

MEMO

To: City of La Crosse Arts Board Members

From: Zachary Stensen, Arts Board Chair

Date: November 28, 2023

Subject: Things to mention before our upcoming Tuesday, December 5th meeting

Hello Arts Board Members,

I'm sending this memo in preparation for our meeting on December 5, during which time I'd like to propose several changes to our Annual Grant Program and budget. I also suggest that we subscribe to [SlideRoom](#), an application management website. Several documents related to these changes are linked to our meeting agenda. When reviewing these items before our meeting, please note the following:

1. Slideroom

Our grant program requires applicants to compile their materials into a single PDF and email the document to Jacqui Marcou. Given the amount of information we're requesting, we've received feedback from community members that this is a difficult task and likely contributes to the lack of submissions. Our application process also poses cyber security risks to Jacqui's computer or anyone else who opens the documents, as these items could easily contain dangerous malware.

In our upcoming meeting, I propose we subscribe to Slideroom, an online grant application management tool that galleries, institutions, and grant programs use. Slideroom will allow us to create customized application requirements, which applicants can easily fill out/upload to the website. Our board can create customized review criteria and use the website to evaluate and rank the applications. Overall, this resource would simplify the workflow for applicants and board members, make it easy to compile information and generate reports, and ensure we get the highest community turnout.

Jacqui and I recently met with a SlideRoom representative and attached to the meeting agenda, you will find a link to the recording of the website demo we were given. Slideroom will provide a discounted flat rate of \$960/year and an application fee of \$10/submission. If we hypothetically receive 50 submissions this coming year, it will cost \$1460. As a ground, we need to anticipate how many applications we will receive.

2. Annual Grant Program Changes

After receiving community input, Jacqui, Dillion, Eva, and I recently met to review our Annual Grant Program requirements and submission guidelines. We've made some changes to include a greater range of creative practices, and we modified some of the submission requirements so the smaller grants aren't required to submit as much information as the more significant grant. These changes are highlighted in yellow, and the most significant changes include:

- Extending eligibility to include visual artists, performers, and writers who are residents or taxpayers of the City of La Crosse, Wisconsin.
- Removing the CV submission requirement for Small Project Grants.
- Increasing the Small Project Grant amount from \$500 to \$750.
- Changing the name of the Artist Development Grant to Creative Development Grant and increasing the funding amount from \$1800 to \$2500.
- Increasing the Community Impact Grant from \$9250 to \$12000
- We also revisited the Arts Board's Annual budget, intending to spend the \$75,000 ARPA funding over the next two years (approximately \$40,000 annually).
- The original grant document was very large, so I've divided it into individual sections, saving each as their own document. I apologize for the long list of meeting attachments.