

Exploration Grants Full Proposal

**Questions for the Organization**

\*Required for submission

**As you fill out the following fields, please use plain text only. Intricate formatting, diagrams or graphics that are copied and pasted from a word processing application will be lost.**

**\*Project Description:**

**"To host \_\_\_\_\_(insert name of artist(s)) at \_\_\_\_\_ (organization name) to imagine and explore new approaches to demand building for \_\_\_\_\_ (fill in arts discipline).**

Limit 256 characters, including spaces.

**\*Amount Requested (Check One. Please see guidelines for eligibility. No other amounts may be requested.)**

\$20,000

\$40,000

Nature of Project:

This project (check all that apply):

Involves a cross-discipline collaboration (i.e. an artist from a field other than one for which demand is to be built, such as a film maker collaborating to build demand for jazz, or a theatre maker collaborating to build demand for dance)

Involves a central focus on exploration of social media and/or new technology

Neither

**\*Total Project Budget (While no match is required and the project may equal the grant request, requests may also be a part of a larger hosted visit. Please enter the relevant total project budget. Whole numbers only. No dollar sign or other non-numerical characters**

**\*Project Start Date (No earlier than January 1, 2014):**

**\*Project End Date (No later than March 31, 2015):**

**\*Brief organizational mission statement. (100 words)**

**3-4 most central core organizational values**

**\*. Describe the specific community/market/audience with which you wish to build demand.**

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**\*Please describe your relationship to date with this specific community/market/audience. If specific activities have already taken place and baseline data is available (e.g. size of audience), please include. If this is a community/market/audience that is new to your organization, please describe how you track and monitor your engagement with other communities/markets/audiences.**

**Why do you wish to increase demand from this specific audience/community/market?**

**What are the specific challenges or obstacles that have prevented stronger demand from this audience/community/market in the past?**

**How will greater demand from this community/market/audience affect, advance, or change your organizational mission?**

**What are the three most pressing community/market/audience questions you wish to explore with the artist(s) during the project period?**

**What are the three most pressing internal organizational questions you wish to explore with the artist(s) during the project period?**

**If your project involves significant exploration of social media or technology, please describe how your organization currently uses technology to engage the larger public/market/community/audience.**

**Give three concrete examples of past changes your organization has made in the last five years that will give the panel the confidence your organization has the ability to embrace change.**

**Please give one example of a significant mis-step your organization has made in trying to connect to a specific community/market/audience (whether the target community/market/audience for this project or an entirely different community/market/audience altogether) and what you learned.**

**Please identify the three most important criteria for success for this hosted visit.**

**If your organization were to continue past the host visit stage and work to increase demand with the specific community/market/audience, your ultimate goal would be (check one):**

**Increasing audiences at performances**

**Increasing attendance at arts education activities**

**Positively affecting public opinion towards the arts**

**Increasing public practice/avocational practice in the arts**

**Other (please specify)**

**Please identify the proposed artist(s) and describe your past relationship with the him/her/them**

**Please explain how and why this artist(s) will be effective in imagining new ways for your organization to increase demand from this specific community/market/audience.**

**\*Who will be the primary staff contact for the artist(s)? How will the artist(s) interact with other staff and/or the Board, if at all?**

**Looking over the 15 month grant period, please explain roughly when you expect the artist(s) to be on site and the tasks you wish to advance or complete between visits, if relevant.**

**Please identify other key organizations or individuals (please identify by affiliation) with whom the artist will be interacting during the projected visit.**

### **Questions for the Artist(s)**

**To the artist: Please respond to these questions in your own words. There are no right or wrong answers; the panel will be interested in how you are thinking about these questions. Do not ask the partner organization to write your responses for you. The panel will be interested in your honest responses and hearing them in your own "voice."**

**\*The panel is interested in your work as an artist. If you met someone who had never seen your work and were given the opportunity to explain what you do and why you do it, what would you say?**

**What are the most significant experiences you have had interacting or working with any community/market/audience apart from performing or presenting your work as an artist? What was important about this experience?**

**What experience have you had with this targeted community/market/audience apart from presenting or performing your work as an artist? If you have not had significant experience working with this targeted community/market/audience, what experience would you hope to bring from your work with others? Please be specific.**

**What excites you most about the possibilities of working with the targeted community/market/audience?**

**What do you hope to learn about the targeted community/market/audience during your visits?**

**Please describe your past working relationship with the host organization.**

**What excites you about the prospects of working with this particular organization on this project?**

**What do you hope to do during your visit(s) as part of this project?**

**What do you hope to learn about the organization during your visits?**

**What do you hope the ultimate impact of your visits will be?**

**Looking over the 15 month grant period, please explain roughly when you expect to be on site and the tasks you wish to advance or complete between visits, if relevant.**

**If your project involves significant focus on social media and/or technology, please describe any experience you have had in developing new technologies and how you currently use social media and/or technology to reach your audience for your own work.**

**What are your personal criteria for success for this residency?**

**Is there anything else you would like a panel to know about your work or your appropriateness for this project? If so, please include that information here.**

**Attachments:**

- **Audited financials: Audited financial statements for the last three years, with the following exceptions:**
  - **For organizations that are embedded in institutions of higher education (e.g. a presenter at a University) or in larger cultural institutions (e.g., a performing arts program at a museum), provide your seasonal program financials for the three most recently completed fiscal years, instead of the audited financial statements of the larger institution.**
  - **Organizations that have completed the Cultural Data Project profile in each of the last three complete fiscal years may submit copies of those profiles in lieu of audits.**

- **Work samples: Select work samples that will help the panel understand the appropriateness of the artist for the project. Samples that demonstrate the appropriateness of the artist for the residency are preferred.**
  - **For artists: (as appropriate)**
    - **Where audio and film materials are available, up to 5 minutes, including highlights/excerpts from no more than 3 works; For video/audio samples, that include multiple artists, please include information identifying which artist(s) is/are the artist(s) for whom support is requested.**
    - **For playwrights: One complete play. Every panelist will read a minimum of 20 pages of the script. Please identify which 20 pages you wish the panelist to read, and provide a contextualizing description helping the panelist what happens before and/or after the identified excerpt. (Maximum 250 words/1 page)**
    - **For visual artists (other than film/media): up to ten images.**
  - **For organizational applicants that are ensemble producing organizations or that have resident companies: up to 5 minutes of company created work, including highlights/excerpts from no more than 3 works. Also include season brochures or schedules for the last three completed seasons and the current season.**
  - **For presenting organizations and producing organizations that are not ensembles and/or that do not have resident companies: season brochures or schedules for the last three completed seasons and the current season. No additional artist work samples, other than the artists work samples mentioned above, are necessary.**
  - **For service organizations; list of services, programs and activities for artists for the three most recently completed years and current year with brief descriptions for each major program, service or activity.**