



FY2021 Region 9 Minigrant Workshops

Minigrant Zoom Workshop #1

Monday, June 15, 2020
11am to 12:30 pm

Join Zoom Meeting
<https://us02web.zoom.us/j/86092177405?pwd=cEpsN3FoTjNHZHhHR2lMRUc5cUN6QT09>

call in: 929-205-6099
Meeting ID: 860 9217 7405
Password: 570064

Minigrant Zoom Workshop #2

Wednesday, June 17, 2020
4 to 5:30 pm

Join Zoom Meeting
<https://us02web.zoom.us/j/85790340391?pwd=K085MVJ1ekV6Q1BxVUs5TG5Gb0dvZz09>

call in: 9292056099
Meeting ID: 857 9034 0391
Password: 815603

Minigrant Zoom Workshop #3

Thursday, June 25, 2020
9 to 10:30 am

Join Zoom Meeting
<https://us02web.zoom.us/j/89888629913?pwd=TnF6UzN5QVFNWWpma1BES2ZLU0FhZz09>

call in: 312 626 6799
Meeting ID: 898 8862 9913
Password: 717222



Region 9 Minigrant Workshop Agenda

- Welcome, thanks & introductions
- About The Arts Alliance
- Michigan Council for Arts & Cultural Affairs & their grant programs
- Region 9 Regranting programs <https://creativewashtenaw.org/minigrants>
 - Arts & Cultural projects = \$32,000
 - Professional & Organizational Development = \$9,000
 - Michigan K-12 Schools Grants (**new this year**) = \$7,000
 - Arts Equipment & Supplies Grants
 - Arts & Culture Trek (Bus) Grants
- MCACA Grant Portal – Smart Simple (new this year)
<https://mcaca.smartsimple.com>
- Specifics by minigrant opportunity
- Budgets
- Recommendations
- Important dates
- Questions & conversation



The Arts Alliance

Mission: to champion the arts + creative industries in Washtenaw County, MI – **artists, creative workers, organizations and businesses** – to ensure that the greater Ann Arbor region remains a great place **to create, live, work, learn, play and visit.**

A local arts agency, membership-based backbone organization: that establishes and nurtures cross-sector partnerships so common goals and outcomes may be reached for betterment of the community.

- The intrinsic value of the arts and creativity is foremost in our efforts.
- Data and research shores our case to demonstrate the arts + creative industries:
 - economic and educational value.
 - interconnectivity to all other sectors.
 - The depth of skills and variety of career paths available to a creative person.



The Arts + Creative Industries

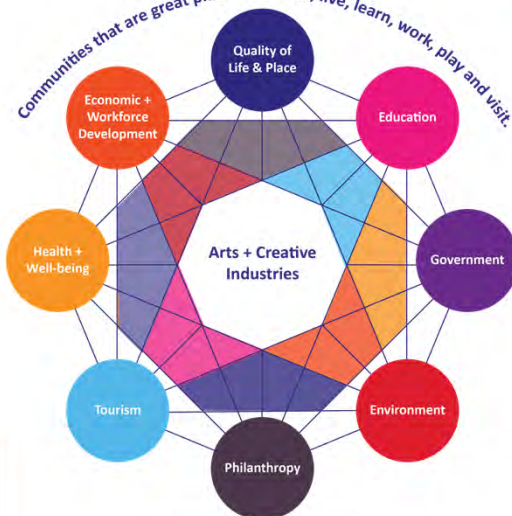
The intrinsic and aesthetic values of art and creativity are essential and the highest determining factors of success for these individual practitioners, for profit, nonprofit, educational and government entities.

- Advertising & promotion
- Architecture: building, landscape, urban & regional planning, marine & naval, etc.
- Art schools, art teachers, artists & agents
- Art therapy, rehabilitation and healing
- Creative technology: app design, game design, web design, etc.
- Culture & heritage: preservation, centers, museums
- Design: display, exhibition, graphic, industrial, interior, multimedia, packaging, product, user interface, visual communication,, etc.
- Fashion: design, garments, textiles, footwear, lifestyle & accessories
- Film, audio visual & broadcasting
- Literary, publishing & print
- Music & recording
- Museums: art, cultural, heritage, history & science
- Research & development: the pursuit of models, methods, formulas and products of unusual value.
- Science & nature centers
- Performing arts: dance, music, multidisciplinary, theater, etc.
- Visual arts: artisan-crafts, painting, sculpting, photography, etc.



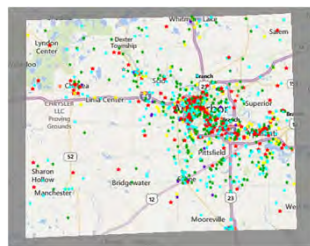
Partnering and Interconnecting

Communities that are great places to create, live, learn, work, play and visit.



The Arts Alliance serves Washtenaw County

Members cannot imagine life without art and creativity



Source: Americans for the Arts per Dun & Bradstreet

Creative members - Artists, creative workers, organizations, businesses, educational and government entities.

- Have creative practices, own creative businesses and hold creative jobs in profit, nonprofit, educational and government entities.
- Professionals, amateurs, students and industry experts leading the sector locally, nationally and internationally.
- Produce creative goods, services and programs for county residents and visitors.

Ally members and sponsors - Individuals, organizations and businesses who

- Place a high value on the arts + creative industries in Washtenaw County.
- Frequent arts and cultural events.
- Believe arts + creative education belongs in the curriculum.
- Prefer hand-crafted goods .
- Appreciate that 21st century businesses and their employees seek to live in vibrant, authentic communities.





RESIDENTS AND VISITORS.

... is committed to, forever evolving and learning about diversity, equity and inclusion.

This includes leaning in to listen to how the communities it serves defines the intrinsic and aesthetic qualities of art and creativity be it by the cultural expert, the credentialed scholar, the journeyed or self-taught master and/or the astute consumer of the form.

WHAT WE DO

FACILITATE
to explore issues, conduct research, administer MCACA Regranting programs and foster creative initiatives.

COMMUNICATE
to promote the creative industries' programs and collaborative initiatives.

EDUCATE
to encourage investment and participation in life-long creative learning programs.

ADVOCATE
to voice the creative industries' impact and influence policy and encourage investment.

CELEBRATE
to trumpet the triumphs of the creative industries.

And here we go...

MCACA minigrants

Everything you need to know.

We hope!



Michigan Council for Arts & Cultural Affairs

<https://www.michiganbusiness.org/industries/mcaca/>

- **MCACA (Em-Cee-Ay-Cee-Ay)** is a state agency that serves to encourage, initiate and facilitate an enriched environment of artistic, cultural and creative environment in Michigan.
- **MCACA's budget**
 - \$12.5 million from the State of MI
 - Includes \$700,000 via the National Endowment for the Arts
- **MCACA makes grants to:**
 - Arts and culture organizations
 - Other nonprofit organizations
 - Artists, creatives, cultural specialists and administrators
 - Emerging leaders
 - Cities and municipalities
 - Schools and universities



MCACA administers “the big” grants

Submitted to and juried by panels seated by MCACA

<https://mcaca.smartsimple.com>

Proposal deadline – June 1 each year.

Grant Period - October 1 – September 30

- **Operational Support Grants (OS)** –nonprofit arts & cultural organizations up to \$60,000 based on annual budget.
- **Project Grants** - nonprofits who are not arts & cultural organizations \$30,000 for arts and cultural projects.
- **Capital Improvement Grants** –nonprofit arts & cultural organization or Michigan municipalities up to \$100,000
- **New Leaders Grants** – led by or creating a council of 14 – 30 year olds \$4,000 for projects or collaborations
- **Arts In Education Grants** - Only K-12 schools are eligible. \$20,000 for hands-on in class arts programs



MCACA Partner Grants

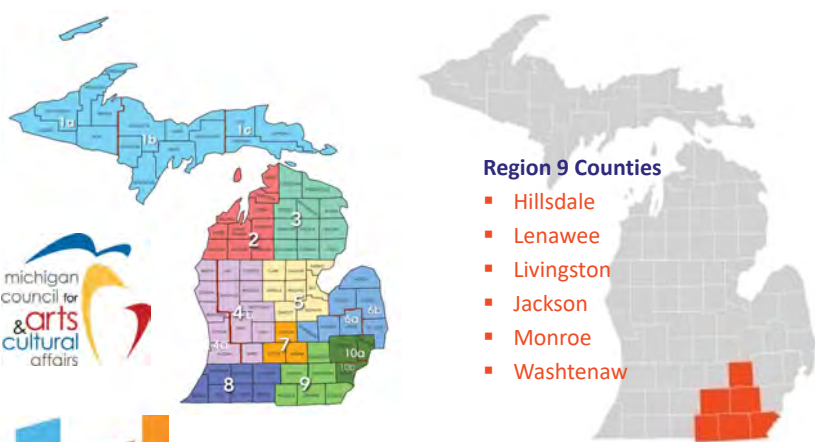
Varying deadlines – check out these websites

- **Submitted to MI Humanities Council**
<https://www.michiganhumanities.org>
Touring artist grants in Michigan - \$3,000 to support the fees and expenses of touring performers, artists, exhibitors and humanities presenters.
- **Submitted to Arts Midwest**
<https://www.artsmidwest.org/programs/touringfund>
Touring artist grants in the Midwest - support the fees and expenses of touring performers, artists, exhibitors and humanities presenters.



MCACA Minigrants - 10 Regional Regranting Agencies

The Arts Alliance administers Region 9



The image contains a map of Michigan divided into 10 numbered regions. Region 9 is highlighted in orange. To the right of the map is a list of counties for Region 9. The Michigan Council for Arts & Cultural Affairs logo is on the left. A bar chart with four bars in red, blue, orange, and yellow is at the bottom left. The Arts Alliance logo is at the bottom center.

Region 9 Counties

- Hillsdale
- Lenawee
- Livingston
- Jackson
- Monroe
- Washtenaw

Arts Alliance
arts • creative industries • impact

Region 9 Minigrant Workshops

Grant submission deadline - Monday, August 3rd at 5:00 p.m.

- Submitted to <https://mcaca.smartsimple.com>
- Round 1 Cycle – 10.1.20 – 09.30.21
- ~~Round 2 Cycle – 01.15.20 – 09.30.21~~
- Professional/Organizational Development (POD)
 - \$9,000 in total
- Arts & Cultural Projects
 - \$32,000 in total



Arts Alliance
arts • creative industries • impact

Region 9 Minigrant Workshops

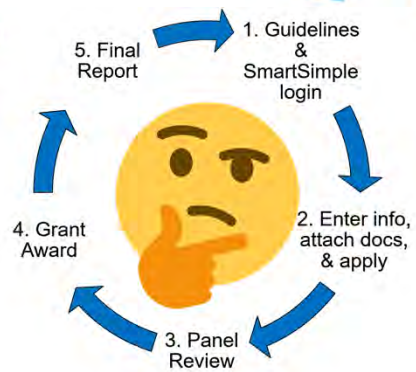
- **K-12 School Grants**
- \$9,000 in total
- Grant Opens: August 15, 2020
- Grant Closes: April 16, 2021 (or until all funds are expended)
- Submitted to <https://mcaca.smartsimple.com>
- Administered by The Arts Alliance
 - Arts Equipment & Supplies Grants – up to \$1,500
 - Arts & Culture Trek (Bus) Grants – up to \$500



Region 9 Minigrant Workshops

The MCACA Guidelines for each grant

- Always your final answer!
- The guidelines provide the most detail and are the most accurate.
- *The Region 9 workshops information and examples are summarized from the MCACA Guidelines.*



Arts & Cultural Project Minigrants

What about those reviewers?

- They take their jobs seriously!
- They use the grant guidelines for scoring.
- Every reviewer seems to have something on which they hyper-focus. It could be grammar, budget or type-face or something else.
- Every review panel has a different personality.
- You will never be able to avoid all of their peculiarities so don't try. Just do your best.

What reviewers like...(straight outta the guidelines.)

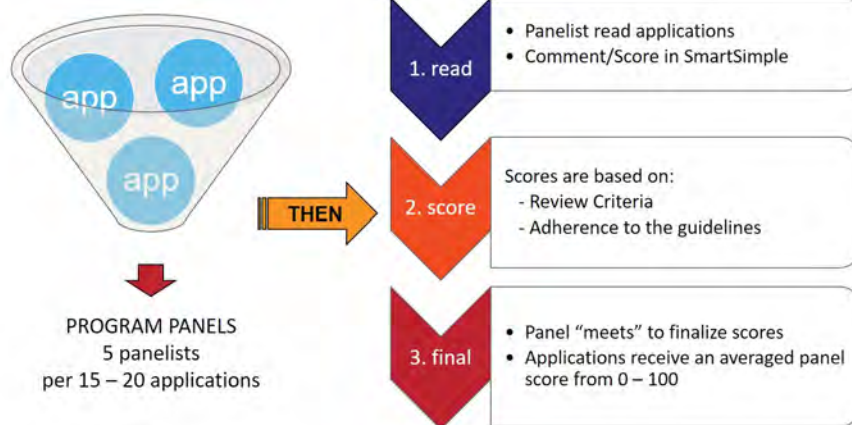
Not all are necessary but include what is authentic to your project!

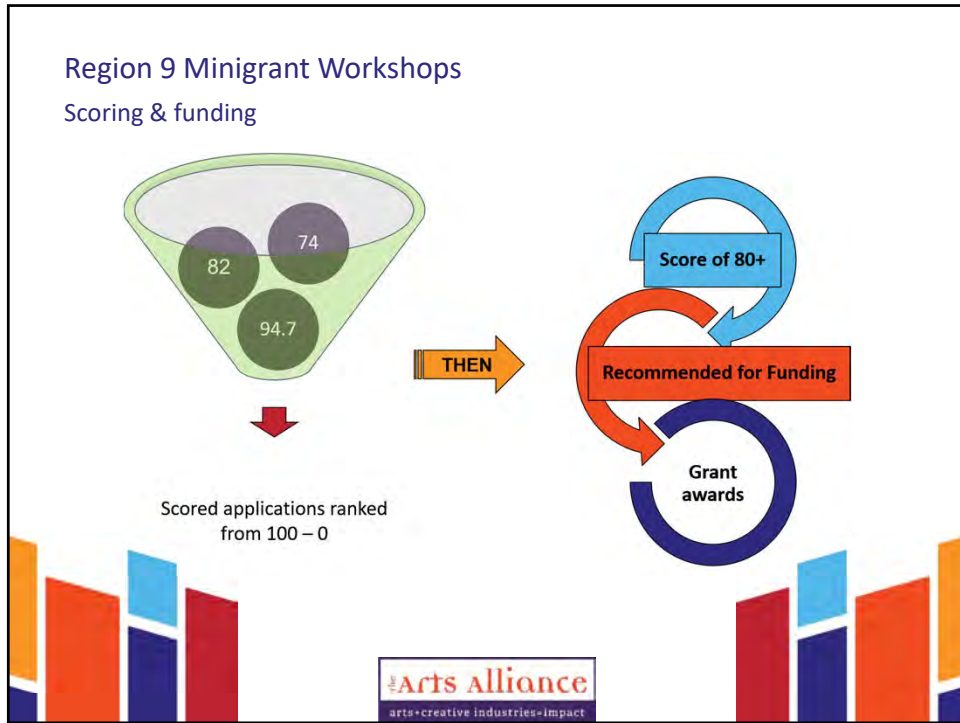
- History of successful programming.
- Supportive of local artists, cultural specialists, educators and creators of culture.
- Inclusion of achievable outcomes and performance measures.
- Committed to cross-cultural understanding through programming and/or personnel development.
- Arts and culture education.
- Accessibility for all! (ADA & open to the public)
- Inclusive of veterans.
- Shows commitment to the public's and community's well-being.
- **Addressing, being aware of topics current to this moment in time.**



Region 9 Minigrant Workshops

Review Panel Process





Region 9 Minigrant Workshops

Break it down & assign responsibilities

- Register – do not wait! <https://mcaca.smartsimple.com>
- Application
 - Narrative & attachments
 - BUDGET

Post submission

- The waiting game - while you wait: be a minigrant juror! [Apply here!](#)

The slide provides instructions for the minigrant workshop process. It includes a list of steps: Register (with a URL), Application (Narrative & attachments, BUDGET), and Post submission (The waiting game - while you wait: be a minigrant juror! Apply here!). A photograph of a 'WAIT' sign is shown. The Arts Alliance logo is at the bottom center.

Region 9 Minigrant Workshops

Advance preparation

- Review & know the grant guidelines & requirements
- Confirm eligibility
- Get/confirm your DUNS #
- Data Arts (CDP) – consider this though it is not required for minigrants.

One time <https://mcaca.smartsimple.com>

- Organization information
- Americans with disabilities accessibilities/504 compliance information
- History & board
- Demographics

Grant Specific

- Narrative
- Bios
- Supplemental materials
- BUDGET – form in Smart Simple
- Post submission
 - The waiting game - while you wait: be a minigrant review!



Preparing for your application – break it down

The Arts Alliance		MCACA FY21 Mini Proj. Grant		Due: Aug 3, 2020 by	
Pts	Grant element	Source	Responsible	due by	
SmartSimple	Create account		Sue	1-Jul	
SmartSimple	Org Profile		Sami	8-Jul	
SmartSimple	ADA Compliance		Sami	8-Jul	
SmartSimple	Org History & Board		Keisha	17-Jul	
SmartSimple	Demographics		Keisha	17-Jul	
Grant Specific					
SmartSimple	Grant Form		Deb	24-Jul	
SmartSimple	Budget		Deb	24-Jul	
SmartSimple	Assurances - Requires Authorizing Official to pr		Deb/Colby	17-Jul	
PDFs	Summary information				
Attachment 1	Narrative (4 pages)			3-Aug	
65	25 Pts Artistic/Cultural Merit	update	Bob	17-Jul	
	25 pts- Artistic/cultural quality	update	Bob	17-Jul	
	20 pts - Community Impact	update	Sami	17-Jul	
Attachment 2	10	Key staff/cultural workers/artists bios (3 pages)		3-Aug	
	Staff & project bios	update	Deb	17-Jul	
	representation of diverse communities	update	Deb	17-Jul	
Attachments 3	5	Supplemental materials or Media Library		3-Aug	
		only 4 PDF docs allowed	Bob	17-Jul	



DUNS Number

Organizations – Confirm you have a DUNS # or apply for one ASAP

- <http://fedgov.dnb.com/webform>
- Takes up to four days to receive – don't wait!
- Need corporate information for application
- NAICS & SOC codes – select the right one
- Takes 2-4 days to receive your DUNS number

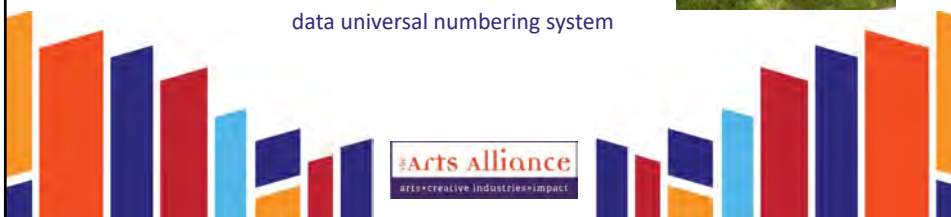
Individuals (PODs only)

- Individuals will enter '00-000-0000' for their DUNS number



What is DUNS an acronym for?

data universal numbering system



NAICS & SOC Codes

Choose correctly – Confirm on DUNS & 990s

Proper data collection for arts + creative industries

NAICS - North American INDUSTRY Classification System

- 611610 Fine Arts Schools
- 711110 Theater Companies and Dinner Theaters
- 711120 Dance Companies
- 8699902 Arts Councils
- 89990200 Arts related services

SOC - Standard OCCUPATIONAL Classification

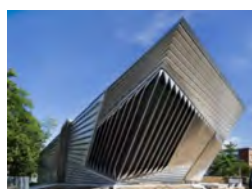
- 27-1011 Art Directors
- 27-1012 Craft Artists
- 27-1013 Fine Artists - Painters, Sculptors, Illustrators



Region 9 Minigrant Workshops

The case for arts + creative industries
U.S. snapshot

- \$877.8 billion industry
- 4.5% of the US GDP
 - > tourism, agriculture or the combined GDP of transportation and construction
- 5 million jobs
- Surplus of \$21 billion in international trade.
 - Nonprofit** (subset of above)
 - \$166.3 billion in direct expenditures.
 - 4.6 million jobs
 - \$27.5 billion in government revenue



*U.S. Bureau of Economic Analysis
**Americans for the Arts



Region 9 Minigrant Workshops

The case for arts + creative industries
Michigan snapshot

Value added to MI's economy by the arts

- \$13.9 billion
- 2.8% "GDP"
- \$7.6 billion in wages.
- 121,332 jobs.
 - Nonprofit** (subset of above)
 - \$1.24 billion in direct expenditures.
 - > 17 million attendees



*US Bureau of Economic Analysis & NEA
** Creative Many Michigan



Data Arts - Arts & Cultural Orgs

<http://da.culturaldata.org>

Strongly encouraged to complete – not required for your grant!

- Based on audit, 990 or financials, attendance, volunteer hours.
- Data Arts has great training materials and customer assistance.

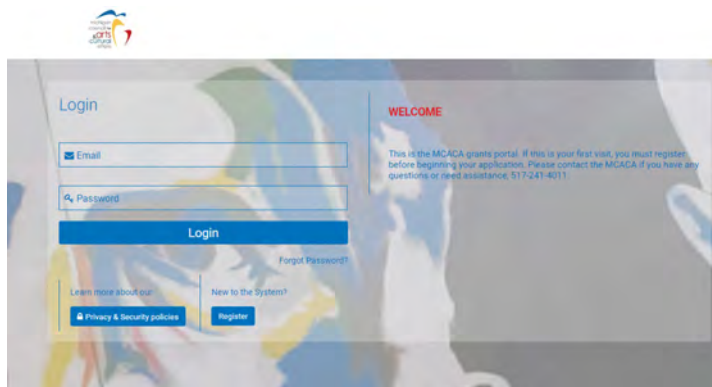
Perks to your organization:

- Organize and track your quantitative data.
- Multiple reports – *Easy to edit!*
 - *Funders Report* – required by many foundations
 - *Annual Report for you!*
- Broad data collection & reporting for the industry.
- Greater good of the arts and creative industry – the more data the better



Region 9 Minigrant Workshops

Register on MCACA Smart Simple - <https://mcaca.smartsimple.com>



MCACA/SmartSimple Registration

FIRST: SmartSimple [Registration Instructions](#)

- Register and log in to SmartSimple.
- The first person to register an organization becomes the account “owner.”
- When registration is approved, login instructions are emailed.

SECOND: SmartSimple [Profile Instructions](#)

- Complete an Organization Profile & Personal Profile.
- After organization has been registered and account created, you will complete profiles.

THIRD: FY21 Mini-Grants Guidelines

- Applicants will use the to complete a application
- After an Organization Profile has been completed, the system will let you know which grant programs the organization is eligible for in the “Opportunities” section.

FOURTH: FY21 Payment guidelines – FYI only, you do not have to pay a fee for minigrants

FIFTH: SmartSimple [User Management Instructions](#)

- These instructions are optional. The “owner” will have the ability to activate new additional user of an account.



MCACA/SmartSimple Registration

SECOND: SmartSimple [Profile Instructions](#)

- After organization has been registered and account created, you will complete profiles.
- You will not be able to start an application until the profiles are complete.

My Profile

- If you are registered as an individual you will only have the option to complete the Personal Profile
- If you are already registered as an organization (K-12 school or municipality) click on the “Organization Profile. There are six tabs listed at the top.
 1. Organization Information
 2. Americans with Disabilities Accessibilities (ADA)/504 Compliance Information
 3. Organizational History/Board
 4. Demographics
 5. DataArts Funder Report – not for minigrants
 6. MCACA Grant History – autopopulates

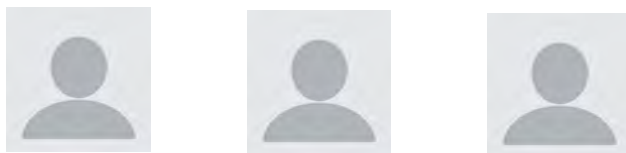


MCACA/SmartSimple Registration

My Profile - Organization Information – tab 1

Much auto fills from registration. Other things you will need...

- **County** - Select the county the organization is physically located in
- **Region** – select REGION 9 – Hillsdale, Jackson, Lenawee, Livingston, Monroe & Washtenaw
- **Dun & Bradstreet Number**
- **Organization Status**- Select the code to identify/indicate applicant organization's legal status
- **Applicant Status** – Select the status to identify/indicate applicant organization
- **Institution** - Select the code to identify the applicant organization
- **Discipline** - Select code that describes the primary area of work for applicant organization
- **Congressional District Number**
- **State Senate District Number**
- **State House of Representatives District**
- **Authorizing Official** – follow instructions – make your authorizing official aware!



MCACA/SmartSimple Registration

My Profile - Organization Information – tab 2

- **ADA/504 Compliance Information** – follow the instructions

My Profile - Organization Information – tab 3

- **Organizational History/Board**
 - Brief overview of your organization's history. **(10,000 characters)**
 - Describe your board's representation of diverse communities defined by, but not limited to, race, ethnicity, gender, age and disabilities. **(3,400 characters)**
 - List your board members in the following format

* Please add your board members below

	Prefix	First Name	Last Name	Title	Occupation	City of Residence	Community Affiliations
Board Member	Mr.	Earl	Altshaver	member at large	Chairman/CEO (retired), Wa	Cass City, MI	WHS and Dales General/Hos
Board Member	Mr.	Damian	Farrar, FAIA, LEED+AP	Secretary	Principal/Owner, Damian Fa	Ann Arbor, MI	Michigan Architectural Fou
Board Member	Mr.	Jacque	Plesino	Treasurer	President, Lone Pine Found	Houston, TX	Museum of Fine Arts Glas



MCACA/SmartSimple Registration

My Profile - Organization Information – tab 4

- **Demographics**
 - Describe your community, defined by, but not limited to, race, ethnicity, gender, age and disabilities, including artistic environment. **(3,400 characters)**
 - Describe the demographics of your audience such as race, class, gender, ethnicity, age, sexual orientation and people with disabilities? **(3,400 characters)**
 - How are you using demographic information to inform decision making. **(3,400 characters)**

<https://www.census.gov/quickfacts>



QuickFacts
Chelsea City, Michigan: Western County, Michigan, United States

Topic	Chelsea City, Michigan	Western County, Michigan	United States
Population	5,490	202,200	342,800,000
Population density, July 1, 2019 (per sq. mi.)	459	148	100
Population change since 2010 (2010 to 2019) (+/- %)	1.7%	1.1%	1.1%
Population change since 2000 (+/- %)	4.0%	10.1%	10.1%
Age and Sex			
Male to female ratio per 100 males	97.0%	97.0%	97.0%
Under 18 years of age	19.1%	19.1%	19.1%
18 to 24 years of age	10.7%	10.7%	10.7%
25 to 34 years of age	10.7%	10.7%	10.7%
35 to 44 years of age	14.2%	14.2%	14.2%
45 to 54 years of age	12.9%	12.9%	12.9%
55 to 64 years of age	12.7%	12.7%	12.7%
65 to 74 years of age	11.7%	11.7%	11.7%
75 to 84 years of age	10.0%	10.0%	10.0%
85 years and over	3.1%	3.1%	3.1%
Male to female ratio per 100 males in 18 to 24 years	97.0%	97.0%	97.0%



MCACA/SmartSimple Registration

My Profile – Individual

- **Mostly contact information plus discipline/expertise**

* Are you interested in serving as a Peer Review Panelist?
 Yes
 No

Reviewer Information

* Disciplinary Expertise (check all that apply):

- Chamber
- Humanities
- Media Arts
- Orchestral/Band
- Traditional Arts
- Dance
- Opera/Musical Theater
- Other
- Choral/Vocal
- Jazz/Blues
- Multidisciplinary
- Photography
- Literature
- Visual Arts
- Theater

* Experience (check all that apply):

- Advertising/Marketing/Promotion
- Arts Education
- Arts & Humanities
- Arts or Cultural Fair/Festival Management
- Collaborative Programs/Partnerships
- Curriculum
- Local Arts Organization Development
- Science
- Youth Programs
- Arts Administration
- Arts/Cultural Research
- Arts & Technology
- Capital Improvements/Facilities Construction
- Community-Based Program Development
- Development Publishing
- Programs for Persons with Disabilities
- Touring/Presenting
- Zoological Programs



Region 9 Minigrant Workshops

Focus on: Arts & Cultural Projects Minigrants



**Region 9
Counties**
Hillsdale
Lenawee
Livingston
Jackson
Monroe
Washtenaw



Arts & Cultural Project Minigrants

Eligible

- Nonprofits registered in the State of Michigan
 - Do not have to be a 501(c)3
 - If a 501(c)3 your last three 990 s must be filed
 - Must have a DUNS number
 - MI charities must be in good standing with the State of Michigan
- Arts and culture: **science, zoos, heritage, nature centers, etc.**
- K-12 public & private schools
- MI municipalities

Not eligible

- Any of the above with unmet MCACA obligations
- Federal & state agencies
- Colleges & universities
- Individuals



Arts & Cultural Project Minigrants

\$4,000 maximum request

- Grant request may not exceed 50% of total cost.
- 1:1 cash or in-kind match requirement
Example: **\$2,500** grant received. Organization must raise an additional **\$2,500 in cash, in-kind or a combination cash and in-kind to match.**
- Funding may be used for:
 - Artist and/cultural specialist fees
 - Salaries or wages (*yes, artists, creative workers and cultural specialists should be paid!*)
 - Space rental
 - Production & project costs
 - Marketing & promotional expenses
 - Supplies & materials
 - Travel – in state only
 - Project related curriculum materials
 - Other items as listed in guidelines



Arts & Cultural Project Minigrants

Attachment 1. The Narrative - 65 points

Guidelines page 9 - 10

- 4 page maximum
- 12 point font
- 1 inch margin on all sides
- Name your file: *FY21 Proj Narrative-The Arts Alliance.pdf*

The most important component

- Start with a brief intro to your organization
- Answer the questions and make your case
- Tell your story clearly
- This is **grant writing** not creative writing
- Images may be imbedded in your documents.
- Include hyperlinks throughout (check them!)
- Spell and grammar check!
- Follow the required format



Arts & Cultural Project Minigrants

Breaking it down: *The Narrative* = 65 points

Guidelines pages 9 -10

- **Artistic/Cultural Merit (25 pts)**
 - Describe your project, why you chose to do it and its artistic/cultural merit.
 - **Qualifications of artists/creative workers/cultural specialists or education professionals.**
 - How will your project provide experiences for audiences/participants to express or challenge themselves, further their well-being or be more happy
- **Community Impact (25 pts)**
 - How you engage with and learn from your audience. Has that influenced this program?
 - How you engage with and gain feedback from your artists/creative workers/cultural specialists or education professionals. Has that influenced this program?
 - Your organization's efforts to reach a broader community and/or specifically targeted audiences with programs, including efforts to increase accessibility. Has that influenced this program?
- **Implementation & Management (15 pts)**
 - Timeline - when, where, how and for how long.
 - Marketing and promotion plan.
 - **Qualifications of staff and volunteers and technical, artistic or administrative experience they bring to the project. Mention but refer to bio section.**
 - Evaluation, how is success defined for the project and audience and how will it be measured.



Arts & Cultural Project Minigrants

Breaking it down: *Attachment 2. Key Staff* = 10 pts.

Guidelines page 10

- 3 page maximum
- 12 point font
- 1 inch margin on all sides
- Name your file: *FY21 Proj KeyStaff-The Arts Alliance.pdf*

Personnel for this project application – do not include your full staff

artists/creative workers/cultural specialists or education professional or volunteer.

- provide staff, project and artists/cultural specialists bios
- how they are qualified to conduct this project.
- If working with a consultant, explain how and who was/will be included in the selection process (be inclusive of board, staff, constituency, community as appropriate.)
- Include representation of diversity, equity and inclusion.



Arts & Cultural Project Minigrants

Breaking it down: Supplemental Materials and/or Media Library = 5 pts

Guidelines page 10

- 3 page maximum
- 12 point font
- 1 inch margin on all sides
- Name your file: *Supplemental 1 – Proj Samples The Arts Alliance.pdf*

Examples that for this project or past projects that *reinforce your capacity*

Up to 4 PDF files to upload

- Collateral, marketing materials
- A page with multiple links (always check links!)
- Models being used for the work, evidence of past work/events, etc.

Media Library –uploaded here (new)

Audio, video or image files (limited to 5MB)



Arts & Cultural Project Minigrants

Application – <https://mcaca.smartsimple.com> is only way to submit

Done in SMART SIMPLE

Organization Profile – 10 pts

- Org information (make sure it is correct)
- Org history & governing board
- Demographics
- ADA/501 Compliance

Project Grant Specific

- **Applicant Info (form)** - Select the correct grant!
- **Project dates** - between **10.1.20 – 9.30.21**.
- **Summary Information** - Data collection only - does not impact grant score.
- **Project Budget** - **uses their form 10 pts**
- **Assurance** – DOCUSIGNED by Authorizing Official

Upload to SMART SIMPLE

Project Grant Specific

- **Attachment 1:** Narrative (4 pgs. – **65 pts**)
- **Attachment 2:** Staff, project and/or artist/cultural specialist bios. (3 pgs. **10 pts**)
- **Attachment 3-7:** Supplemental materials (**5 pts**)



Arts & Cultural Project Minigrants



Region 9 Minigrant Workshops

Focus on:

Professional or Organizational Development (POD) Minigrants



- Region 9 Counties**
- Hillsdale
 - Lenawee
 - Livingston
 - Jackson
 - Monroe
 - Washtenaw



Professional/Organizational Development (POD) Minigrants

Eligible

- **Arts & cultural nonprofits registered in Michigan**
 - Do not have to be a 501(c)3 – if you are, you need to have filed last three 990s.
 - Must have a DUNS number.
 - MI charities must be in good standing with the State of Michigan.
- **Individuals**
 - MI arts and/or cultural administrators
 - Arts & cultural educators
 - Professional artists and cultural specialists
 - 2 years experience and proof of compensation for your art form.
 - Valid social security number.

Not Eligible

- Any of the above with unmet MCACA obligations
- Federal & state agencies
- Colleges & universities



POD Minigrants

\$1,500 maximum request

- Grant award cannot exceed 75% of total project cost.
- **1:4 match requirement**
Example: **\$1,200** grant received. Recipient must raise **\$300** in cash, in-kind or a combination cash and in-kind to match.
- **Funding may be used for:**
 - **Conferences, education, workshops and/or training**
Staff, board members, artists and/or cultural specialists
 - **Working with a consultant (individual or organization)**
Strategic planning, coalition building, fundraising planning, needs assessments, grant writing or board governance.
 - **Travel to conferences, education, workshops and/or training**
In or out of state travel but not out of country.
- **Funding may NOT be used for:**
 - College or university credits.
 - Certification programs.



POD Minigrants

- **Attachment 1. Narrative – 2 page max – 75 pts!**
- *Guidelines page 9*
- 12 point font
- 1 inch margin on all sides.
- **Most important piece**
 - Start with a brief intro to your organization or yourself and creative practice
 - Answer the questions and make your case
 - Tell your story clearly
 - Grant writing not creative writing
 - Images may be imbedded in your documents.
 - Include hyperlinks throughout (check them!)
 - Spell and grammar check!
 - Follow the required format.

APAP|NYC 2020 Schedule-at-a-Glance

APAP|NYC has something for everyone!



POD Minigrants

Breaking it down: The Narrative = 75 points

Guidelines page 9

- **Professional Development Merit (45 pts.)**
 - Describe opportunity, training, consultant, workshop or conference including the who is the consultant or presenting the training, workshop or conference.
 - Who is attending, their role in organization (if applicable).
 - Timeline - when, where, how and for how long.
- **Professional or Organizational Impact (30 Pts.)**
 - Purpose/impact on organization and/or individual's short and long-term goals (why this and why now?)
 - Potential to affect ability, career, artistic/specialist development, technique or skills.
 - Organizations - Ability to share learning with colleagues or public (if applicable).
 - Individuals - may address how the opportunity will benefit their self (or share.)



POD Minigrants

Breaking it down: Attachment 2. Key Staff = 10 pts.

Guidelines page 10

- 3 page maximum
- 12 point font
- 1 inch margin on all sides
- Name your file: *FY21 Proj KeyStaff-The Arts Alliance.pdf*

Personnel for this project application – do not include your full staff

Yourself/artists/creative workers/cultural specialists or education professional or volunteer.

- provide contractor, staff, project and artists/cultural specialists bios
- If working with a consultant, explain how and who was/will be included in the selection process (be inclusive of board, staff, constituency, community as appropriate.)
- Include representation of diversity, equity and inclusion



POD Minigrants

Supplemental Materials and/or Media Library – 5 pts

Guidelines page 10

- Name your file(s) *Supplemental 3 – POD Samples The Arts Alliance.pdf*

Guidelines page 10

- 3 page maximum
- 12 point font
- 1 inch margin on all sides
- Name your file: *Supplemental 1 – Proj Samples The Arts Alliance.pdf*

Examples that for this project or past projects that *reinforce your capacity*

Up to 4 PDF files to upload

- Collateral, marketing materials
- A page with multiple links (always check links!)

Media Library –uploaded here (new)

- Audio, video or image files (limited to 5MB)



POD Minigrants

Application – <https://mcaca.smartsimple.com> is only way to submit

Done in SMART SIMPLE

Organization Profile – 10 pts

- Org information (make sure it is correct)
- Org history & governing board
- Demographics
- ADA/501 information

POD Grant Specific

- **Applicant Info (form)** - Select the correct grant!
- **Project dates** must be between **10.1.20 – 9.30.21.**
- **Summary Information** - Data collection only - does not impact grant score.
- **Project Budget** - **uses their form 10 pts**
- **Assurance** – DOCUSIGNED by Authorizing Official

Upload to SMART SIMPLE

POD Grant Specific

- **Attachment 1:** Narrative (2 pgs. – 75 pts)
- **Attachment 2:** Staff, project and/or artist/cultural specialist bios. (3 pgs. 10 pts)
- **Attachment 3 -7:** Supplemental materials (5 pts)



POD Minigrants



Budgets – Projects and PODs



Budgets – Projects and PODs

-Project Guidelines pages 7 - 8

-POD Guidelines pages 8

Budget MUSTS:

- Use the budget form in SMART SIMPLE application.
- MCACA share **MUST** = grant request.
 - All expense items **MUST** be admissible per the guidelines.
- Budget **MUST** only include scope of the project (not your annual budget).
- To show a profit or not?
 - Churches/schools/cities and POD applicants **MUST** show a balanced budget.
 - Projects **MAY** show profit if appropriate (i.e. selling tickets to a show.)
 - **Reviewers will ask** – If the project requires more revenue than the grant funding available, is this project too ambitious or right for the organization?
- **For budget assistance:**
 deb.polich@a3arts.org
 734.213.2733



Budgets – Projects and PODs

Practice budget worksheet

Revenue	Cash	In-Kind
Earned Revenue		
Ticket Sales	\$1,000	
Total Earned Revenue	\$1,000	
Revenue - Unearned		
Corporate Support		
XYZ Corp	\$1,300	
The Amazing business	\$1,500	
Foundation Support		
My Favorite Foundation	\$1,200	
Private Support Contributions		
Historic business, foundation or other private support	\$4,050	
Other Unearned Revenue		
Really Cool Kids	\$2,200	
Subtotal Other Unearned Revenue	\$2,200	
Applicant Cash		
Total Revenue - Unearned	\$6,250	
MCACA Grant Received to Date	\$0	
MCACA Grant Due/Request	\$4,000	
Total MCACA grant	\$4,000	
Total Revenue - In-kind		\$4,000
Total Revenue - Cash	\$7,250	\$4,000
Total Project Revenue - All	\$11,250	\$0

Expenses	A		B		MCACA Funds Subtotal of A
	Cash	In-kind	Cash	In-kind	
Employee Expenses	\$ 4,580		\$ 2,304		\$ 1,500
SO due to management contract	\$ -				\$ -
subtotal	\$ 4,580		\$ 2,304		\$ 1,500
Non-employee expenses					
Volunteers 12 x 8 hours @ \$24			\$ 2,880		\$ 800
Production Staff	\$ 2,000				\$ -
Actors/Artists	\$ 1,500				\$ -
subtotal	\$ 3,500		\$ 2,880		\$ 800
Additional Related Project Costs					
Set and costumes	\$ 500				\$ 500
Promo and marketing	\$ 500				\$ 500
Site Rental	\$ 700				\$ 700
Working workshop and panel refreshments & meals (contingency)	\$ -		\$ 400		\$ -
Subtotal	\$ 1,700		\$ 1,600		\$ 1,700
Other Expenses					
Property & liability insurance	\$ 333				\$ -
Promotion - includes website, subscriptions, CD's, etc.	\$ 1,181				\$ -
subtotal	\$ 1,478				\$ -
Total Expenses	\$ 11,258		\$ 6,784		\$ 4,000

Cash + In-kind Must Meet 1:1 Match



Budgets – Projects and PODs

1 Please provide **ONLY** the revenues and allowable expenses directly related to the MCACA grant award.

The budget has a column in Expenses titled "MCACA Share" (this column needs to equal the MCACA grant request). Indicate where the MCACA grant funds will be spent in this column. The figures in this column should not be in addition to the cash expense column, either if it is a subset of the cash expense column. The budget column in Expenses titled "Cash" should include the **TOTAL** cash expenses.

Smart Simple Budget Screen Shots - Expenses

Expenses

Employee Expenses

1 For "Employee Expenses" include the total project costs for Administrative, Artistic, or Technical/Production employees. Anyone receiving a W-2.

Type	Cash	In-kind	MCACA Share
			\$0.00

Non-Employee Costs

1 For "Non-Employee Costs", include artistic fees/services or any other project related non-employee fees or services. Anyone receiving a 1099.

Expense	Cash	In-kind	MCACA Share
			\$0.00

Additional Project Expenses

1 For "Additional Project Related Costs", include Space Rental, Travel, Marketing, Publicity and Promotion.

Expense	Cash	In-kind	MCACA Share
			\$0.00

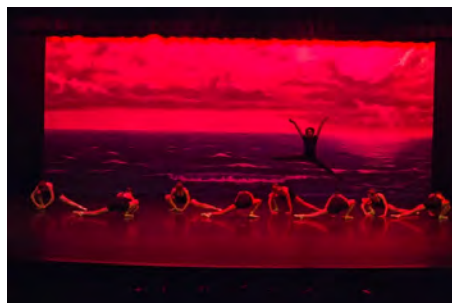


Reminders

Register on <https://mcaca.smartsimple.com>

DEADLINE for submission - Monday, August 3, 2020 at 5:00 p.m.

- Plan to submit early! Don't risk it. Internets go down. \$%@& happens.
- NO EXCEPTIONS! If your grant is not in the portal, you have no grant.



More reminders & recommendations

1. **Use the grant guidelines.** Use Deb*
2. **Make it easy for the reviewers to review and score:**
 - Answer the questions asked in the Guidelines in order.
3. **Review, review, review. Then have someone else review!**
4. **Save all documents as PDFs – other formats will not be accepted.**
 - Do not take pictures to create PDFs!
 - Include hyperlinks in your narrative for websites and links to documents. Check to make sure that the hyperlinks work!
 - Images may be imbedded in your documents.
5. **Carefully submit all materials in the Smart Simple**
 - Double check that PDFs are properly uploaded. OPEN EACH IN THE PORTAL TO BE SURE.
 - Incomplete applications will not be accepted.
 - Before clicking submit, print a copy to keep for your records.
 - Take a deep breath. Push submit. BREATHE AGAIN.
6. **HIGH FIVES!!**

*though advice only, no guarantee!



Region 9 Minigrants – FY2021

Important dates

- [Monday, 8.3.20 at 5:00 p.m.](#) - Minigrant applications due.
- Be a grant panel reviewer – it's a great way to learn about grantwriting.
 - Apply online <https://creativewashtenaw.org/minigrants>
 - or contact deb.polich@a3arts.org
- Grant panel reviewer training
 - Wednesday, July 22, 4:30- 6:00 p.m.
 - Tuesday, July 28, 4 – 5:30 p.m.
- Region 9 review panels meet
 - Projects – Thursday, Aug. 27, 9 a.m. - 4 p.m.
 - POD – Friday, Aug. 28, 9 a.m. - 4 p.m.
- **Maybe - September 2020 MCACA announces direct grants**
 - Region 9 Minigrant applicants notified of grant status.
 - Region 9 media release distributed.
 - contracting begins



Minigrant Notifications Are Out. Now What?

Grant outcomes:

- **No grant**
 - Don't give up – it is competitive!
 - Request to receive reviewer's notes to improve for next year! Contact Deb.
- **Grant earned (partial or full) – Congratulations! requirements include:**
 - Partial grant funding - submit an amended budget.
 - Contract – requiring signatures.
 - Send letters to MI legislative representatives.
 - Project promotional requirements for acknowledging MCACA and The Arts Alliance.
 - W-9 must be submitted
 - Final report instructions
 - Payment instructions



You earned the grant! Now what?

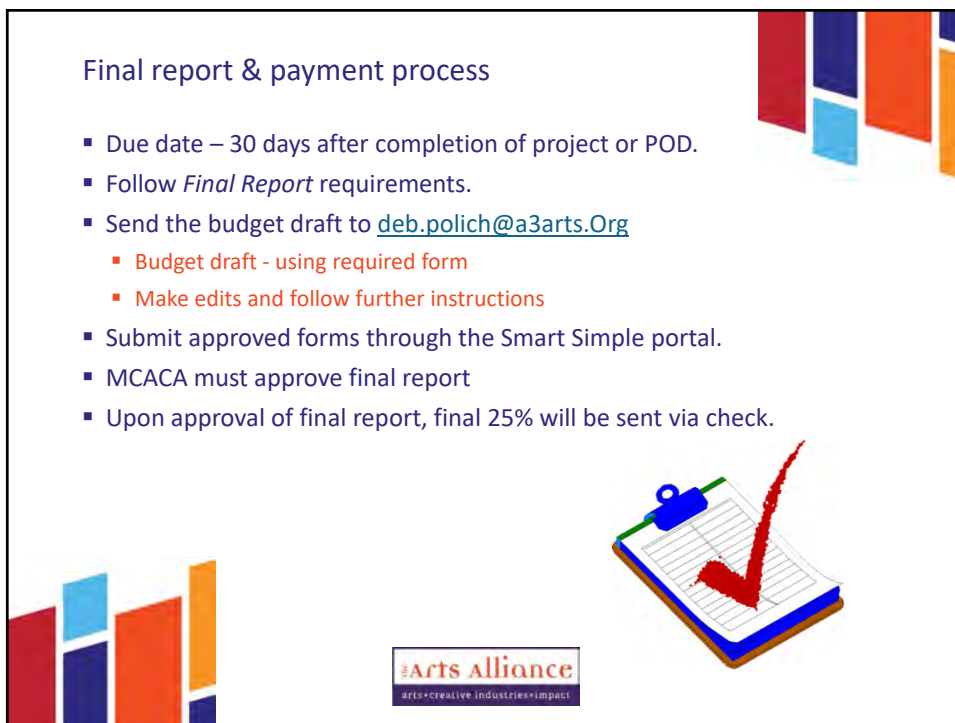
Receiving payment(s)

- **1st payment - 75% of awarded grant.**
The Arts Alliance must first receive:
 - Your signed contract.
 - Revised budget (if required).
 - Copies of legislative letters.
 - MCACA funding.
- **2nd payment - 25% of awarded grant**
 - Upon acceptance of final report
 - Due - 30 days after project is completed



Final report & payment process

- Due date – 30 days after completion of project or POD.
- Follow *Final Report* requirements.
- Send the budget draft to deb.polich@a3arts.Org
 - Budget draft - using required form
 - Make edits and follow further instructions
- Submit approved forms through the Smart Simple portal.
- MCACA must approve final report
- Upon approval of final report, final 25% will be sent via check.



Region 9 Michigan K-12 Schools Grants

Arts Equipment & Supplies Grant - \$1,500

- Grant Opens: August 15, 2020
- Grant Closes: April 16, 2021 (or until all funds are expended)
- Michigan K-12 Schools
- **Permission from your principal or district to apply.**
- **Determine a list of supplies or needed repairs.**
- **Obtain price quotes or catalog prices estimate costs.**
- **Describe supplies – Choose from the drop down menu**
- **Write a short description of what you need and your educational goals.**
 - **IMPACT** – Describe the estimated number of individuals benefiting and geographic location of the school
 - **IMPLEMENTATION** - Explain how the supplies purchased with these funds will help you meet educational goals and allow your students to achieve learning outcomes.
 - Determine a list of supplies or needed repairs.
 - Obtain price quotes or catalog prices to support your estimated costs.
- **Funds reimbursed based on receipts.**
- **No match required**



Region 9 Michigan K-12 Schools Grants

Arts & Cultural Trek (Bus) Grants- \$500

- Grant Opens: August 15, 2020
- Grant Closes: April 16, 2021 (or until all funds are expended)
- Michigan K-12 Schools
- **Plan your trip to an approved non-profit organization.**
- **Obtain permission from your school principal to apply for the Arts & Culture Trek Grant.**
- **Make reservations with your field trip destination.**
- **Obtain a written estimate for the transportation costs.**
- **Plan how you will incorporate your trip into classroom learning.**
- **Review the enclosed application questions and prepare materials to complete application online.**
- **Funds reimbursed based on receipts.**
- **No match required**



Region 9 Minigrant Workshops

Questions & conversation

- Important links

- The Arts Alliance's Region 9 Regranting
<https://creativewashtenaw.org/minigrants>
- MCACA web page
<https://www.michiganbusiness.org/industries/mcaca/mcaca-grants/>
- MCACA Grant Portal
<https://mcaca.smartsimple.com>



For more information

Deb Polich
The Arts Alliance
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734.213.2733 (o)

