

Grant Writing Basics
for Local Artists
with Mary Beth Magyar
August 26 | 6:30-7:30pm
Virtual Zoom Chat

**CARES
Art-Grants**

Providing
Opportunity
for Rochester
artists & musicians
during COVID-19



What We'll Cover

- CARES Art-Grants & RNeighbors
- Why Murals?
 - Address mural themes (Encouraged topics: health, equity, community, collaboration, joy)
- Grant Application
 - Artist statement and biography
 - Your application should set you apart
 - Photographing and submitting your work
- Working with neighbors to complete your mural in the time of COVID-19



CARES Art-Grants & RNeighbors

- The Rochester City Council approved \$5.1M dollars in Coronavirus Aid, Relief, and Economic Security (CARES) funding.
- Funds originated from the federal government and was allocated to the City of Rochester by the State of Minnesota.
- The CARES Arts Grants support the creation of neighborhood-based arts.
- The purpose of this program is to provide **projects for artists whose livelihoods have been impacted by the COVID-19 pandemic** while creating murals that serve as artistic focal points that cultivate inviting and safe spaces.
- RNeighbors provides resources to promote a vibrant, healthy, and livable community.



Mary Beth Magyar

- Artist and teacher with a studio practice in Rochester, MN
- Works primarily in metal and ceramics, but draws, paints and some printmaking
- Scheduled to review MSAB Community Arts Organization grants this fall
- Has read over 200 grant applications



Why Murals?

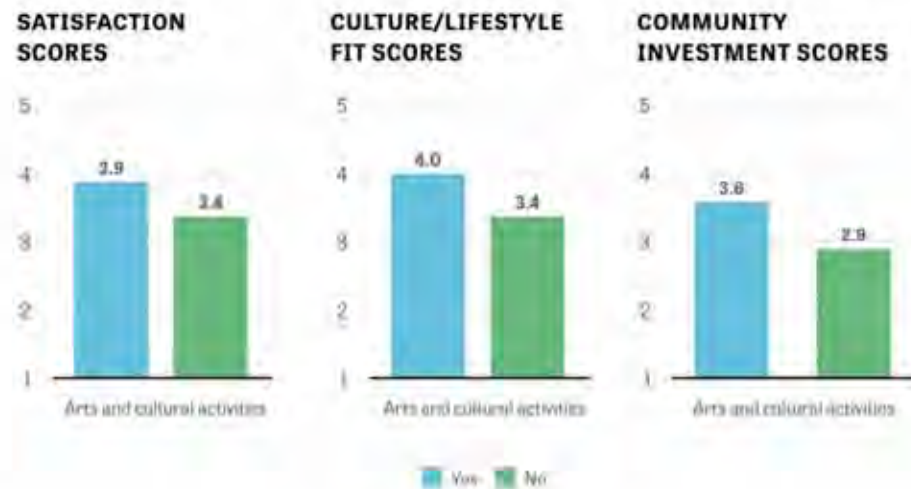
Help foster place-attachment.

A Knight Foundation [report](#), which surveyed over 11,000 Americans across different metro areas and demographic groups, has revealed that access to arts and cultural activities increased the satisfaction, rootedness, and local investment of participants.

People who say their neighborhood has easy access to quality arts and cultural activities tend to be more satisfied, identify more with local lifestyle and culture, and invest more of their time and resources in their communities

Average satisfaction, culture/lifestyle fit, and community investment, by accessibility of quality arts and cultural activities

Source: Data comes from the Community Trust Survey administered by SSRS from 2018-2019.



Source: Knight Foundation & Strongtowns.org

<https://www.strongtowns.org/journal/2020/6/18/local-artists-as-placemakers>



Alex Chiu painting the mural at Portland's 8snd Avenue TriMet station.

Source
Strongtowns.org

Image Credit
TriMet on Flickr

Mural Themes



- It is your story
- Make sure you are telling your truth and not speaking on any other person or group's behalf
- Can be subtle and abstract, bold or symbolic
- Health, Equity, Community, Collaboration, and Joy
- No political statements, profanity, and cannot endorse specific products, businesses, etc.





Muralist
Hebru Brantley
Detroit, Michigan

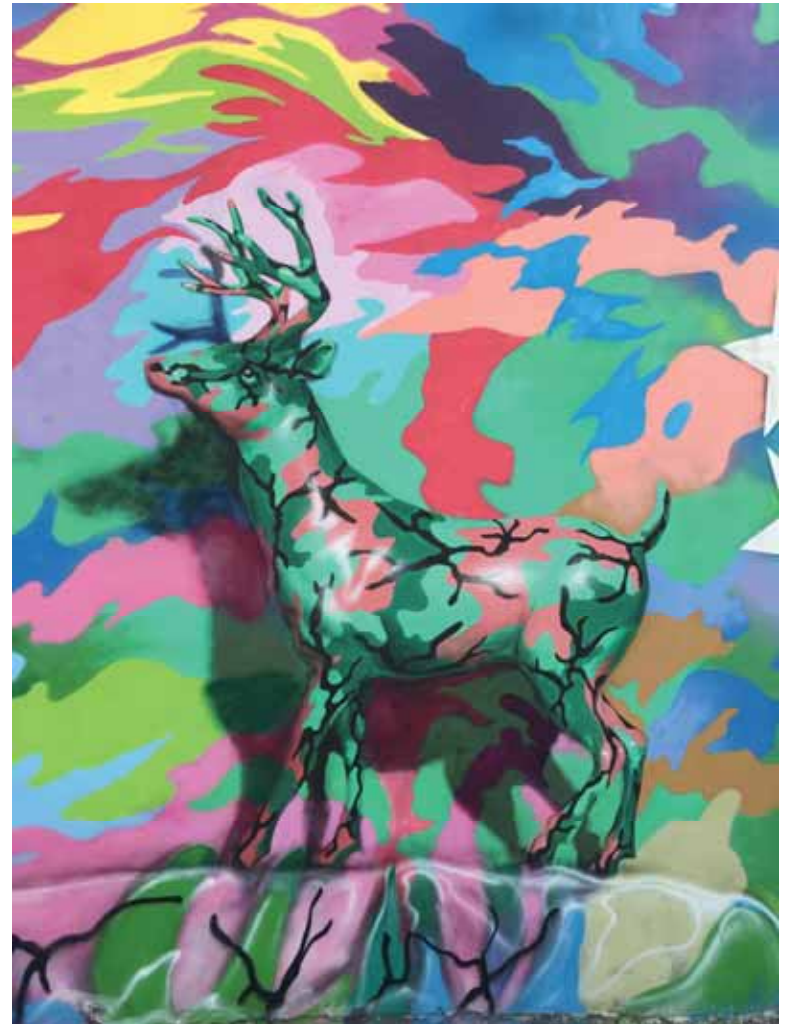
Image Credit
@karimlateef



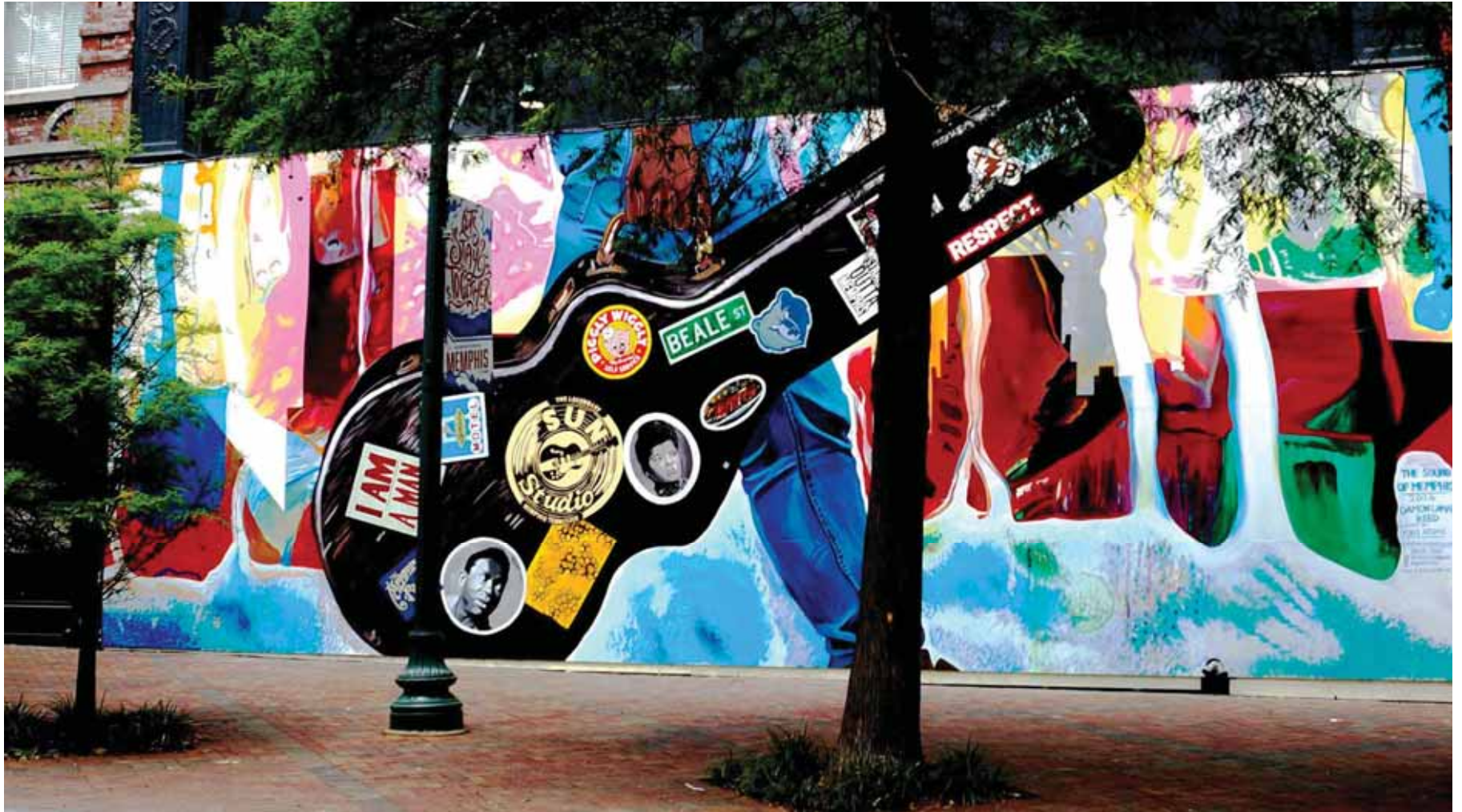
Image Credit
MB Magyar



Dequindre Cut
Greenway
Michigan
Rail-Trail
1.8 miles







"The Sound of Memphis" Muralists: Damon Lamarreed and Pugs Atomz. Image Credit: RJ Halasy



Muralist
[Kevin Ledo](#)

Image Credit
[Unsplash](#)

Source
Strongtowns.org



Grant Application

Artist statement and Biography

- Introduce yourself, give a little info on your background
 - School? Self-taught?
- Influences
 - Any particular artist you admire? Nature? Shapes?
- What makes you unique?
- NOT your resume so give some more personal info about you
- Don't overdo on personal information
- Be honest where you are at in your artistic journey
- Persevere



Grant Application

Follow Instructions on Grant

- Make sure your spelling is correct.
 - Send to a friend to proofread
 - Don't leave it to the last minute
- Send in your grant application in early
 - Even if just by an hour
 - Avoid an email traffic jam causing your grant to be late and therefore out of the selection pool



Grant Application

Photographing and submitting your work

- Tear the perforation off the top of the page
- Include all four edges of your drawing in the photograph; do not crop the edges out
- Make sure the orientation of the drawing matches the orientation of your camera frame
- Crop out unnecessary items
- Finally, make sure your drawing and camera frame edges are parallel

Source: Nicole Havekost



Grant Application

Photographing and submitting your work

- Use your phone or Ipad if you have one
- Make sure your image is the same orientation as your camera frame
- Make sure the edges of your drawing are parallel to the picture frame
- Make your photograph outside for the best light quality – consistent light source
- Do not include a shadow of yourself or anything else in the photo
- The bigger your drawing is in the frame, the better it will photograph
- Paste into the grant application if possible or submit as attachments (JPEG or PDF)



Source: Nicole Havekost

Working with Neighbors

- Not required, but preferred in some way
- Interact or collaborate in some way with the neighbors
- Listening session or some other approach to get neighborhood input on theme
- Color by number mural design with youth help painting
- Social distance best practices must be followed

"You Betcha"
Muralist: Tony Powers
Image Credit:
Brainerd Dispatch



Image Credit: RJ Halasy

Working with Neighbors

Case Study: Project for Pride in Living Career Center Mural

Muralists: A cohort of artist-organizers

Partners: Hope Community, Minneapolis Institute of Art, and Project for Pride in Living

Location: Project for Pride in Living Career Center, in the Philips neighborhood, Minneapolis



Source: <https://www.ppl-inc.org/pplmural>

Working with Neighbors

Case Study: Project for Pride in Living Career Center Mural

- Community engagement and feedback
- Designed the mural to reflect important memories, moments, and movements that have shaped and continue to shape the neighborhood.
- Conducted interviews with residents
- Held community listening sessions
- Two community paint days were also hosted, where neighbors were invited to work alongside the artists



Source: <https://www.ppl-inc.org/pplmural>

Working with Neighbors

Case Study: Rochester Street Murals

- Has been done in Rochester in our street mural program
- Greg Wimmer, muralist
- Design created with feedback from neighbors and involved organizations
 - Goose Egg Park
 - Cimarron
- Paint by number method
- Chalk outlines
- Genuine engagement takes time



Convince Us

- Application deadline: September 10
- Pour your talent into your applications
- Let us see your best ideas
- Questions? rene@Rneighbors



The Identity Project, at Riverside Central Elementary, Rochester, MN

Mural Partners: Good Space Murals and Youth Service America

Questions?



The Identity Project,
at Riverside Central
Elementary,
Rochester, MN

Mural Partners
Good Space Murals
and
Youth Service
America

Photo
Bharath Wootla and
Alexandra Wootla

Source
Facebook
Minnesota's
Rochester