

First Peoples Fund – Artist in Business Leadership Program

Artists in Business Leadership (ABL) Fellowship Program

2010

A One Year Grant Fellowship for American Indian Artists
From
The Northern Great Plains,
Plateau, Great Lakes,
& Affiliated Canadian Tribes

“To develop independent, satisfied, and credible
entrepreneurial artists who are generous in spirit.”

First Peoples Fund
P.O. Box 2977
Rapid City, SD 57709
605.348.0324

APPLICATION CONTENTS:

- Part I Artist Application
- Part II Artist Questions
- Part III The Fellowship Questions
- Part IV The Application Budget

All items must be included together in one package and postmarked by
September 30, 2009 in order to be considered! Incomplete applications will not be accepted!

Mail to: First Peoples Fund, Attn: Program Officer
P.O. Box 2977, Rapid City, SD 57709

Or submit electronically to:
anne@firstpeoplesfund.org

First Peoples Fund – Artist in Business Leadership Program

Our Mission and Values:

Founded in 1995, the First Peoples Fund (FPF) is a non-profit American Indian art services organization that supports the advancement of American Indian arts through its three programs: the annual Community Spirit Award (CSA), the Artist in Business Leadership (ABL), and the Cultural Capital (CC) Grant Fellowship Programs. The Fund's mission is to honor and support the creative community-centered First Peoples artists; and nurture the Collective Spirit® that allows them to sustain their peoples. In the spirit of reciprocity, the First Peoples Fund announces the 2010 Artist in Business Leadership Grant Fellowship Program and invites you to propose a project.

About the Program:

- First Peoples Fund selects established Native artists in mid career who have made a personal commitment to pursue their art as a viable business. Fellowships are offered to members of Tribes from the Northern Great Plains, Plateau, and Great Lakes Regions of the United States and Canadian First Nations that have a historical and cultural affiliation within our defined regions.

The one-year 2010 ABL fellowship program will:

- Strengthen the Collective Spirit®, to achieve greater access to unrealized cultural potential, and help to foster greater generosity;
- Strengthen marketplace entry, achieve greater access to unrealized market opportunities, and sustain financial independence and strengthen Collective Spirit®;
- Aid in networking with other ABL, CC, and CSA fellowship artists by participating in a minimum of one intensive art marketing and professional development seminar;
- Provide individualized technical assistance appropriate to the grant project;
- Provide a justified working capital grant up to \$5,000.00 for direct costs associated with the intended one year project, marketing plan/strategy, or business goal as defined by the artist applicant.

To be eligible Artist applicants must:

- Be established in their career, having relied primarily on their art as income for at least five years.
- Be a member of a **Northern Great Plains tribe located in South Dakota, North Dakota, Montana, Wyoming, Lower and Upper Dakota of Minnesota, Nebraska, the Plateau region of Idaho, Eastern Oregon and Eastern Washington, or a tribe from the Great Lakes Region of Minnesota, Michigan, or Wisconsin. Affiliated Canadian First Nations artist applicants are eligible.**
- Demonstrate a strong vision and articulated plan for implementing effective market strategies over the one-year fellowship period and use this opportunity to explore new projects and works.
- Demonstrate the spirit of generosity and giving within their communities.

Program Commitment

- Upon selection, each artist is required to sign a Letter of Agreement and fulfill the terms of the agreement in addition to submitting an Internal Revenue Service W-9 form, and to fully attend at least one FPF convening.
- Fully understand and abide by First Peoples Fund Procedural Manual.

FPF honors and upholds the traditional values of Collective Spirit® and works with artists who:

- Possess and demonstrate values that are in alignment with the values of the Fund
- Exhibit willingness and an open minded attitude with all aspects of the program activities.
- Demonstrate ties to their tribal community and share their artistic talents within their community.
- Show a strong commitment to keeping tribal heritage and culture alive.
- Exhibit the qualities of an entrepreneur, which are generally agreed to be: risk-taking, tenacious, resourceful, creative/solution oriented, action oriented and passionate with strong evidence of community leadership.
- Are willing to strengthen within themselves the following ABL values – **Independence, Generosity, Satisfaction, and Credibility.**

Collective Spirit® is that which manifests self-awareness and a sense of responsibility, to sustain the cultural fabric of a community. It is that which moves each one of us to stand up and make a difference, to on the ancestral knowledge or simply extend a hand of generosity.

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Timeline of 2010 ABL Program

- Application Deadline September 30, 2009
- Selection Announcement November 2009
- Orientation & Convening Early Spring 2010

APPLICATION CHECKLIST:

INCLUDE THIS CHECKLIST WITH YOUR COMPLETED APPLICATION

- Submission:
 - **Electronic Submission:** Use original application format, this makes it easier for the selection committee to read and understand. All digital photos submitted must be in JPG format and should not exceed 1 MB.
 - **Hard Copy Submission:** Use original application and attach any extra pages that you may need. Send **5 examples** that are characteristic of your most recent work. Photographs (digital or otherwise), Compact Discs, and DVDs are acceptable, as are Word files. Descriptions or titles should be included, if applicable and **all photos must be in JPG format** and should not exceed 1 MB. If the works are prototype or pre-production concepts, please include any additional information that is necessary.
(NOTE: IF YOU ARE SUBMITTING A BOOK, CD WITH MUSIC, OR A DVD, WE MUST HAVE 5 COPIES OF EACH TO BE CONSIDERED.)

- Artist Statement or Resume.

- Submit recent examples of your current marketing & promotional materials and/or website

- Include TWO Letters of Reference with Names, contact numbers, and email contact information

- Proof of Tribal Affiliation

- Part I – Artist Application (completed and signed)

- Part II – About the Artist

- Part III – Project Work Plan and Timeline

- Part IV – Project Budget

All items must be included together in one package in order to be considered!

Your answers to the questions are confidential and will be shared only with the Artist in Business Leadership fellowship selection committee and FPF staff.

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PART I ARTIST APPLICATION

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Website: _____

Medium: _____

Tribal Affiliation: _____ (Include photocopy of proof)

How did you become aware of First Peoples Fund: _____

References: Two letters of reference must accompany application to be considered.

Reference #1 Name: _____

Address: _____

City/State/Zip: _____

Email: _____

Phone: (home) _____ (work) _____

Reference #2 Name: _____

Address: _____

City/State/Zip: _____

Email: _____

Phone: (home) _____ (work) _____

I certify that I meet the eligibility requirements specified in the application guidelines and to the best of my knowledge the statements in this application are true. I understand that the terms and conditions of the fellowship may be subject to change.

Applicant's Signature

Date

Satisfaction - Set & Attain Goals throughout Your Project

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PART II – ABOUT THE ARTIST

Please, either:

- type your answers to the following questions on separate paper with questions preceding your answers and mail to First Peoples Fund, or;
- submit the application in Word format via email to: anne@firstpeoplesfund.org
- and remember, **5 copies** of examples of your work should be sent to First Peoples Fund by the deadline to be considered.

1. Please tell us about yourself and your art addressing each of the following: (no more than 1 page)
 - What motivates you?
 - What has been your most rewarding experience in creating and selling your art?
 - What have been your greatest challenges in establishing your art career?
 - Describe how you overcame these challenges.

2. How long have you been creating and actively marketing and selling your art?
 - 1-5 years 5-10 years 10+ years

3. In the past, have you completed a marketing or business plan? Yes No

4. If yes, were you able to secure financing for your business? Yes No

5. What specific areas of business-related training have you received during the past 3 years?
Check all that apply and list other related education.
 - Marketing
 - Business plan development
 - Bookkeeping, accounting and/or financial planning
 - Tax preparation and federal regulations for small businesses
 - Computer software and technology/telecommunications
 - Website design/development
 - Legal issues; copyright, trademarks, patents
 - Other: _____

6. Have you filed your federal and state income taxes for each of the past five years?
 - Yes No

7. What have been the most effective methods of marketing your art over the past five (5) years? Rank each of the following marketing methods in order of importance to you, with 1 being the most effective and 5 the least effective. What percent of your income has been from this form of marketing?

___ Regional and National Indian Art Markets	___%
___ Locally in your own community/town/city	___%
___ Individual one-person and/or group shows at a gallery or museum	___%
___ Direct to individual collectors or buyers	___%
___ Other: _____	___%

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PART III – PROJECT WORKPLAN AND TIMELINE

Goals:

1. What is your one-year marketing and/or business goal? Describe briefly how you plan to accomplish this goal? (one to two sentence statement)
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-
-

2. What is your Marketing Improvement Plan for this year’s FPF Fellowship? Describe the new tools or processes you will develop. (Use separate page)
3. Complete the **Project Work Plan and Timeline** and provide key activities for achieving your goals (example: videotape interviews with 15 elder basket weavers). This action plan will support the overall goal of your project and provide critical information related to objectives, tasks/activities, time-line for accomplishment, and outcomes.
4. What additional resources might be required to achieve your proposed one-year marketing and/or business goal? Are these available locally in your community? If so, list available resources (1 paragraph on separate page)
5. Please describe specific examples of how you share, or would share your knowledge, expertise, and new experience with others in your community. (Use separate page)

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PROJECT WORKPLAN AND TIMELINE

Timeline

As you design actions to be taken, include key steps toward accomplishment.

Quarter One: From _____ 2010 through _____ 2010

Action _____ Completion _____

Action _____ Completion _____

Action _____ Completion _____

Quarter Two: From _____ 2010 through _____ 2010

Action _____ Completion _____

Action _____ Completion _____

Action _____ Completion _____

Quarter Three: From _____ 2010 through _____ 2010

Action _____ Completion _____

Action _____ Completion _____

Action _____ Completion _____

Quarter Four: From _____ 2010 through _____ 2010

Action _____ Completion _____

Action _____ Completion _____

Action _____ Completion _____

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PART IV – PROJECT BUDGET

Please complete the attached budget worksheet and include all direct costs associated with your proposed project. You are free to add additional line-items and include a budget narrative to explain each line-item cost.

<u>Business/Project Expense</u>		<u>Direct Costs/ Amount Requested</u>	<u>Other Funding i.e. grants, personal, etc.</u>	<u>Total Costs</u>
Consulting Services (i.e. lawyer, webmaster)				
Travel:				
	Meals			
	Lodging			
	Transportation			
	Mileage			
Materials/Supplies:				
	Raw			
	Production Costs			
Equipment:				
	Tools			
Communication:				
	Telephone			
	Web			
Marketing:				
	Advertising			
	Print/Copy			
	Postage			
Other:				
		Sub Total Direct Costs/ Amount Requested	Sub Total Other Funds	Grand Total