



CALL FOR PROJECTS



Virtual Informational Session

THURSDAY, JANUARY 26, 2023

12 - 1 PM CST

learn more at publictransformation.org/activate-rural



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TRANSFORMATION



Info Session Overview

- Meet Sarina
- Department of Public Transformation (DoPT) Overview
- Activate Rural Program Overview
- Call for Projects
- Application Process
- Q&A

MEET SARINA

Activate Rural Program Director







USCC

YELLOW MEDICAL EAST
STING

LEADER OF MINNESOTA
CITIES

CRYSTAL JOHNSON

DAVE SMIGLEWSKI
MAYOR





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DoPT Organization Overview



WHO WE ARE

OUR MISSION

We are an artist-led nonprofit organization that works to develop creative strategies for increased community connection, civic engagement, and equitable representation in rural places.

OUR APPROACH

We believe in the power of rural creativity in activating solutions to address community challenges. We collaborate with artists, residents, and community champions on creative, people-centered projects, keeping our core values at the heart of all we do.



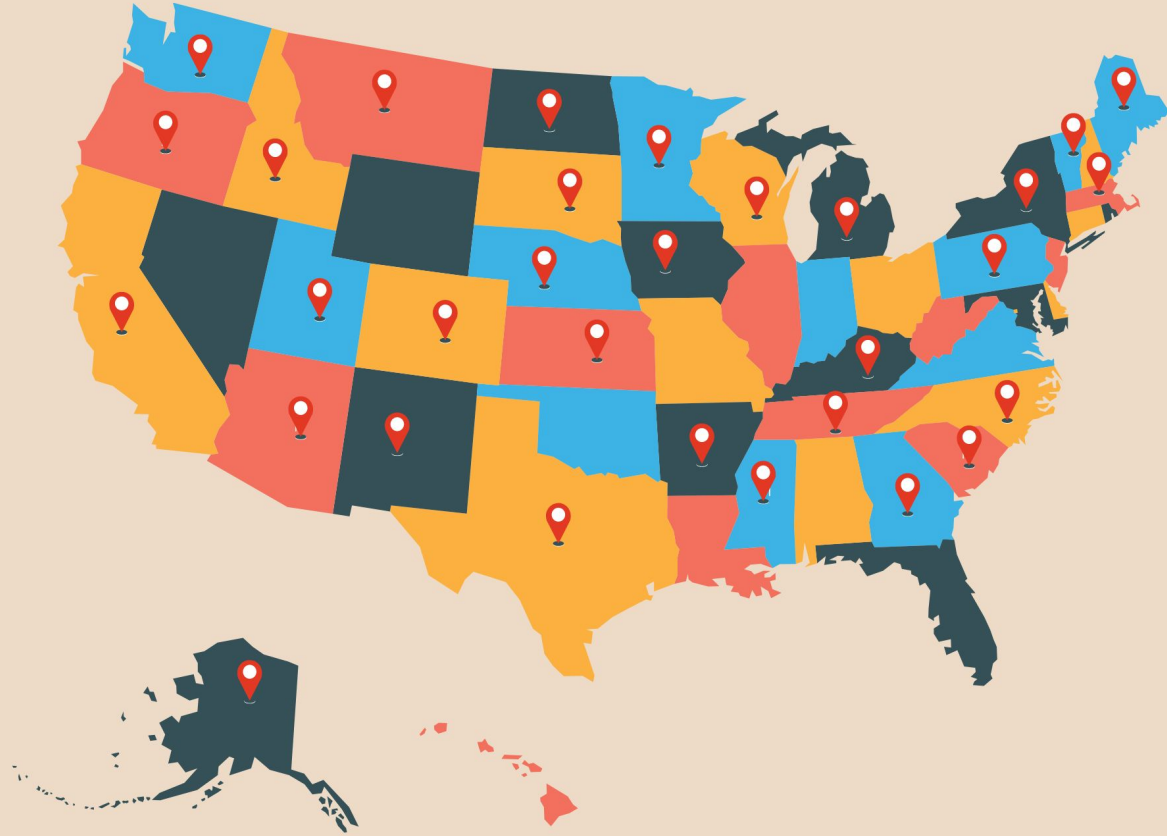
Our Values

Accessible Play

Deep Compassion

Reciprocal Exchange

Intentional Representation



GEOGRAPHIC SCOPE

CONNECT

RURAL MUNICIPALITIES & ARTISTS

by amplifying the value of municipal+artist partnership and working with artists on civic initiatives

ACTIVATE

RURAL COMMUNITY ASSETS

with artist-led, people-centered engagements for imagine/design/build processes

SUPPORT

RURAL ARTS & CULTURAL WORKERS

through “at home” residencies, communities of practice, and training

NURTURE

RURAL ARTS & CULTURE FIELD

in providing opportunities for networking, storytelling, and resource sharing, and engaging in geographic equity advocacy and policy work

PROGRAM AREAS



activate rural



This program is generously supported by the Mellon Foundation.



The YES! House, downtown Granite Falls, MN



Bluenose Gopher Public House, downtown Granite Falls, MN





The **Activate Rural Learning Lab** is a cohort-based peer network, workshop series, and resource hub which supports community leaders and artists in cultivating welcoming and creative physical places of connection in rural communities.





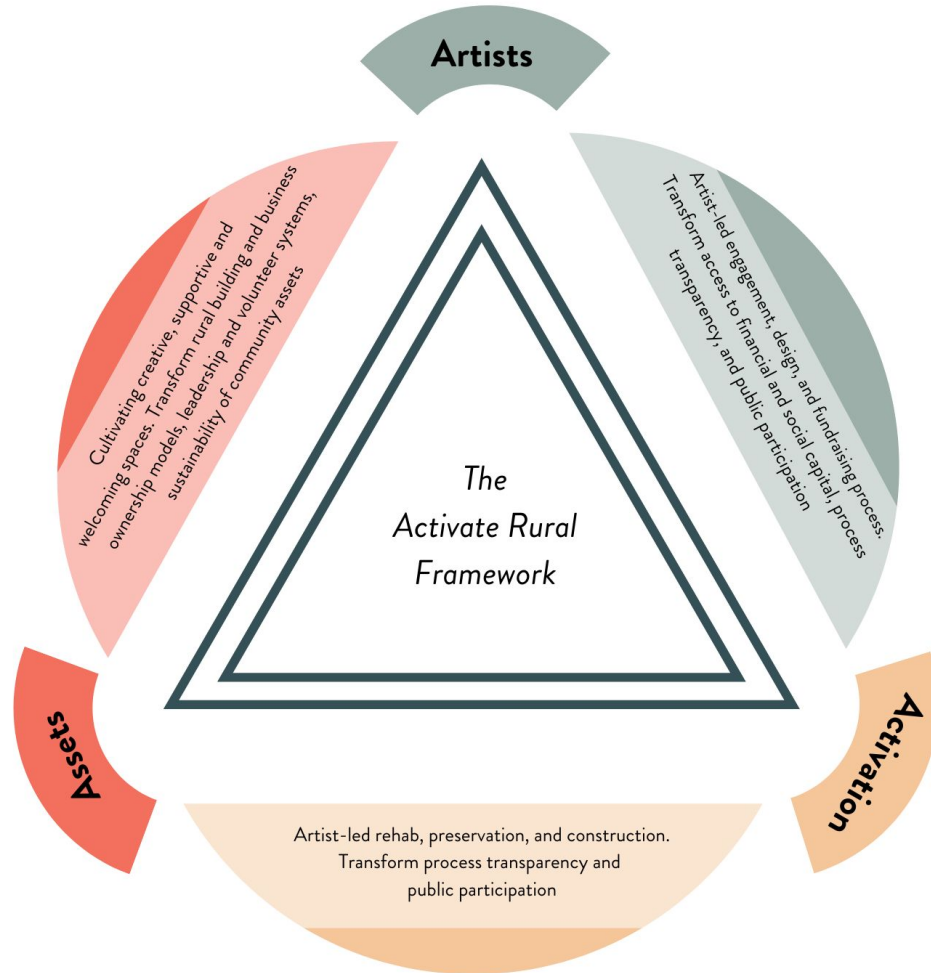
Equitable access to financial and social capital

Process transparency and public participation



activate rural

Artist-led Asset Activation



Artist

An artist is anyone who is resourceful, inspired, and driven to collaborate across all sectors of public, private, and civic life. All art forms: visual, performance, multimedia, literary, social/ civic, culinary, land, traditional, folk, textile, and more. We mean culture bearers, craftspeople, artisans, hobbyists, contractors, and handy-people.

Activation

The phase of a project that prepares a building or space for occupancy. It is artist-led design and community engagement.

Assets

A rural community's existing assets such as its commercial buildings, cafes, churches, schools. The spaces that connect people and engage community. They are the places that help shape, define, and tell a community's story.

CALL FOR PROJECTS



activate rural

DoPT seeks 5 rural Minnesota communities with a population of around 10,000 and under to participate in a 2-year learning lab for cultivating welcoming and creative places.

learn more at publictransformation.org/activate-rural



A photograph of a community space. The ceiling is made of exposed wooden beams. In the foreground, there are blue sofas and a wooden coffee table. In the background, there is a presentation board on an easel and a banner with the letters 'YES!' hanging from the ceiling. A red semi-transparent box is overlaid on the image, containing the text 'Selected projects will receive:'.

Selected projects will receive:

- \$25,000 for artist-led community engagement projects and participation stipend
- One-on-one technical assistance
- Supportive cohort peer network
- Project promotion and documentation support
- Access to Activate Rural Learning Lab resource guides and workshops
- Travel and lodging costs for 3 core team members to attend 2 in-person cohort gatherings



Eligibility Criteria

- Focused on designing a gathering place for community connection through creativity
- Located in a Minnesota rural community, or Native nation that shares this geography, with a population of around 10,000 or less
- Led by a committed core team of 1-2 artist leads and 2-3 activators
- Safe and viable for active engagement and public events in the idea phase, in-progress phase, or operational phase (see FAQ for descriptions)
- Moving forward in an identified building currently or soon-to-be under contract or ownership by member(s) of the core team and/or project partner(s) with eligible organizational structures (tribal government, municipal government, county government, 501c3 nonprofit, fiscally sponsored group, cooperative)



Selection Criteria

- **Community Connection:** There is a community challenge or opportunity that will be addressed through the building activation project; the Core Team has an understanding of and/or connection to the challenges and opportunities being addressed.
- **Capacity:** There is an active core team meeting, planning, and working together. Core team members commit to participating fully in Activate Rural activities for two years; three team members are able to attend two Activate Rural in-person gatherings; one team member is able to serve as the primary contact to communicate and work regularly with DoPT staff.
- **Readiness:** The building is identified and ready for activation within the Activate Rural 2-year timeline. The application demonstrates enthusiasm for the process and openness to new ideas and approaches.
- **Cohort and Project Diversity:** The selection process will prioritize diversity of geographic locations, populations, project types, and demographics. Projects that are led by BIPOC-, women-, and LGBTQ2IA+- will be prioritized in the selection process.



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Timeline

Jan 9, 2023: Call for Projects Application Form Opens

Jan 25, 2023: Virtual Informational Session

Feb 23, 2023: Applications due at 11:59 pm CST

March 2023: Selection process and Zoom meetings with 5-8 finalists

April 3-7, 2023: Applicant notifications

YEAR 1

Apr 2023: DoPT staff visits selected project sites

May 18-19, 2023: Attend and participate in full cohort gathering in Granite Falls, MN

May-Jul 2023: Establish a building activation roadmap for the next 2 years

Jun-Oct 2023: Host a building activation workshop in each community

Ongoing: One-on-one technical assistance; work with local artists to implement creative community engagement activities; 3-4 virtual cohort workshops with guest speakers

A photograph of a room with a wooden piano on the left, a green armchair on the right, and a patterned rug on the floor. A yellow text box is overlaid in the center. The piano has a sign that says "CREATIVE PEOPLE POWER". There is a red-framed mirror on the wall and a white lamp on a side table next to the chair.

YEAR 2

May 2024: Virtual full cohort gathering

Ongoing: Artist-led community engagement activities continue; one-on-one technical assistance; 3-4 virtual cohort workshops with guest speakers; project promotional support

May 2025: In-person cohort closing celebration (location TBD)



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Q&A

www.publictransformation.org/activate-rural

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