



## **ARTRAIN, INC. PROPOSAL PACKET**

**The Mobile Museum Authority:** For nearly 40 years, Artrain, a nonprofit arts organization, has developed and delivered world class art and education programs to under-resourced communities throughout the United States. Artrain's mobile museum facility is the only one of its kind designed to present original artwork and tour nationally. Winner of the National Medal for Museum Service, Artrain has traveled coast to coast making 845 community visits and welcoming 3.2 million visitors since its founding in 1971.

Artrain is the only program of its kind. It has the expertise, core competencies and 37 years of history of producing and presenting mobile cultural experiences. Its viability and significance as a national art resource is evidenced by its longevity and the national recognition it has earned. Artrain is also the only organization that has dared to create a mobile museum that meets museum standards and has the wherewithal to manage the logistics of a mobile tour. Additionally, Artrain's community building programs are designed to bring all sectors of a community together in support of an Artrain visit has proven to be the differentiator between a touring program that drops in and one that serves as a catalyst for community growth and development.

Artrain offers a range of services, fully customizable for each exhibition. From producing, presenting and management, to booking a tour for a fully produced exhibition, Artrain is the Mobile Museum Authority.

**Transforming Lives:** Artrain brings the museum experience to children and adults in their hometown, often for the first time. By creating a unique cultural environment, Artrain de-mystifies the world of art for newcomers and offers new opportunities for experienced museum patrons. Its programs are designed to help residents make personal connections to the art they view. Artrain also enlists dozens, and sometimes hundreds, of volunteers in each community; volunteers take part in nearly every aspect of an Artrain visit from participating on the steering committee, to planning events to working as gallery guides and artists. Artrain stresses that *anyone*, regardless of background or experience, can get involved and encourages grassroots participation. Inspired by their Artrain experience, many visitors and volunteers go on to make art an important part of their lives and elect to study art, attend cultural events and become patrons, volunteers and community leaders who support arts and cultural activities.

**Transforming Communities:** Artrain is a powerful catalyst for community pride and growth. Artrain engages diverse community organizations in a dialogue and planning around its visit - the more varied the organizations involved, the greater the impact the visit will have on the entire community. While interaction between the groups broadens public awareness of the local Artrain project, the collaborations build a web of relationships that grows within the community. They can lead to long lasting partnerships and alliances promoting the arts and can be used as a platform for future events and as the foundation for an improved community. Artrain visits have resulted in the formation of local and regional arts councils, strengthened art education programs and spurred local economic and downtown revitalization efforts in communities throughout the country.

**Transforming Organizations:** Local involvement is at the heart of a successful Artrain program. In each community, one organization serves as the lead partner with Artrain; it can be an art or cultural organization, government agency, chamber of commerce, service organization or local volunteer group; many times the organization is small with few paid staff. With Artrain's guidance, the community

defines its own goals for the visit based on its unique needs and desires. Artrain's staff then works one-on-one with organizers to customize and plan the visit and programs around these goals. The host organization, in turn, involves other groups and volunteers in the planning process. Artrain provides the host organization with its Community Host Tool Kit that includes the *Artrain Community Handbook*, public relations and marketing kits, templates for letters, fundraising, promotion, invitations, thank you letters, etc. With the Tool Kit and Artrain staff assistance, the community works on site selection, fundraising, media, promotion, volunteer recruitment, education tours and celebration events. Once Artrain arrives, the traveling staff continues to assist local organizers and assure a successful visit for all involved. This planning and implementation process helps organizations to build their confidence, strengthen their operations and gain community respect for their organization.

**Artrain's Mobile Museum Units:** By originally building on the great democratizing power of America's rail system, Artrain is today utilizing our country's roads and highways to reach cities towns and villages across the nation. Its uniquely designed mobile museum units (MMUs) are fashioned from expandable semi-trailers transported by trucks. Known in advertising circles as "mobiles," these trailers are frequently used by corporations to display new product offerings and share information as a way of enhancing brand image among consumers. Working with the Switch Agency, a marketing firm in St. Louis known for its innovative application of non-traditional media, Artrain is pioneering the use of "mobiles" to exhibit and interpret fine arts and cultural artifacts for diverse audiences. Since the MMUs travel by highway and can be set up virtually anywhere there is a large parking lot, athletic field or fair ground, Artrain is now able to reach many more communities than ever before.

The MMUs expand laterally to create about 1,000 square feet and exhibitions can use one or more MMUs. When multiple units are used they are connected by a series of bridges and a leveling system, which afford a seamless flow for visitors strolling from one to the next; the units also are equipped with separate exits for safety purposes. The MMUs utilize state-of-the-art climate control, communication and security systems for museum spaces, which operate in both "show mode" and "over the road mode" to protect the installed art. The systems are designed to run on generators and have minimal environmental impact. To view our facility, please visit: [www.ArtrainUSA.org/facility.asp](http://www.ArtrainUSA.org/facility.asp)

**Alternative Touring Services:** In addition to its Mobile Museum Units, Artrain provides a full range of innovative touring options including "trunk shows" and virtual exhibitions.

**Exhibition Co-Producing:** For select projects, Artrain will occasionally partner with an organization to co-produce an exhibition. Within the partnership, both Artrain and the partnering entity share financial obligations and liability as well as decision making authority. Both parties bring resources to the project and enjoy equal notoriety. This partnership requires a rigorous review process separate from the attached proposal guidelines. If interested in discussing this option, please contact Stacy Hanna at [Stacy.Hanna@ArtrainUSA.org](mailto:Stacy.Hanna@ArtrainUSA.org) or 734.747.8300 ext. 213.



**Are there currently any interested venues or host organizations. If yes, please describe:**

- Yes: \_\_\_\_\_  
 No

**Are there any funders/sponsors associated with the exhibition? If yes, please list and describe sponsor's role:**

- Yes: \_\_\_\_\_  
 No

**Are there any fees associated with the exhibition? If yes, please describe and note amount:**

- Yes: \_\_\_\_\_  
 No

**Project Management Services: Please indicate the services you wish to discuss with Artrain.**

**Administration**

- Project Planning  
 Personnel Management  
 Timeline Development & Monitoring  
 Legal Services (Letters of Agreement, Contracts, Rights & Reproductions)

**Budgeting, Bookkeeping & Reporting**

- Full Budgeting Services  
 Revenue Planning  
 Earned Revenue (Program Fees, Merchandising, Licensing)  
 Fundraising (Case Statements & Grant Writing / Sponsorships / Corp., Individual & Govt. Campaigns)

**Exhibition Services**

- Development, Design, Fabrication and/or Installation Management  
 Registrar, Lending Agreements and Condition Reporting  
 Visitor Experience & Flow Design  
 Education Programming & Materials  
 Catalogue Management (Design / Production)  
 Technology Integration & Content

**Touring**

- Tour Objective & Goal Planning  
 Distribution Determination (Mobile, Trunk or Virtual Tour / Design, Fabrication & Implementation)  
 Tour Plan Preparation  
 Touring Booking & Promotion  
 Community Building Programming  
 Tour Operations & Logistics Management

**Public Relations and Marketing**

- Marketing & Public Relations Plan (Development / Implementation)  
 Graphic Design (Logo, Collateral, Etc.)  
 Website Design & Content Management  
 Social Media Management  
 Public Relations Event Planning & Management  
 Tour Promotion

## **REQUIRED DOCUMENTS & ATTACHMENTS:**

1. **Artrain, Inc. Proposal Worksheet:** Please submit a completed worksheet along with any additional pages as necessary.
2. **Project Description (*Attachment #1*):** In addition to a full summary of the proposed exhibition, please emphasize its artistic or cultural merit and scholarship. Please specifically address the following:
  - Relevance: Are the topics of the exhibition easily relatable to a broad audience, timely and potentially of interest to host communities? Please describe the anticipated market interest, popularity and target population of this exhibition. Describe your institution's audience and constituents.
  - Education Content: If not yet developed, what are the possibilities for related educational programs focused on grades 4<sup>th</sup> – 6<sup>th</sup> and adaptable to all ages?
  - Community Impact: How would this exhibition engage community members and what is its potential for personal and/or community impact?
  - Touring goals: where do you intend to tour the project and to how many sites? Please provide details about interest from communities or institutions.
3. **Exhibition Content and (*Attachment #2*):** Please submit a final or proposed object checklist with the following information:
  - Artist Names
  - Titles of Objects
  - Media / Dimensions / Weight
  - Source: Institutions, museums, private collections and/or artists etc.
  - Loan Status
  - Insurance Value
  - Crating / Framing Requirements: If crates exist, specify dimensions and weight.
  - Artwork or Object Samples: Please supply up to 20 examples on CD. Microsoft PowerPoint slide show preferred or individual files no larger than 1 MB each.
  - Floor plans, sketches, slides, web links, installation photographs: please include copies of visuals.
4. **Timeframe (*Attachment #3*):** What is the proposed schedule for the exhibition? Are there any foreseeable issues that may affect the anticipated schedule (lenders, grant requirements, etc.)?
5. **Project Team (*Attachment #4*):** What personnel from your organization will be involved and what are their roles? Please include:
  - Project Director's Resume / Bio
  - Curator Resume / Bio: If not selected, please describe process and timeline for selection.
  - Additional Personnel: List and briefly describe responsibilities and qualifications of additional personnel. (*registrar, administrative, development, etc.*)
6. **Budget Itemization (*Attachment #5*):** Please include the personnel, time, materials/collections and financial (both in-kind and direct support) resources that you plan to invest in the project. Include information about the project's current funding status. Based on the information, Artrain will develop an anticipated project budget, including the fabrication and build-out of the traveling facility. If applicable, Artrain requires the partnering organization to join in efforts to raise support for the exhibition and national tour.

7. **Organizational Commitment (Attachment #6):** If applicable, please provide a letter signed by the executive and board chair of your organization stating the organization's interest in soliciting Artrain as a partner for the exhibition.
8. **Organizational Profile, Mission & Investment (Attachment #7):** If applicable, please describe your organization, its mission, history and the community it serves. How does your leadership see its mission and Artrain's mission of *enriching lives and building communities through the arts* complementing each other?
9. **Additional Materials:** Please feel free to include additional materials such as catalogs, brochures and other support materials with your proposal.

**SUBMIT ALL MATERIALS TO:**

Artrain, Inc.

Attn: Stacy Hanna, Assistant Director

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Ann Arbor, MI 48104

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