

# 2019 Grant Guidelines

Getting to know your guidelines



# MCACA

## Who we are:

State of Michigan's Council for Arts and Cultural Affairs established in the 1960's to provide access and opportunities to the arts in Michigan.

## What we do:

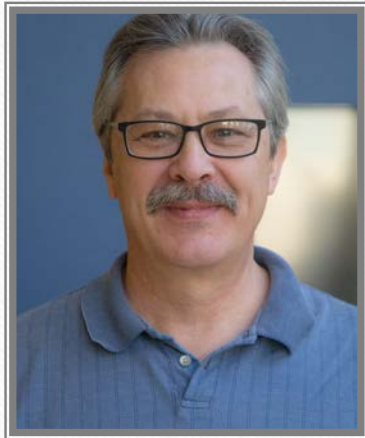
Provide state and federal tax payer dollars to arts organizations and eligible entities through a competitive grant making process.

## Why we do it:

To encourage, initiate and facilitate an enriched artistic, cultural and creative environment in Michigan.



# The Team, The Team, The Team



**John Bracey**

Executive Director



**Adam Wheeler**

Financial Analyst



**Sue Carlson**

Finance / Program  
Specialist



**Joan Gill**

Administrative  
Coordinator



# The Team, The Team, The Team



**Alison Watson**

Programs Manager



**Chad Swan-Badgero**

Program Officer



**Jeff Garrett**

Program Officer



# The Process

## APPLICATION

- APPLY VIA EGRANT AT “MCACA.EGRANT.NET” (NO “WWW”)
- SIMILAR APPLICATION FOR ALL MCACA PROGRAMS
- USE SAME LOGIN FOR ALL APPLICATIONS, CURRENT & FUTURE

## REVIEW PANEL

- APPLICATIONS ARE REVIEWED BY YOUR PEERS
- PANEL REVIEWS ARE OPEN TO THE PUBLIC, IN-PERSON OR LIVE STREAMING
- FUNDING PLAN ANNOUNCED IN SEPTEMBER

## FINAL REPORT

- ALL GRANTEES ARE REQUIRED TO SUBMIT A FINAL REPORT
- A COMPLETED AND ITEMIZED FINANCIAL STATEMENT IS REQUIRED





# Operational Support

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Alison Watson

517.241.3968

watsona11@michigan.org

# Are you eligible for Operational Support?

You must be able to answer YES to all of the following questions.

- Are you a nonprofit Arts and Cultural Organization?
- Do you have tax exempt status under Section 501c (3) of the US IRS Code?
- Are you physically located in the State of Michigan?
- Do you have three or more consecutive years of operating history?
- Do you have a DUNS Number?
- Are your programs open to the general public?
- Do you have three consecutive years reflecting a minimum of \$10,000 in unrestricted revenue (no in-kind), as supported by the CDP Report? (The CDP report must be for fiscal years 2015 – 2017)



# Do I submit a full application or interim application?

- Did you score 95 or higher last year?
- Did I contact you directly to tell you that you were eligible for the extended program?
  - Interim application - - due August 1
- Did you score 94.9 - 0 last year?
- Is this your first time applying?
  - Full application - - due June 1





# Full Application

## Organizational Capacity and Management (25 points)

Briefly summarize the mission of the organization and how the arts and cultural programming offered by your organization advances it.

Briefly describe the qualifications of your board and professional staff.

Describe your organization's planning process, desired outcomes for your organization's programming and how programs were evaluated in relation to your desired outcomes.

Describe your organization's fiscal oversight. This refers to the supervision of financial practice, planning, policy implementation and monitoring of financial transactions.

Describe your organization's use of adequate, appropriate promotional and marketing methods, including use of new technologies to provide organizational and service/program information.



# Full Application

## Quality of Artistic/Cultural Programming (35 points)

Describe how your organization defines quality in the organization's produced or presented programs.

Describe the quality of the artworks produced/presented or the services provided by your organization in the past 24 months and the qualifications of the artists involved.

## Community Impact (25 points)

Describe your organization's contributions to the local arts/cultural environment and to the broader community in which you are located.

Describe your organization's efforts to reach broader community and/or specifically targeted audiences with programs, including efforts to increase accessibility.

Describe the educational and/or outreach activities of your organization.



# Full Application

## Supplemental Material (15 points)

Provide the CDP Funders Report for the required fiscal years and in the correct format.

Required attachments are complete and provide relevant information.

Demographics:

1. Describe your community. Describe the representation of diverse communities defined by, but not limited to, race, ethnicity, gender, age and disabilities. Including the artistic environment.
2. Who is your audience (be specific about demographics such as race, class, gender, ethnicity, age, sexual orientation and people with disabilities)? How they are actively involved in your work? How do they benefit from your organization/programs?
3. How are you using your demographic information to inform your organization's decision making?

Supplemental attachments show evidence of public programming and strength the application.

Readily available information on the website including but not limited to up-to-date event information, staff and board, Organizational Mission, Annual Report, CDP Funders Report, Strategic Plan, Accessibility Plan, link to Guidestar and appropriate uses of social media.



# Interim Application

## Narrative

An overview of the activities/programs that will be provided in the coming fiscal year.

Limited to no more than two pages, write clearly and succinctly.

## Supplemental Material

Provide the CDP Funders Report for the required fiscal years and in the correct format

Staff/Board Changes that are significant and/or different from the original application

Assurances document



# Data Arts – CDP – Funders Report

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Free webinar – User Orientation

April 3 at 1 p.m. EST

<http://culturaldata.nonprofitsoapbox.com/calendar/event/672>



# Project Support

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Chad Swan-Badgero

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# Project Support

## Are you eligible for PROJECT Support?

**You must be able to answer YES to all of the following questions:**

- Are you a college/university, municipality or non-arts related nonprofit organization? (K-12 schools no longer eligible)
- Are you physically located in the state of Michigan?
- Are your facilities open and accessible to the public?



*Midtown Detroit – D'lectricity*

# Project Support Basics

- Request: \$5,000 - \$30,000
- Grants awarded must be matched on a 1:1 basis with cash; no in-kind services allowed.
- Grant period: Oct 1, 2018 – Sept 30, 2019.



*Jackson District Library StoryFest*



# A Look @ The Criteria

- **Artistic/Cultural Merit (35 pts)**
  - *What are you setting out to do?*
  - *How are your artists qualified?*
- **Community Impact (30 pts)**
  - *Show community support. How are you serving a wide-ranging audience?*
- **Implementation/Management (25 pts)**
  - *Clear timeline. Demonstrate plan for marketing and evaluation.*
- **Attachments (10 pts)**
  - *Budget is clear and aligned with narrative. Relevant supporting materials. PDFs.*



WKAR Backstage Pass

# A note about the budget

Income	Cash	Totals
<b>Revenue Earned</b>		
Ticket sales/Admissions	5,000	
Tuition		
Contracted Services		
<b>Total Earned Revenue</b>		\$ 5,000
<b>Revenue - Unearned</b>		
<b>Corporate, Foundation, Private Support</b>		
<b>Corporate Support</b>		
CN	5,000	
Fifth Third Bank	5,000	
<b>Foundation Support</b>		
Reuter Foundation	1,000	
<b>Private Support/contributions</b>		
Individual contributions	1,000	
		\$ 12,000
<b>Other unearned revenue</b>		
Memberships		
Sales	2,000	
Rental income		
Applicant cash	2,000	
		\$ 4,000
<b>Total Unearned Revenue</b>		\$ 16,000
<b>InKind revenue</b>		
Itemized in expense column	\$ 0	
<b>MCACA grant received to date</b>		
<b>MCACA grant due/request</b>	21,000	
<b>Total Cash Revenue</b>		\$ 42,000
<b>Total Project Revenue</b>		\$ 42,000

Expenses	Cash	In-Kind	MCACA share	Total
<b>Employee expenses</b>				
Project Director	5,000			
				\$ 5,000
<b>Non-employee costs</b>				
Artist, Jack Dyer	7,500		5,000	
Artist, Dan Parisian	7,500		5,000	
Artist, Chuck Williams	7,500		5,000	
*see supplemental page	2,000		2,000	
				\$ 24,500
<b>Additional project expenses</b>				
Concessions	400			
Space Rental	2,000		2,000	
Promotional material	8,000		2,000	
<b>Other expenses</b>				\$ 10,400
Project supplies	1,200			
Postage	900			
				\$ 2,100
<b>Total Expenses</b>	\$ 42,000	\$ 0	\$ 21,000	\$ 42,000



# Capital Improvement

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Jeff Garrett

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# Are You Eligible for the Capital Improvement Program?

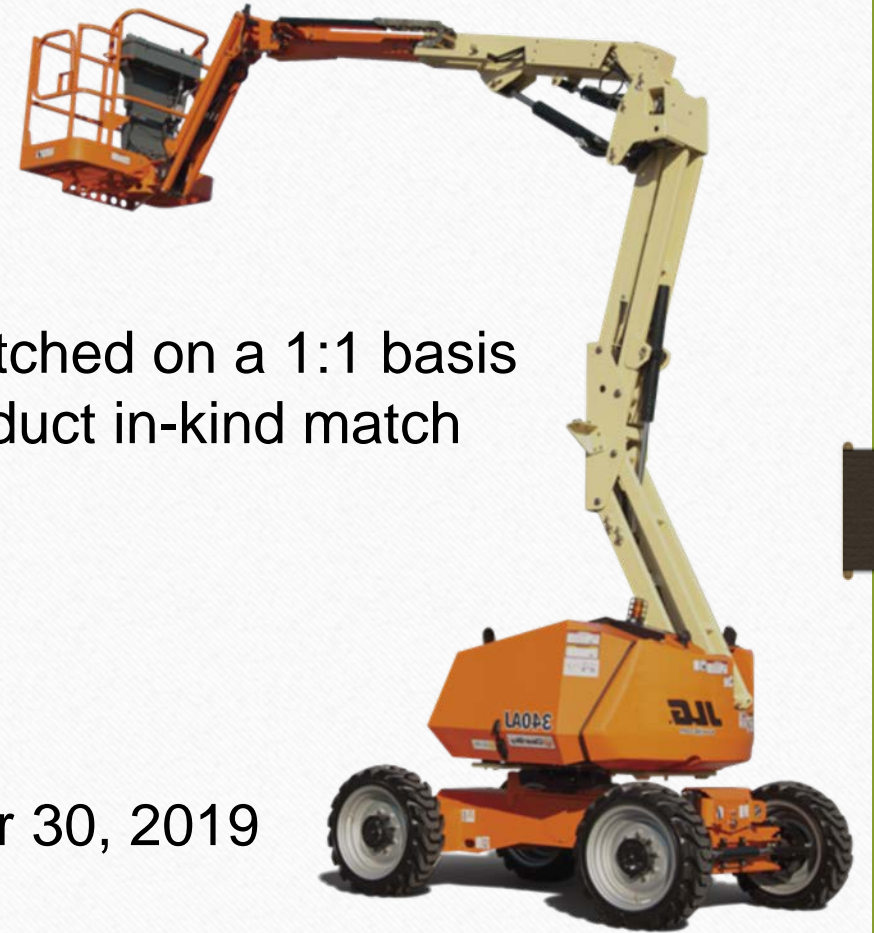
You must be able to answer YES to all of the following questions.

- **Are you a Michigan municipality or nonprofit Arts and Cultural Organization?**
- **Do you have tax exempt status under Section 501c (3) of the US IRS Code?**
  - Federal & State Agencies are not eligible
  - “friends groups”, neighborhood associations, economic development organizations, or auxiliary nonprofits primarily for the benefit of specific activities, programs, or fundraising are not eligible
- **Are you physically located in the State of Michigan?**
- **Will the proposed project occur/completed between Oct.1, 2018 – Sept. 30, 2019?**
- **Do you have the funding/ability to complete the proposed project within FY19?**



# The Basics

- **Request Amount:** \$5,000 – \$100,000
- **Grant match:** awarded amount must be matched on a 1:1 basis with a cash; and/or newly manufactured product in-kind match
- **Labor:** is not an eligible in-kind match
- **Grant Period:** October 1, 2018 – September 30, 2019



# Two Categories

- **Facility Improvement:** funding assistance for capital improvement projects for the expansion, renovation or construction of arts and cultural facilities.
  - Permanent fixtures and mechanisms that cannot be removed without altering ceilings, floors, walls and/or damaging the building are considered facility improvements.
- **Equipment:** the purchase and installation of equipment will be considered where the equipment is part of an overall improvement to an arts facility or it enhances the effective delivery of arts and cultural activities and programs.
  - Non-permanent fixtures/machinery are considered equipment.



# Review Criteria

- **Program Impact – 35 points**
  - Who is the applicant?
  - What is the project?
  - Why is it important?
- **Planning & Implementation – 35 points**
  - How was the project developed/planned?
  - How will the project be completed during the grant period?
    - Who will be directly involved in the project? Qualifications?
    - Is there a clear time table or construction schedule?
  - What documentation do you currently have (estimates, permits, bids, etc.)?
  - What are your funding and management capabilities?
  - What are the goals / outcomes of the project?



# Review Criteria

- **Additional Considerations** – 20 points
  - Discuss broad based community support.
  - How will the project affect those you serve?
- **Supplemental Materials** – 10 points
  - Upload required documentation into eGrant.
  - Upload attachments that are relevant and strengthen the application, as well as, help assure a panelist you are prepared to begin and complete this project.



**NOTE:** Applicants requesting facility improvement projects must address facility ownership, or provide evidence of a long-term lease (preferably 10-20+ yrs). In some cases, renewable leases may be an exception with evidence of prior long-term residency.



# The Budget

- **Budget:** applicants enter Revenues & Expenses into eGrant
- **Itemization:** expenses must indicate labor & materials:
  - labor** (employee and/or non-employee)
  - material** (capital) expenses
- The Capital Improvement Program grant is **not appropriate** for the funding of project planning (such as feasibility studies or architectural drawings; mortgage payments; the purchase of a building, land or vehicle; or operational support).



Revenue and Expense Itemization Template

Income	Cash	Totals
<b>Revenue Earned</b>		
Ticket sales/Admissions		
Tuition		
Contracted Services		
<b>Total Earned Revenue</b>		\$ 0
<b>Revenue - Unearned</b>		
<b>Corporate, Foundation, Private Support</b>		
<b>Corporate Support</b>		
Bank of Kaolin	1,000	
Clay Bank	1,000	
Ceramico	2,000	
<b>Foundation Support</b>		
Neph Sy Foundation	3,000	
Bentonite Foundation	1,000	
<b>Private Support/contributions</b>		
Individual Contributions	2,000	\$ 10,000
<b>Other unearned revenue</b>		
Memberships		
Sales		
Rental income		
Applicant cash	5,000	\$ 5,000
<b>Total Unearned Revenue</b>		\$ 15,000
<b>InKind revenue</b>		
Itemized in expense column	\$ 5,000	
<b>MCACA grant received to date</b>		
<b>MCACA grant due/request</b>	20,000	
<b>Total Cash Revenue</b>		\$ 35,000
<b>Total Project Revenue</b>		\$ 40,000

If you have additional revenue and expenses that do not fit on this itemized template, please add a supplemental page.

Expenses	Cash	In-Kind	MCACA share	Total
<b>Employee expenses</b>				
Facility Manager	2,500			
				\$ 2,500
<b>Non-employee costs</b>				
Kelly's Electrical	7,500		6,000	
Steve's Contracting	5,500		1,500	
				\$ 13,000
<b>Capital expenses</b>				
Aluminum Lounge Doors	2,540		2,540	
Facade Doors & Hardware	1,515		460	
Demolition/Infill	2,000			
Low Volt Security System	2,850		2,850	
Electrical	3,650		3,650	
Concrete	4,345		3,000	
Lumber	1,400			
Tool/Equipment Rental	1,200			
Glazing, windows		4,000		
L.E.D. lights, 50 @ \$20ea.		1,000		
				\$ 19,500
<b>Total Expenses</b>	\$ 35,000	\$ 5,000	\$ 20,000	\$ 40,000

If you have additional revenue and expenses that do not fit on this itemized template, please add a supplemental page.



# Arts in Education

Chad Swan-Badgero

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# Arts in Education

## Are you eligible to apply for an AIE grant?

You must be able to answer YES to all of the following questions.

- Are you a registered educational institution, public or non-public school, school district, intermediate school district, regional school district, or a licensed daycare providers (Colleges are NOT eligible in the AIE grant program)
- Are you physically located in the State of Michigan?
- Does your project have a hands-on learning component for student involvement?



*Ypsilanti Public Schools*

# Just the facts, please...

- Request: \$5,000 - \$20,000
- 1:1 cash match to their grant award (no in-kind services are allowed). Teacher and administrative time directly related to the implementation of the grant, as well as instructional time, may be used as cash match.
- Grant period: October 1, 2018 - September 30, 2019.
- AIE grants are not meant to supplant regular classroom teachers, or serve in the absence of any on-going arts education programs.
- Contain effective hands-on and interactive activities that directly involve students in the creative process. AIE grants cannot be primarily performance or demonstration based on the part of the artist.



*Edison Max School*

# Review Criteria

- **Artistic/Cultural Merit (30 pts)**
  - *What will the project do? How will it provide artistic/cultural experiences for students?*
- **Education Impact (30 pts)**
  - *How will project enhance/connect to school curriculum? What content standards are addressed?*
- **Management/Implementation (25 pts)**
  - *Clear project timeline. How are staff/teaching artists qualified? How will project be evaluated?*
- **Supplementary Materials (15 pts)**
  - *Detailed budget. Relevant attachments. PDFs.*



*Cornerstone School*

# Regional Regranting

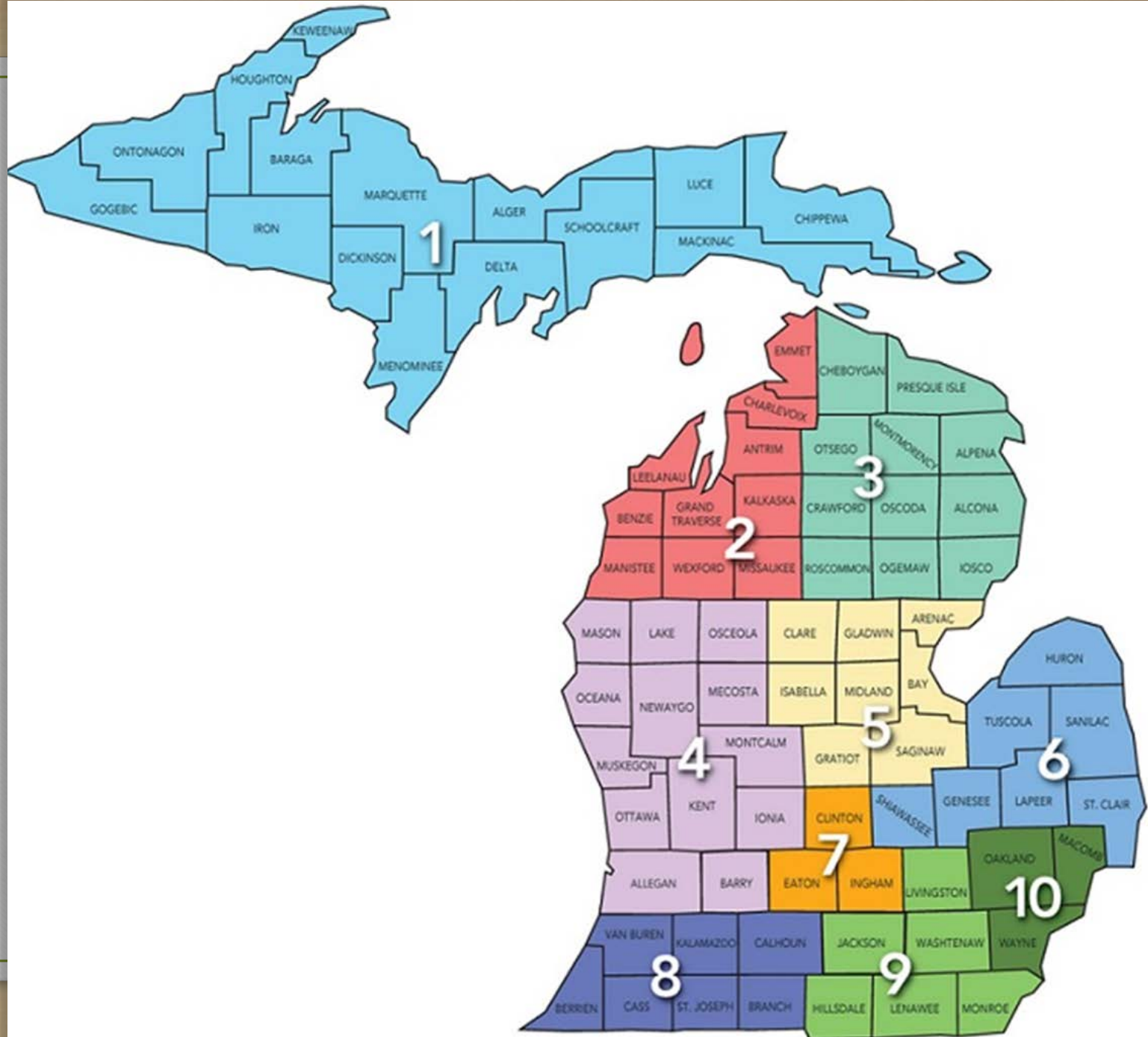
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1. Upper Peninsula
2. Northwest
3. Northeast
4. West Michigan
5. East Central
6. East Michigan
7. South Central
8. Southwest
9. Southeast
10. Detroit Metro





# Minigrants

Provide specific support to a network of organizations to distribute small arts and cultural grants statewide through the minigrant program for:

## Arts Projects

## Professional / Organizational Development (POD)

### MINIGRANT DEADLINES:

**ROUND 1:** AUGUST 3, 2018

**ROUND 2:** JANUARY 15, 2019 (for projects MARCH 1 – SEPT 30, 2019)

\*contact your Regional Regranting Agency to confirm Round 2 funding



# Arts Projects

**ARTS PROJECTS:** Up to **\$4,000** with a **1:1 MATCH**, Cash and/or In-Kind

**Are you eligible to apply for a Minigrant Arts Project grant?**

- Is the applicant an arts & cultural nonprofit, or nonprofit organization registered in the state of Michigan, K-12 school, or municipality?
- Is the applicant's organization physically located in the state of Michigan?
- Will the proposed project occur during FY19, Oct. 1, 2018 – Sept. 30, 2019?



# Minigrant Arts Projects

## Revenue and Expense Itemization Template

Income	Cash	Totals
<b>Revenue Earned</b>		
Ticket sales/Admissions	350	
Tuition		
Contracted Services		
<b>Total Earned Revenue</b>		\$ 350
<b>Revenue - Unearned</b>		
<b>Corporate, Foundation, Private Support</b>		
<b>Corporate Support</b>		
Kaolin Credit Union	225	
Clay Bank	200	
<b>Foundation Support</b>		
Neph Sy Foundation	300	
Bentonite Foundation	100	
<b>Private Support/contributions</b>		
Individual Contributions	100	
		\$ 925
<b>Other unearned revenue</b>		
Memberships		
Sales		
Rental income		
Advertising Sales	100	
CD and Book Sales	50	
Concession Sales	150	
Applicant cash	175	
		\$ 475
<b>Total Unearned Revenue</b>		\$ 1,400
<b>InKind revenue</b>		
Itemized in expense column	\$ 1,750	
<b>MCACA grant received to date</b>		
<b>MCACA grant due/request</b>	3,500	
<b>Total Cash Revenue</b>		\$ 5,250
<b>Total Project Revenue</b>		\$ 7,000

If you have additional revenue and expenses that do not fit on this itemized template, please add a supplemental page.

Expenses	Cash	In-Kind	MCACA share	Total
<b>Employee expenses</b>				
Project Director	750			
				\$ 750
<b>Non-employee costs</b>				
Jack Dyer, Musician	1,150		1,000	
Dan Parisian, Visual Artist	1,150		1,000	
Chuck Williams, Storyteller	1,100		1,000	
				\$ 3,400
<b>Additional project expenses</b>				
Concession	50			
Hall Rental		1,000		
Season Brochure/Postcard	500		500	
Marketing, Radio Ad		750		
				\$ 550
<b>Other expenses</b>				
Office Supply	125			
Postage	300			
Telephone	125			
				\$ 550
<b>Total Expenses</b>	\$ 5,250	\$ 1,750	\$ 3,500	\$ 7,000

If you have additional revenue and expenses that do not fit on this itemized template, please add a supplemental page.

# POD

## **PROFESSIONAL or ORGANIZATIONAL DEVELOPMENT (POD):**

Up to **\$1,500** with a **1:4 MATCH**, Cash and/or In-Kind

### **Are you eligible to apply for a Minigrant POD grant?**

- Is the applicant an arts & cultural nonprofit registered in the state of Michigan **OR** an individual artist, arts administrator, or arts educator?
- Is the applicant's organization physically located/address in the state of Michigan?
- Will the proposed opportunity occur during FY19, Oct. 1, 2018 – Sept. 30, 2019?
- Are you applying for/to:
  - Conference/Education/Training – educational opportunities to increase knowledge/skill
  - Work with a Consultant – assistance with planning, needs assessment, grant writing, etc.



# Minigrant POD

## Revenue and Expense Itemization Template

Income	Cash	Totals
<b>Revenue Earned</b>		
Ticket sales/Admissions		
Tuition		
Contracted Services		
<b>Total Earned Revenue</b>		\$ 0
<b>Revenue - Unearned</b>		
<b>Corporate, Foundation, Private Support</b>		
<b>Corporate Support</b>		
<b>Foundation Support</b>		
<b>Private Support/contributions</b>		
		\$ 0
<b>Other unearned revenue</b>		
Memberships		
Sales		
Rental income		
Applicant cash	200	
		\$ 200
<b>Total Unearned Revenue</b>		\$ 200
<b>InKind revenue</b>		
Itemized in expense column	\$ 175	
<b>MCACA grant received to date</b>		
<b>MCACA grant due/request</b>	1,500	
<b>Total Cash Revenue</b>		\$ 1,700
<b>Total Project Revenue</b>		\$ 1,875

If you have additional revenue and expenses that do not fit on this itemized template, please add a supplemental page.

Expenses	Cash	In-Kind	MCACA share	Total
<b>Employee expenses</b>				
				\$ 0
<b>Non-employee costs</b>				
				\$ 0
<b>Additional project expenses</b>				
<b>Other expenses</b>				\$ 0
Conference Registration	500		500	
Meals		175		
Travel, airfare	700		500	
Hotel	500		500	
				\$ 1,700
	\$ 1,700	\$ 175	\$ 1,500	
<b>Total Expenses</b>				\$ 1,875

If you have additional revenue and expenses that do not fit on this itemized template, please add a supplemental page.

# Services to the Field

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Partnerships with organizations around the state to extend  
the reach of the MCACA

## MICHIGAN HUMANITIES COUNCIL

Encourage and Support activities that bring the humanities and public together

- Great Michigan Read, Museums on Main Street, Prime Time Family Reading Time
- Poetry OutLoud
- Touring Arts Grants: \$3,000 max, deadline to apply October

## MICHIGAN YOUTH ARTS ASSOCIATION

Develops, recognizes and advocates excellence in arts education for all

- Arts Trek Grants: \$500 max, deadline to apply October
- Arts Equipment & Supplies: \$1,500 max, deadline to apply November
- Youth Arts Festival and Arts Expo College Fair

## MICHIGAN FESTIVALS AND EVENTS ASSOCIATION

Support and promote festivals, fairs, events and attractions

- The Art & Business of Celebrations – MFEA Convention, Nov. 8-11, Boyne Mtn.
- Party at MIPlace, workshops/seminars, THE Magazine



## MICHIGAN TRADITIONAL ARTS PROGRAM

Documentation, preservation and presentation of folk arts and folklife

- Michigan Heritage Award, honors a tradition bearer, Nominations Due: December 1
- Traditional Arts Apprenticeship Program, \$2000 grant. Due: December 1

## CREATIVE MANY

Advance and promote public policies

- Michigan Arts Advocacy Day – April 18, 2018

## ARTS MIDWEST

Promotes creativity, nurtures cultural leadership and engages people in arts experiences throughout Midwest

- Touring Fund: \$4,000 max, deadline to apply April 25, 2018
- Arts Midwest Conference
- WorldFest, Learning Lab, Cultural Exchanges, Big Read, Shakespeare in American Communities

## MICHIGAN MUSEUMS ASSOCIATION

Shares expertise and resources to promote standards and best practices

- Annual Conference, October 28 – 30, 2018, Dearborn
- Networking (Meet n Eats), Workshops, Advocacy, Resources





**The More You Know...**

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# Applicant & Program Eligibility

Applicant	Operational Support	Project Support	Capital Improvement	Arts in Education		MG Arts Project	MG Prof Dvlpmt		Awardees CANNOT receive both OP/PS and MG Arts Projects
Nonprofit Arts & Cultural Org	●		●			●	●		●
Nonprofit Organization		●				●	●		●
College / University		●							
Schools (K-12, public/non-public)				●		●	●		●
Municipalities		●	●			●	●		●
Professional Artist							●		
Arts Educator							●		
Arts Administrator							●		

# Financial Tips

- **Are your revenues and expenses categorized correctly?**  
Review MCACA budget definitions prior to creating your itemization budget.
- **Does your project budget reflect your required match amount?**  
Check your grant's guidelines for your match requirements.
- **Is your budget balanced?**  
Revenues should equal expenses.
- **Do your financials reflect the appropriate grant period?**  
October 1<sup>st</sup> 2018 – September 30<sup>th</sup> 2019.
- **Online payment:** \$50.00 non-refundable application fee.
- Major credit and debit cards are accepted.
- Any questions, please contact Adam Wheater.



# Words to the wise...

- **Read the guidelines.**
- **Do not wait to the last minute to submit your application.**
- **Be clear, concise and compelling!**
- **Check your spelling and grammerr.**
- **Follow the format: page limits, font size, margins, pdf's, etc.**
- **Keep your online presence up to date.**
- **If you make a claim, be sure you can back it up.**
- **Show the panelists – virtual tours, videos, sound clips, captions.**
- **Your application is the full packet ...not just the narrative.**



**MCACA STAFF**  
please contact with any questions

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Capital improvements, Minigrants	<b>Jeff Garrett</b> 517.241.6578 garrettj7@michigan.org
Financials, Compliance	<b>Adam Wheater</b> 517.241.0911 wheatera@michigan.org
Operations, Services to the field	<b>Alison Watson</b> 517.241.3968 watsona11@michigan.org
General inquiries	<b>Joan Gill</b> 517.335.6264 gillj@michigan.org

For future  
reference,  
grab our  
card!