

ARIZONA ART TANK

NOT BUSINESS AS USUAL, BUSINESS UNUSUAL

What is Arizona Art Tank?

Arizona Art Tank is a funding initiative of the Arizona Commission on the Arts that makes strategic investments in arts-based ventures that best reflect the creativity and entrepreneurial spirit of Arizona's arts & culture sector. At public events in 4 Arizona communities, top applicants will pitch their ventures to a live audience and an expert panel who will award grant funding to the top-scoring ventures at each event.

What is an "arts-based venture," you ask? Good question. Oxford defines a venture as "a risky or daring journey or undertaking." For the purposes of this program, it's a product or idea that represents a strategic departure from standard practice and "business as usual," in favor of exploring new approaches and new markets. In other words, business *unusual*.

Any stage of development is eligible, but what this initiative does not fund is business as usual. (*Don't get us wrong; we think what you already do is really important, which is why we have [these other great grant programs](#) to support your work!*)

How will I be reviewed?

Initial applications, as well as the presentations at the community events, will be scored based on the following review criteria:

- **Innovation:** The Venture* is a creative and strategic departure from the applicant's standard practice.
- **Responsiveness:** The Venture responds to the concerns or needs of an identified Market.*
- **Impact:** The Venture has potential to initiate change within the identified Market.

*See the [Art Tank Vocabulary](#) section for a description of "Venture," "Market," and other program vocabulary.

Business unusual means letting go of the certainties of the past (often thought of as "best practices" in our sector) in pursuit of a spirit of inquiry and experimentation towards new approaches (perhaps "next practices").

- Karina Mangu-Ward, EmcArts

FY15 Application Deadline

11:59pm, Thursday, September 18, 2014

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So. What are the possible award amounts and how can I use the funds?

The top scoring Ventures will be awarded at each community event. Award amounts will be determined by score and will range from \$4,000 to \$10,000. Applicants must be willing and able to execute a phase of their Venture at any funding level.

The number of awards and the award amounts are based on the number of eligible applications and available funds. Additional details will be provided to those applicants selected to pitch at a community event.

Did we mention that the audience gets a vote too? At each event, the Venture receiving the most audience votes will receive an Audience Award (funding amount TBA). This award could be delivered to any presented Venture and does not have to be awarded to one of the top Ventures selected by the panel.

If awarded, funds from the program must be expended within Fiscal Year 2015 (by June 30, 2015) and can only be used for costs associated with implementing the proposed Venture. The funds **cannot** be used for anything on [this list](#) of things that state agencies just can't fund.

I'm intrigued. Who's eligible to apply?

At the time an application is submitted, applicants must be

- Incorporated Arizona nonprofit arts and culture organizations.
- Unincorporated Arizona nonprofit arts and culture organizations with a fiscal sponsor.
- Individual Artists of any discipline, in conjunction with an Arizona nonprofit partner.
- Municipal Agencies and Units of Government: libraries, parks, local Arts Councils, tribal entities, etc.
- Schools: preK-12, Colleges and Universities.
- Other community or service-based nonprofit organizations.

FY14 Arizona Art Tank grant recipients are not eligible to apply. You guys are great, but we want to make sure other ideas have the opportunity to shine. FY14 Audience Award recipients are eligible to apply again this fiscal year.

Great, how do I sign up?

Well, we wish everyone could come straight to a community event and pitch in person, but that might take a while, and the kind people hosting us would probably like us to leave eventually, so we've developed a short online application.

Initial applications will be reviewed by Arts Commission staff and Governor-appointed Commissioners based on the published review criteria. Up to 10 Ventures will be selected to pitch at each community event. **Applicants will be notified no later than Friday, October 24, 2014** whether or not they have been selected to pitch their proposal at one of the live Art Tank events.

What happens if I'm selected to pitch at a community event?

If you're selected, congratulations! Mark the community event date on your calendar and start preparing your Pitch. Check out [FAQ #3](#) for suggestions and detailed information about the presentation requirements.

In order to continue in the application process, applicants must be willing and able to **participate in person** at their assigned community event. Arizona Art Tank events will take place January 12-16, 2015; a list of exact dates and locations will be posted [here](#) by September 18, 2014.

Okay, I'd like to submit an application. How do I apply?

STEP 1: Complete the Art Tank Compatibility Quiz

The Art Tank Compatibility Quiz will help you understand if your Venture is on track and in alignment with the review criteria. It's pretty short and super helpful. Just take it.

- Take the Quiz at <https://adobeformscentral.com/?f=Div%2AOgyEtyoYU13hf4ltqg>.

STEP 2: Create an Application Narrative

The Application Narrative must be submitted as one single PDF document, **no more than 3 pages in length**. Title the PDF document with the primary applicant name (*e.g. ABCArtsOrganization_ApplicationNarrative*) and format as follows:

- Use at least 11 point font, single or double spaced, with 1" margins.
- Label pages clearly with the primary applicant name (*e.g. ABC Arts Organization*). Place labels in the top right hand corner of each page.
- Number pages sequentially; place page numbers in the bottom right hand corner of each page.

The Application Narrative must respond to all of the following questions. Organize your narrative responses a), b), c), etc. If you need a visual aid, [here's a handy template](#). (And don't forget to take the [Art Tank Compatibility Quiz!](#))

- Provide a descriptive title and a brief, one-sentence description of the Venture.** Consider this your Venture's elevator pitch.
- What is your Venture?** Describe it in detail, like we don't know a thing about it.
- Whose brainchild is this?** Describe who you are and, if applicable, the team or organization involved. Describe how you are uniquely positioned to see the Venture through.
- How does your Venture address the criterion Innovation?** Clearly articulate why this Venture is a departure from your current and past work, programming, and/or service, and how it reaches beyond your traditional goals, practices, and networks of influence. *Prove that this Venture is a creative and strategic risk.*
- How does your Venture address the criterion Responsiveness?** Clearly define the Venture's Market. Describe how the Venture directly engages that Market, how it responds to the concerns or needs of that Market, and how it is different from what is already offered or available. *Prove that you have made steps to ask and learn about what your Market needs.*
- How does your Venture address the criterion Impact?** Clearly describe what you think the Market change will look like, as a result of this Venture, and why you feel it is achievable. *Prove that you understand your Venture's potential outcomes.*
- Describe how you will use the funds within the funding period. Address both what you would do 1) if you receive an award of \$10,000 and 2) if you receive an award of \$4,000.**

STEP 3: Obtain a Letter of Support (Individual Artists only)

- Individual Artists must provide a letter of support from the partnering non-profit organization demonstrating commitment to the Venture. Upload the letter of support as a PDF document and title the PDF document with the partner organization's name (*e.g. ABC Arts Organization_Letter of Support*).

STEP 4: Submit Materials Online

- Fill out the online form and attach all files through the online grants system, Submittable, at <https://azarts.submittable.com/submit>. Once all required information is completed and attached, click the submit button and pat yourself on the back for a job well done. *For more information about using the online grants system, see this [Submittable FAQ document](#).*

All applications must be submitted online by the deadline, **11:59pm, Thursday, September 18, 2014**. **Incomplete or late applications, or applications which do not follow the instructions, will be ineligible for review or funding.**

ART TANK VOCABULARY

- **Venture** – The Product or Idea being proposed.
- **Market** – It is up to you, but the “Market,” in this context is whomever the Venture targets, responds to, engages or serves – a community, organization, peer group, new audiences, the broader field, etc.
- **Product** – Something tangible in any phase of development: conceptualization, design, fabrication, testing, marketing or evaluation.
- **Idea** – Something imagined: an intangible concept that can be implemented to build a new strategy, structure, outcome, or process.

GRANT PROGRAM DOES NOT FUND

- Applicants that received FY13 or FY14 funding but failed to file a final report by the appropriate deadline.
- Applications submitted by for-profit organizations.
- Festivals, seasons of work, artist residencies or other projects eligible for the Arts Commission’s other Annual Grants and Special Initiatives.
- Proposals also being submitted for the FY15 Artist Research and Development Grant.
- Grant administration, overhead or processing fees taken by an umbrella/parent organization as a percentage of the total award, with the exception of fiscal sponsors.
- Cash reserves and endowments.
- Debt reduction.
- Re-granting.
- Lobbying expenses.
- Expenses related to the construction of facilities.
- Other capital expenditures.
- Food and beverage for receptions and hospitality functions.
- Fundraising projects.
- Indirect costs.

This list is not comprehensive.

ART TANK FAQ

1. Can I submit more than one application if they are for distinct and separate projects?

Only one application will be accepted from any single artist or arts organization. As with all of our grant programs however, a government department or agency or a college or university department would be recognized as a single arts organization. In other words, both the School of Dance and the School of Graphic Design of a particular college could apply even though they are technically a part of the same institution. Still, only one application will be accepted from each individual department or agency per grant program.

2. I'm an individual artist or a member of an artist collaborative. Am I eligible to apply?

Yes! But follow these steps:

- **Step 1 – Find a nonprofit partner.**

Individuals or groups of artists must find a nonprofit partner for their proposed projects. Artists may act as the primary contact, creator or overseer of the proposal, but must find a nonprofit willing to act as a partner on the project. Payment will be made to the partnering organization and not directly to any individual. Partnering artists and organizations are responsible for determining their own funding priorities.

- **Step 2 – Acquire a letter of support.**

Individuals or groups of artists must acquire a letter of support from the Director/President/Principal clearly demonstrating that the organization is willing to act as a partner and supports the proposal. The maximum length of the Letter of Support is one (1) page and must be submitted with the online application. Applications submitted by individual artists or an artist collaborative which do not include a Letter of Support will not be eligible and the applicant will not be asked to present at a community event.

3. To be “entrepreneurial” would a Venture need to be income-generating?

No. Your proposed Venture does not need to be a money-making venture. In design and presentation, the Art Tank grant program employs the metaphor of entrepreneurship to reframe the notion of the artist and their role in society. For our purposes, an entrepreneur is a thought-leader and an innovator who is willing to abandon accepted modes and so-called best practices in favor of a venture that represents entirely new (and potentially better!) ways of doing things. It is a spirit of entrepreneurship and risk taking that we hope to see in Art Tank applicants, not earning potential.

4. If I'm selected to pitch, what should I think about when developing my presentation?

To get those presentation juices flowing, here are a few ideas, bits of advice, and some straight up no-no's:

All concept presentations *may*...

- Use slides and/or audio/visual support. This will depend on the event venue and will have to be negotiated with us prior to the event, so be prepared to plan ahead.
- Incorporate art as part of the presentation. Hey, you're applying to an arts agency, right?
- Involve more than one person. Don't bring the entire orchestra, but if you think it takes more than one of you to get the point across, bring the team.

All presentations *should*...

- Be fun, engaging, and exciting!
- Clearly explain what it is you're proposing. If the panel and the community cannot come away with a clear understanding of your concept, no amount of jokes, stunts, or magic will help.
- Be well rehearsed. Before you present for your community, show your concept presentation to your friends, grandma, dog, mirror, whomever you'd like. You don't want the time that counts to be your first.

All presentations *must*...

- Be no more than 6 minutes. You will be politely cut off after 6 minutes – another good reason to make sure you’re well-rehearsed.
- Be family friendly. Remember, this is a community event, so nothing above PG. If you wouldn’t perform this pitch in front of your grandma or your kids, don’t do it here.
- Be presented by a living person associated with the concept. No robots or stand-ins; not your computer, not your Roomba vacuum, not your granddad (unless he’s on the team).

A full list of nitty gritty details for the live Pitch will be provided to those applicants selected to present at a community event.

5. Who is this mysterious panel?

The panel is the group of Governor-appointed Commissioners, state and local elected officials, artists, arts professionals, or business leaders from each community tasked with reviewing and scoring the Pitches. Presentations will be evaluated by the panelists based on the published review criteria.

6. What will the community events be like?

Fun! Each event will be free and open to the public. It will be held in your region, so you will be free to invite family and friends. At the end of the day, some concepts will be funded and some won’t, but the goal of the community event is to provide a supportive and welcoming space to try out something new. Regardless of whether your concept is funded, there will be a whole community of people who will have a chance to learn about your awesome Venture, and who knows what kinds of partnerships you might discover?

7. When will I find out if my Venture has been funded?

Grant recipients will be announced publically during the closing proceedings at each community event.

8. This sounds really fun, but I’ve never pitched an idea before and I’m a little nervous.

The Arts Commission will offer a training webinar for applicants selected to pitch at a community event where we’ll let you know what the event will be like and give you some tips and tricks for crafting your presentation. These webinars will take place in November, giving you plenty of time to work on your presentation before January.

Arizona Art Tank is
sponsored in part by



The Arizona Commission on the Arts is an agency of the State of Arizona which supports access to quality arts and arts education opportunities for all Arizonans; the development and retention of statewide jobs in the nonprofit arts, culture, and education sectors; and increased economic impact in local communities through arts-based partnerships that develop tax and small business revenue.

We imagine an Arizona where everyone can participate in and experience the arts.

For more information, contact the Arizona Commission on the Arts at 417 West Roosevelt Street, Phoenix, Arizona 85003-1326, call (602) 771-6502, email info@azarts.gov, or visit <http://www.azarts.gov>.

To request this or any other publication in an alternate format, contact the Arts Commission offices.

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