

**Terra Foundation for American Art
Chicago Art and Design, 1871–2000
Exhibition Grant Application**

All proposals must be received by the Terra Foundation's deadline. Proposals and attachments should be written in English and should not be stapled or bound in any way. Proposals that do not include all of the following components will be considered incomplete. Proposals will be reviewed by scholars/curators, so materials should be written accordingly. Hard copies of proposals with attachments should be sent to the Terra Foundation in Chicago with an additional electronic copy sent to grants@terraamericanart.org.

- I. **Executive Summary of 1 to 2 pages that describes the exhibition and the funding requested (5 copies).**
- II. **Project proposal (5 copies):**

Description of Organization

1. In a few paragraphs, describe the history and mission of your organization and that of any partnering organization(s).
2. Name and briefly describe (1 to 3 sentences) at least 2 projects your institution has organized/hosted in the past seven years that are most like the project for which you seek Terra Foundation support.

Exhibition Project

3. Concisely describe the exhibition, including the subject, thesis, and main themes; the approximate number of objects, the opening/closing dates, and any other planned/expected venues and dates.
4. State how this exhibition will contribute new insights about Chicago's art and design history and how it aligns with initiative priorities (e.g., exploring art and/or design that emerged from Chicago; examining Chicago's distinctive character as an art and design center; situating Chicago's art and design history within a national/international context).
5. Please name 5–10 of the most important works in the exhibition (providing artist, title, date, medium, size, and collection) that best illustrate the subject and main themes.
6. Describe the concept for the exhibition layout, including how the objects will be grouped/interpreted to support the themes, and any other strategies that will be employed to make the exhibition's subject accessible to audiences (e.g., brochures and audio/video materials).
7. If there will be a publication/catalogue, please provide: the names and institutional affiliations of authors, topics/themes to be addressed, format (e.g., number of essays), names of publisher and/or distributor, size of print run, language(s) of published text, number of pages, and number of illustrations.
8. If funding is being requested for related scholarly programming (such as a symposium or conference), please describe it and include the names of potential or known participants, institutional affiliations, and topics/themes. If participants will be selected through a call for papers, describe the process and timetable.
9. Describe the exhibition project work plan and provide a timeline (with beginning and end dates, and including the production schedule of any major publication).

Objectives and Evaluation

10. From the *exhibition curator(s)' perspective*, please provide 3–5 objectives for this exhibition.
11. From the *museum education department's perspective*, please provide 3–5 objectives for any related programming.
12. Please provide any other objectives you would like to achieve with this exhibition.
13. Describe the indicators that will be used to evaluate whether these objectives have been met (i.e., your “signs of success”—how you will know you are making or have made progress); describe the methods and/or tools for collecting any data/information.

Key People

14. Please provide the names, institutional affiliations, and qualifications of the key people (curators, education director, etc.) responsible for achieving the results of the exhibition, catalogue, and related programming. Indicate whether new positions will be required.

Audience

15. State the audience(s) you want to reach with this exhibition and related programming (e.g., scholars, general public, university students, etc.).
16. State the anticipated number of visitors who will see this exhibition at your venue and during the full exhibition tour; also provide the total number of anticipated attendees at related programming.
17. Please provide a brief overview of the marketing and public relations strategy for reaching the intended audience(s).

Budget (see attached sample budget that includes important details)

18. Provide an itemized project budget and narrative for the total project costs (in U.S. dollars) with the headings/groups as follows. Please make sure to provide costs for all venues and include both direct and indirect expenses (including all internal costs, ex: salaries, travel, marketing, evaluation of project).

Exhibition Expenses:

- Exhibition Development and Staff Costs Total (including direct staff costs)
- Exhibition Implementation Costs Total (which could include object loan fees, packing/crating, insurance, shipping, courier travel/per diem, installation)
- Publication Costs Total (which could include essayist, editor, images rights and reproduction, designer, translation, printing, shipping/postage)
- Educational Programs Costs Total
- Marketing and Promotion Costs Total (including costs for any evaluation of exhibition and/or programming)
- Indirect Costs Total (may be no more than 15% of project's total cost)

Exhibition Income:

Subtotal secured income

- Earned Income (includes venue/exhibition fee(s) to be paid to your museum by already secured venues)
- Contributed Income (includes funding or sponsorship already awarded)

Subtotal pending income

- Projected Earned Income (includes from admission fees, catalogue sales, program ticket sales, venue/exhibition fees to be paid by potential venues)
- Pending Contributed Income (requested funding that has not been secured)
- Amount of Funds Requested from the Terra Foundation (please specify their proposed use; note that no more than 15% of a Terra Foundation grant may go towards indirect costs)

Exhibition Checklist

19. Please provide an illustrated list of works to be included in the exhibition with the status of loan requests noted (pending or secured). Copies of this checklist will be sent to a panel of reviewers. Color images, thumbnail size, are preferred and recommended.

III. Administrative Attachments (1 copy):

- Verification that the organization is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code of 1986 (a copy of the IRS tax-exempt determination letter must accompany the proposal). If applicable, the organization should also include the IRS determination that it is not a private foundation as defined in Section 509(a) of the Internal Revenue Code. Organizations outside the United States must provide copies of their governing documents (such as articles of organization or constitution and bylaws) in English, and, if applicable, evidence of their tax-exempt status in their home country. Additional documents may also be requested.
- Audited financial statements and Internal Revenue Service Form 990 plus attachments for the most recently completed fiscal year. If audited statements for the most recently completed fiscal year are not yet available, include the unaudited statements in addition to the financial statements from the organization's latest audit. Organizations outside the United States must provide equivalent financial information (i.e., tax-exempt and non-profit organizations' annual financial information submitted to tax administration).
- Letter of project support from head of institution
- Letter(s) of project support from head of any venue(s) for which funding is being sought
- List of board members and officers with outside affiliations
- Operating budget of the organization for the current year and/or period covered by proposal
- List of major sources of support received by the organization in the current and prior fiscal years
- Latest annual report if available

Any questions about proposal components should be referred to the foundation's Grants Manager (phone: 312.654.2275/email: grants@terraamericanart.org).

TERRA FOUNDATION FOR AMERICAN ART
Chicago Art and Design, 1871–2000
Sample Exhibition Budget

We ask that budgets be divided into the six main expense categories shown below. Typical expenses falling within each category are listed, though you should only include those expenses that are applicable to the project and other expenses may be added that are not listed. Each expense should be listed as a separate line item within the appropriate category. Figures shown are for illustration purposes only and should not be considered as a model or ideal. All figures should be given in U.S. dollars. (If you are converting to U.S. currency, please indicate the exchange rate used for your calculations.)

EXHIBITION EXPENSES	Budgeted
Exhibition Development and Staff Costs Total	\$50,600
<ul style="list-style-type: none"> • direct administration salaries (do not include benefits, such as national insurance, insurance, or pension contributions; include percentages of staff salaries, e.g., “curator: 25% for 1 year”) 	\$40,000
<ul style="list-style-type: none"> • curatorial research and travel 	\$5,600
<ul style="list-style-type: none"> • registrar’s research and travel 	\$5,000
Exhibition Implementation Costs Total	\$300,000
<ul style="list-style-type: none"> • object loan fees 	\$25,000
<ul style="list-style-type: none"> • packing/crating 	\$50,000
<ul style="list-style-type: none"> • insurance 	\$25,000
<ul style="list-style-type: none"> • shipping 	\$150,000
<ul style="list-style-type: none"> • courier travel (list approximate number of couriers and number of trips) 	\$20,000
<ul style="list-style-type: none"> • courier per diem (list daily figure and number of days per courier) 	\$5,000
<ul style="list-style-type: none"> • installation 	\$25,000
Publication Costs Total	\$105,000
<ul style="list-style-type: none"> • essayist 	\$15,000
<ul style="list-style-type: none"> • editor 	\$5,000
<ul style="list-style-type: none"> • images rights and reproduction 	\$10,000
<ul style="list-style-type: none"> • designer 	\$15,000
<ul style="list-style-type: none"> • translation 	\$15,000
<ul style="list-style-type: none"> • printing 	\$40,000
<ul style="list-style-type: none"> • shipping/postage 	\$5,000
Educational Programs Costs Total	\$41,300
<ul style="list-style-type: none"> • symposia/lecture series (breakdown costs for travel, per diem, honoraria, lodging, facility costs, etc.) 	\$15,000
<ul style="list-style-type: none"> • K-12 and adult programs 	\$20,000
<ul style="list-style-type: none"> • additional publications (brochures/guides) 	\$6,300
Marketing and Promotion Costs Total	\$220,000
<ul style="list-style-type: none"> • print advertising 	\$100,000
<ul style="list-style-type: none"> • television/radio advertising 	\$100,000

• opening events/receptions	\$5,000
• evaluation (including costs for any evaluation of the exhibition and/or programming)	\$15,000
Indirect Costs Total (may be no more than 15% of total project's cost)	\$20,750
TOTAL EXPENSES	\$737,650

EXHIBITION INCOME	
SUBTOTAL SECURED INCOME	\$250,000
Earned Income (includes venue/exhibition fee[s] to be paid to your museum by already secured venues)	\$50,000
Contributed Income (includes funding from corporations, foundations, government agencies, the museum's general operating budget or specialized funds, and individuals that has been secured. <i>In the budget narrative, individually list</i> funding sources and amounts; "anonymous" is acceptable for individuals who do not wish to be identified, and only include individuals who give \$5,000 or more)	\$200,000
SUBTOTAL PENDING INCOME	\$487,650
Projected Earned Income	\$237,650
• admission sales	\$117,650
• catalogue sales	\$15,000
• program ticket sales	\$5,000
• venue/exhibition fee(s) to be paid by potential venues (\$50,000 x 2 museums)	\$100,000
Pending Contributed Income (includes requested funding that has not been secured from corporations, foundations, government agencies, the organizing museum, and individuals. <i>In the budget narrative, individually list</i> funding sources and the amounts requested from each)	\$100,000
Amount of Funds Requested from the Terra Foundation (please specify their proposed use)	\$150,000
TOTAL INCOME	\$737,650