



### **Our Vision**

Red Wing thrives as a vibrant, creative river town that values its natural environment, welcomes all people, and unlocks opportunity for everyone.

### **Our Mission**

We strive to create a sustainable, healthy, accessible, resilient, and equitable community where every person feels at home.

## **Meeting Announcement and Agenda Arts & Culture Commission Workshop Community Development, 419 Bush Street, Red Wing, MN Wednesday, August 20, 2025, at 5:30 PM**

### **1. Roll Call**

### **2. Workshop Items**

#### **2.A. 2026 Sculpture Tour Discussion.**

Heather Lawrence of Red Wing Arts will present some ideas on changes to the 2026 Sculpture Tour for the Commission's consideration.

#### **2.B. Finance Committee Update on Microgrant Program Proposal.**

The finance committee will present a proposal for reframing the microgrant program into an award program. The new idea will be presented for Commission review and discussion.

### **3. Adjournment**

Accommodations for signing interpreter, Braille, large print, etc. can be made. Call City Hall at 385.3600 seven days prior to the need. Hearing assistance devices are available during meetings.



# Creative Laureate Program: Campaign Plan

Arts & Culture Commission - City of Red Wing, Minnesota

Date Aug 5, 2025

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Prepared by the 2025 ACC Finance Committee

## Project Overview

The Arts & Culture Commission will launch the annual **Creative Laureate Program**: aimed at supporting the continued development of the City of Red Wing as a local arts and culture destination. This initiative provides support to one selected individual who will receive an honorarium (or financial award) to design and implement a community engaged art project, program / workshop, performance or an installation piece that contributes to the city's artistic and cultural vitality & expands opportunity for community engagement via the arts.

- **Purpose:** Provides financial support and an artistic development opportunity to a select artist who engages the community with artistic and cultural programming. This program aims to cultivate a sustainable creative economy in Red Wing and expand opportunities for community development via arts and cultural programs.
- **Alignment:** The ACC Creative Laureate Program aligns with the Arts & Culture Commission (ACC) *Strategic 5 Year Plan* and the *Red Wing 2040 Community Plan*, specifically [Chapter 10](#) (Arts & Culture).

→ **ACC Vision:** "Red Wing thrives as a creative, regional arts and culture hub where everyone can participate."




## Goals & Objectives

The goal is to develop and operate the annual *ACC Creative Laureate Program*, with the aim of encouraging local artists to apply for the *Creative Laureate Award*: a financial gift to an artist that will support their creative initiative and also enhance the city's cultural and artistic landscape.

The program objectives include the following:

- Provides an honorarium to a selected artist to develop and implement a project that is innovative, culturally significant, and/or community-focused.
- Encourages diversity, inclusivity and accessibility within the arts community of Red Wing.
- Strengthens the city's arts and culture scene through collaboration between select artists / individuals and the broader community.
- Creates opportunities to involve local artists as key stakeholders in supporting public art and/or other artistic initiatives that enhance the city's cultural identity.

## Program Milestones

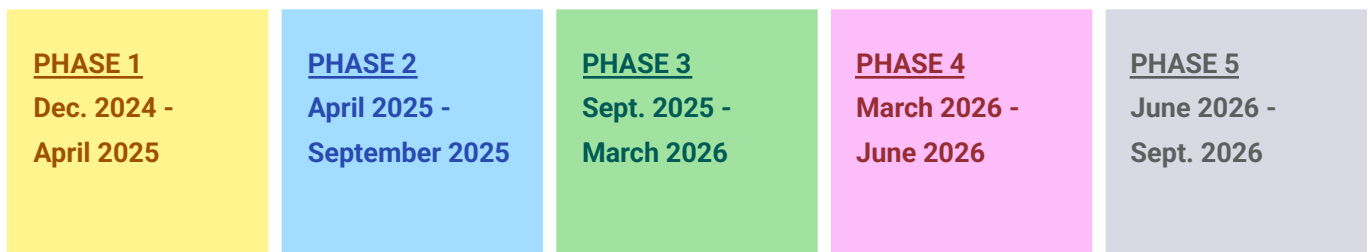
Completion date	Project phase	Description
 Date	<b>Grant Committee</b>	<ul style="list-style-type: none"><li>● Form a committee within the ACC to manage the funding aspects of the program.</li></ul>
 Date	<b>Research Funding</b>	<ul style="list-style-type: none"><li>● Explore private / public funding opportunities.</li><li>● Consider online platforms, crowdsourcing and fundraising events.</li><li>● Research ethically sourced financial support from donors, organizations and foundations.</li><li>● <i>Note: The Municipal Arts Fund cannot be used for the Arts Microgrant Program.</i></li></ul>
 Date	<b>Develop Program</b>	<ul style="list-style-type: none"><li>● Align with the City of Red Wing goals.</li></ul>

Completion date	Project phase	Description
		<ul style="list-style-type: none"> <li>• Define program structure, eligibility criteria and award amounts.</li> <li>• Determine frequency of program cycles.</li> </ul>
📅 Date	<b>Create Components</b>	<ul style="list-style-type: none"> <li>• Create the application, selection process, reporting standards and marketing plan.</li> <li>• Develop all necessary support materials.</li> </ul>
📅 Date	<b>Pre-Launch Program</b>	<ul style="list-style-type: none"> <li>• Obtain approval from City Council for any funding applications / the official launch.</li> </ul>

## Key Components

- **Project Concept:** Support a sustainable creative economy, offer financial support for artists to serve as key stakeholders in expanding community engagement via the arts.
- **Creativity & Innovation:** Move beyond the traditional frameworks, explore dynamic partnerships and include community members and artists in municipal-wide initiatives.
- **Cultural & Ethical Considerations:** Center inclusivity, accessibility and promote equitable practice within the artist selection and award process.
- **Program Sustainability:** Identify how this program can be sustainable long-term and support Goal 10.B (activating indoor / outdoor spaces) from the *Red Wing 2040 Plan*.

## Implementation Plan & Timeline



<p>1) Research &amp; Design Program</p> <p>2) Align with Strategic Planning Goals</p> <p>3) Identify Funding Opportunities</p> <p>4) Obtain City Council Approval</p>	<p>1) Note to Apply to Future Funding Opportunities</p> <p>2) Develop Application, Selection Process, Reporting Standards &amp; Marketing Plan</p>	<p>1) Obtain Final Approval for the Program Launch</p> <p>2) Launch to the Public: When Funding Secured &amp; Program is Developed!</p>	<p>1) Process Applications</p> <p>2) Select Finalists for the ACC Creative Laureate Award</p> <p>3) Continue to Monitor Program and Build Funds</p>	<p>1) Evaluate the Effectiveness of the Program</p> <p>2) Optimize Program to Best Serve Community</p>
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## Comparable, Community Art Initiatives

**Grand Rapids, Minnesota:** Arts & Culture Commission with an annual budget and various programs, such as a *Sculpture (RFQ) Call for Artists, Pavement & Public Infrastructure Art Program* and an *Art Adoption & Acquisition Plan*.

**St. Louis Park, Minnesota:** Community Partnerships with an *Arts & Culture Grant Program, Friends of the Arts, Public Art, Sidewalk Poetry Program* and the *Utility Box Wrap Program*.

**Lake Oswego, Oregon:** Nonprofit & City Partnership with an Arts Council and various programs- such as the *Gallery Without Walls, People's Choice Award, Chronicle Invitation Exhibition, Docent Led Tours, Follow Your Art!, Public Art Committee, Holiday Markets, Arts-in-Education* and the *Neighborhood Public Art Program*.

**Duluth, Minnesota:** Public Arts Commission that supports artistic projects contributing to the cultural vibrancy of Duluth. Offers a *Utility Box Wrap Artwork Program* and a *Public Art / Placemaking Application*. The **Duluth / Superior Area Community Foundation** in the area offers microgrants to artists via a dedicated fund. In addition, the **Arrowhead Regional Arts Council** also offers funding of up to \$5,000 for public art activities.

**Northfield, Minnesota:** Arts & Culture Commission with an annual budget and various programs- such as *Art in Public Places, Art Tour Map, Living Treasure Award, Northfield*

*Public Library Art Collection, Public Art Water Treatment Plant, Young Sculptor's Project, Sidewalk Poetry and Dear Northfield.*

**Sioux Falls, South Dakota:** Arts Commission with an annual budget and various programs- including the Visual Arts Committee, City-owned Art Map, Local Arts Event Calendar, and partnerships with the following organizations: Sioux Falls Arts Council, South Dakota Arts Council and Arts South Dakota. **SFAC has an Artist Microgrants Program available here.**

**Winona, Minnesota:** Arts & Culture Commission with an annual budget and various programs- the *Creative Winona Commission, Public Art Collection, Winona Poetry Walk* and the *Winona Municipal Band*. In 2020, the **Winona Fine Arts Commission (WFAC)** launched an arts microgrant program.

**Royal Oak, Michigan:** Arts Commission that facilitates an annual *Artist Laureate Program*. The program is designed to recognize and acknowledge the artistic contributions of experienced individual artists, provides a year of exposure for the selected artist to share their talent with the Royal Oak community, and to encourage and nurture the arts and creative culture in the city.

## Types of Fundraising

**Private Donations:** Engage local businesses and community members to donate to the fund through a matching campaign.

**Organizational and Foundation Grants:** Apply for regional and state-level grant programs (such as via the Southeastern Minnesota Arts Council and/or Minnesota State Arts Board) and apply to federal grant programs (such as through the National Endowment for the Arts) that are available for community-driven arts projects.

**Fundraising Events:** Host a series of community events to raise additional funds for the grant program (such as a gala or an art auction).

**Crowdsourcing:** Provide a platform for community members and supporters to directly contribute small donations to fund the microgrants program for artists.

**Corporate Sponsorships:** Seek sponsorships from local businesses to contribute to the grant pool in exchange for recognition.

**City Budget:** Make a motion to allocate a portion of the City of Red Wing's budget for arts and culture programming to fund the arts microgrants program.

# Sample Application

The application for the microgrant program can include the following sections:

\* Adapted from [Sioux Falls Arts Council - Artist Microgrants Program](#) & [Royal Oak Commission for the Arts - Artist Laureate Program](#)

→ **Applicant Information:**

- ◆ Name & Address
- ◆ Contact Information
- ◆ Artistic Background (Brief Bio, Artistic Discipline)

→ **Project Description (Narrative between 500-800 words):**

- ◆ Title of the Project & Artistic Concept
- ◆ Schedule of Key Project Dates & Timeline of Activities
- ◆ Project Goals, Intended Outcomes, Progress Monitoring / Evaluation
- ◆ Engagement Plan with Intended Community, Participants & Audience
- ◆ How Does the Project Support the [Red Wing 2040 Community Plan](#) (optional)
- ◆ Expected Outcomes and Benefits to the Red Wing Community (optional)

→ **Budget Proposal:**

- ◆ Detailed cost breakdowns of how the funds will be spent (materials, artist compensation, production costs, etc.)

→ **Grant Amount Requested:**

- ◆ A clear request for the amount of funding required (typically under \$1,000).

→ **Supporting Materials:**

- ◆ Portfolio (multimedia samples of previous work)
- ◆ Letters of support (optional, but encouraged)

→ **Agreement to Terms and Conditions:**

- ◆ Understanding of reporting requirements
- ◆ Agreement to acknowledge funding sources in all public materials related to the project

The following section (scoring rubric) details the narrative of the proposed project to be funded:

## Scoring Rubric Criteria

The following section details the evaluation of the proposed projects to be funded:

\* [Adapted from the National Endowment for the Arts](#)



→ **Artistic Excellence:**

A) The **quality** of the artists and other key individuals, the works of art, organization, arts education providers, artistic partners, and/or services involved in the project.

B) The **relevance** of the project in relation to the **audience or community** intended to serve through the grant activities.

→ **Artistic Merit:**

A) The **value and appropriateness** of the project to the organization's **mission**, artistic field, artists, audience, community, and/or constituency.

B) The **ability to carry out** the project based on such factors as the appropriateness of the **budget, clarity** of the project activities, resources involved and **qualifications** of the project's personnel and/or partnerships.

C) **Clearly defined goals** and/or **proposed outcomes** and an **appropriate plan** to determine if those goals and/or outcomes are met. This includes, where relevant, measures to assess student and/or teacher learning in arts education.

D) **Evidence of direct compensation** to artists, makers, art collectives, and/or art workers.

→ **As applicable:**

A) Engagement with individuals whose opportunities to experience and participate in the arts are **limited** by geography, ethnicity, economic status, or disability.

B) Ability to strengthen the arts sector through **knowledge sharing and resources**.

## Applicant Selection Process

1. Score each project proposal according to the rubric.
2. Review and select applications together as a commission.
3. Make motions to approve projects via democratic voting process.

### **Application Review:**

A selection committee, including members of the Arts & Culture Commission review applications together and create motions to recommend the funding of proposed projects and artist selection.

### **Each application will be evaluated with the scoring rubric on criteria such as:**

- Artistic Excellence, Merit and the Application of the [Red Wing 2040 Community Plan Goals](#)

### **Scoring Criteria (Scale of 1-10):**

- Artistic Excellence
- Artistic Merit
- Community Impact
- Feasibility and Sustainability
- Budget Appropriateness

### **Final Decision:**

- The commission will select the top project proposal for funding (from a pool of finalists).
- In case of a tie, the committee may prioritize projects that most closely align with the [Red Wing 2040 Community Plan](#) and/or any other Arts & Culture Commission Strategic Goals.

### **Notification:**

- Applicants will be notified of their status (approved or declined) within 30-60 days of submission.

## **Reporting Standards**

1. Develop clear reporting standards.
2. Require progress reports and final reports.
3. Establish evaluation methods.

**Mid-Project Check-In:** Artists will be required to submit a brief progress report halfway through their project. This will include an update on progress, challenges / areas of opportunity, and any necessary adjustments to the timeline, budget or other relevant project details.

**Final Report:** Within 30 days of project completion, artists must submit a final report, including:

- A detailed description of the completed project (500 - 800 words)
- Documentation (photos, videos, or other media) of the project's impact
- A financial report outlining how the awarded funds were spent
- Testimonials or feedback from community members or participants
- Evaluation of the project's success and its community impact

**Public Presentation:** Artists will be encouraged (if applicable) to present their work at a public event, exhibition, or a future commission meeting to showcase the outcomes of the project.

## Marketing & Communications Plan

1. Develop a Marketing & Communications Plan
2. Add to ACC Website, City E- Newsletter & Social Media
3. Issue Press Releases
4. Create Flyers, Posters & Print Materials
5. Engage with Local Media Outlets
6. Consider Mapping Art Projects and Creating Website Features

**Social Media Campaign:** Utilize the City of Red Wing's social media channels (Facebook, Instagram, Twitter) to promote the creative laureate program. Feature artists / award recipients and their projects on the ACC webpage, the city e-newsletter and any social media platforms.

**Press Releases:** Issue press releases to local newspapers, blogs, and radio stations announcing the creative laureate program, including key deadlines and the impact of funded projects.

**Community Partnerships:** Partner with local businesses, galleries, and schools to help spread the word and create awareness. Encourage local art organizations and businesses to promote the program within the community.

**ACC Website:** Maintain an updated page on the City of Red Wing's website with all relevant information about the program: including eligibility, application forms and past recipients.

**Email Newsletter:** Send out an email communication to reach artists and organizations in the area to promote the program, key dates, and any application tips and/or upcoming workshops.

# Design Mock-ups



# Key Stakeholders

- Arts & Culture Commission
- Red Wing City Council
- Community Members
- Arts Organizations
- Local Businesses
- Individual Artists

→ Visitors

## Program Cycle

**Campaign Launch:** Announce the creative laureate program via social media, website, and press release (2-3 months before the application deadline).

**Application Period:** Open for 4-6 weeks.

**Selection Process:** 2-3 weeks for committee review.

**Grant Notification:** Announce awardee(s) 30-60 days after application deadline.

**Project Completion:** Within 6-12 months, depending on project scope.

## Program Evaluation & Optimization

After the first program cycle: the creative laureate program should be evaluated for its success in meeting its objectives and the impact on the local arts scene. The Arts & Culture Commission can adjust the creative laureate program application process, criteria / rubric, or the funding structure based on feedback from recipients, the selection committee and the community.

**This campaign plan aims to create a sustainable, creative laureate program that empowers local artists / individuals, strengthens Red Wing's arts community & attracts more visitors to our city.**