2020 through May 28, 2021

	<u>Jul 1, '20 - May 28, 21</u>
8200 · Occupancy expenses	
8210 · Rent, parking, other occupancy	4,897.93
8200 · Occupancy expenses - Other	226.04
Total 8200 · Occupancy expenses	<u>5,123.97</u>
8300 · Travel & meetings expenses	
8320 · Conference, convention, meeting	97.15
Total 8300 · Travel & meetings expenses	<u>97.15</u>
8500 · Misc expenses	
8520 · Insurance - non-employee	1,046.00
8530 · Membership dues - organization	453.75
8560 · Outside computer services	
8560.01 · Software and updates	159.55
Total 8560 · Outside computer services	<u>159.55</u>
8570 · Advertising expenses	2,765.76
Total 8500 · Misc expenses	<u>4,425.06</u>
8600 · Business expenses	466.40
Total Expense	<u>97,264.59</u>
Net Ordinary Income	38,443.18
Other Income/Expense	
Other Income	
6800 · Unrealized gain (loss)	
6810 · Unrealized gain(loss) - investm	30,603.88
Total 6800 · Unrealized gain (loss)	<u>30,603.88</u>
Total Other Income	<u>30,603.88</u>
Net Other Income	30,603.88
Net Income	<u><u>69,047.06</u></u>

Minot Area Council of the Arts
 FY July 1, 2021 - June 30, 2022 Preliminary Budget

Ordinary Income/Expense

21/22 Preliminary Budget

Income

4 · Contributed support

4010 · Indiv/business contribution	\$	30,000.00
4015 · Contributions - restricted use	\$	15,000.00
4210 · Corporate/business grants	\$	5,000.00
4230 · Foundation/trust grants	\$	5,000.00
4420 · Affiliated organization revenue		
4420.5 · Ticket Sales Heritage Singers	\$	700.00
4510 · Agency (government) grants	\$	5,000.00
4520 · Federal grants	\$	-
4530 · State grants	\$	9,575.00
4540 · Local government grants		
4540.01 · City of Minot	\$	40,000.00

Total 4 · Contributed support \$ 110,275.00

5 · Earned revenues

5120 · Federal contracts/fees		
5150 · Program-related sales - other	\$	2,500.00
5210 · Membership dues - individuals	\$	400.00
5220 · Assessments & dues - orgs	\$	3,500.00
Total 5 · Earned revenues	\$	6,400.00

Total Income \$ 116,675.00

Expense

6560 · Payroll Expenses	\$	43,911.00
7250 · Payroll taxes	\$	13,314.00
7500 · Other personnel expenses		
7020 · Grants to other organizations (Resilience)		
7040 · Awards & Grants - Individuals (Bonus)		
7000 · Grant & contract expense - Other (OMB)		

7520 · Accounting fees	\$	1,000.00
7540 · Professional fees - other	\$	2,000.00
7540.5 · Website Fees	\$	1,500.00
7550 · Temporary help - contract		
7550.01 · AIS Artist fee		
7550.02 · AIP Artist Fees	\$	15,000.00
7550.05 · AIL Artist Fees	\$	2,000.00
City Band	\$	12,000.00
MSO	\$	3,000.00
7550 · Temporary help - contract - Other	\$	400.00
8100 · Non-personnel expenses		
8110 · Supplies		
8110.5 · Event Sales items	\$	500.00
8110 · Supplies - Other	\$	500.00
Total 8110 · Supplies		
8130 · Telephone & telecommunications	\$	2,000.00
8140 · Postage, shipping, delivery	\$	1,800.00
8160 · Equip rental & maintenance	\$	1,500.00
8170 · Printing & copying	\$	1,800.00
Total 8100 · Non-personnel expenses		
8160.5 · Equipment	\$	1,000.00
8165 · Office Equipment	\$	500.00
8200 · Occupancy expenses		
8210 · Rent, parking, other occupancy	\$	6,000.00
8200 · Occupancy expenses - Other	\$	350.00
8300 · Travel & meetings expenses		
8320 · Conference, convention, meeting	\$	500.00
8500 · Misc expenses		
8520 · Insurance - non-employee	\$	1,200.00
8530 · Membership dues - organization	\$	500.00
8560.01 · Software and updates	\$	400.00
Total 8560 · Outside computer services		
8570 · Advertising expenses	\$	4,000.00
Total Expense	\$	116,675.00



Minot Area Council of the Arts

Minot Area Council of the Arts (MACA)
Application for Funding to the City of Minot (for calendar year 2022)
Exhibit 2B – Narrative

The goals and objectives of the Minot Area Council of the Arts are nicely summed up by saying we are here to support, promote, and advocate for the arts community in our region. Whether we're helping to get the word out about our members' events, or running our own programs, our goal is to ensure a vibrant arts community that in turn brings vitality and resilience to the city and our region. We accomplish this through our mission: to support and advance the full range of arts for all ages and abilities. The Minot Area Council of the Arts (MACA) began more than 45 years ago when city leaders faced the challenge of an expanding Minot arts and cultural community. From a group of committed volunteers working to help coordinate arts activities in 1973, to the Governor's Award winning arts organization that exists today, we have expanded our programming and services and have achieved incredible growth.

From membership growth and increased attention, to expanded programs and record setting events, the Minot Area Council of the Arts spent the last two years building a strong platform for even more expansion and growth in the coming months and years. 2019 brought a summer concert series that exceeded expectations, and saw the beginning of a new concert series at the Minot Public Library. 2020, despite all of its difficulties, gave us the opportunity to tap into the energy and ideas of a younger generation with our Youth Advisory Committee (MACA-YAC), gained us state-wide attention as an example of innovation and pivoting in difficult times with our "Stay Home, Make Art" digital art series, and ended with a major grant from Arts Midwest. 2021 has been even more exciting. The Minot Area Council of the Arts has rebranded with an all new logo and website utilizing local designers, turned our Arts Midwest grant into a chance to directly support our artists and arts organizations through grants of our own, and won the 2021 North Dakota Governor's Award for the Arts in the category of Arts Organization. All of this activity is culminating in a major shift to our summer programming this year. By collaborating with new partners and bringing our Thursday concerts out of the park and to Main St, we are enhancing our goals by incorporating a push for downtown vibrancy. Our 2021 momentum will continue into the fall and 2022 with new programming, services, and opportunities to bring art to more areas of Minot.

One of our organizational goals is a devotion to our members. From promotion to grant writing to space for ticket sales, we are here to help them. Our membership benefits have expanded to include digital billboards, more frequent and consistent direct mail, regular appearances on the radio, and regular attention through all media. These benefits are of tremendous importance to our members, many of whom would not be able to afford the reach that we are able to give them. Our list of membership benefits is a kind of live document; we are always looking for new and better ways to support and promote our members.

Our other primary organizational goal is the advancement of the arts through advocacy. National reports have highlighted arts and cultural activities as being a greater contributor to the national GDP than agriculture or transportation. Locally, arts related spending contributes more than \$13.5 million to local revenue annually, supports more than 300 full time equivalent jobs,



Minot Area Council of the Arts

and provides more than \$460,000 in revenue annually to local government. On average, each attendee of arts events in Minot spends more than \$14.00 over and above the cost of their ticket. This is per person, per event. They are spending money in Minot, contributing to the local economy. These local economic statistics come from the 2015 Arts and Economic Prosperity 5 survey done with the Americans for the Arts. A new survey was slated to be done in 2020, but has been postponed due to the pandemic. By all indications however, these numbers have only grown since 2015 (COVID-19 related closures excepted). This is just the beginning of the benefit of a strong arts community. It has been shown time and time again that communities that support the arts thrive. The arts in Minot were recognized and highlighted by Visit Minot in their 2020 Visitor's Guide, and in ND Tourism's 2020 ND Travel Guide. We are thankful for the recognition the Arts Community in Minot has received from local and state tourism and believe our efforts played a strong roll in achieving this attention. As an arts organization, it is MACA's objective to emphasize the financial, educational, and quality of life benefits provided by the arts.

The Minot Area Council of the Arts is looking to the future. Increasing the benefit to our members, expanding our programs and services, and enhancing our advocacy efforts are always at the forefront of our activities. We will always seek ways to improve. Our recent successes do not diminish our effort and desire for growth; they fuel them. We recognize our responsibility to our artists and our community. These efforts require funding. We have been fortunate to have a strong relationship with you, the City of Minot. We look forward to continuing this relationship, and to having more conversations about the powerful and important impact the arts have on the greater Minot community.

Thank you for your time and consideration,

Justin Anderson
Executive Director
Minot Area Council of the Arts