Region 2
FY2024
Minigrant Workshops

NW MI Arts & Culture Network
Spring–Fall 2023 for FY2024
Connecting Arts, Culture & Our Creative Communities
Region 2 Regional Regrant Agency
www.nwmiarts.org
Who?
- State of Michigan’s Arts & Culture Council
- Established in the 1966

What?
- Provide State & Federal tax dollars to arts & cultural organizations & eligible entities through a competitive grantmaking process

Why?
- To ensure every citizen in Michigan enjoys the civic, economic & educational benefits of arts & culture.
Civic Engagement
- Arts & culture enrich our lives & are vital to the well-being of our society

Economic Development
- Arts & culture bring important benefits to Michigan’s economy, to our efforts to attract business to this state & to our tourism industry.

Education
- Arts education is a critical part of the education of our youth in that it opens new worlds to them, encourages creativity & presents opportunities for careers.
MACC Team

Front Row (L–R) Ashley Minarik, Alison Watson, Jackie Lillis–Warwick
Back Row (L–R) Adam Wheater, Jeff Garrett, Chad Badgero, Alex Flannery

Regrant Districts:
https://medc.app.box.com/s/tssogx873xv0k6dw44c97umq74w3xih1/f ile/1165689048346
Region 2 = NW MI
Mary Bevans Gillett, Region 2
Regrant Coordinator
$12,445,413 Awarded FY2023
- State of Michigan
- National Endowment for the Arts

At work in Northwest Michigan (10 counties)
- Funded $917,219 NW MI projects in FY2023
- Benefitted 52 organizations
- Includes $53,500 for 22 R1, R2 & School minigrants

www.Michigan.gov/arts
FY 202 4Grant Programs

- Operational Support
- Project Support
- Capital Improvement
- Arts in Education Residency
  - School Bus Minigrants & Art Equipment & Supplies Minigrants
- New Leaders
- Regional Regrant ("Minigrants") – TODAY’S FOCUS
  - Project Minigrants
  - Professional & Organizational Development ("POD")

- October 1, 2023 – September 30, 2024
- Guidelines: www.nwmiarts.org & www.michiganbusiness.org/arts/
- Online Submit: MACC.SmartSimple.com (No “www.”)
Regional Regranting – Minigrants

- Grant-giving administered locally/regionally to distribute small arts & cultural grants statewide through the minigrant program
Minigrant Service Area

- 10 Regions in Michigan
- Region 2
  - Antrim
  - Benzie
  - Charlevoix
  - Emmet
  - Grand Traverse
  - Kalkaska
  - Leelanau
  - Manistee
  - Missaukee
  - Wexford
Process, Timeline & Expectations

- Submission (by 5pm, 8/3 & 1/15) (*Large grant deadlines = 6/1*)
- Peer review panel meets late August/January, recommends to MACC
- Notification of grant award (*Mid-September or Early February*)

- Return signed contract (*October or March*)
  - Accepting the award and requirements
  - Signed by authorized official (**not project director**)
  - Submit proof of communication with legislators

- First payments disbursed
  - Payment schedule noted in contract
  - Minigrants = 75% total award, usually disbursed mid-November

- Recognize MACC in promotion, web & advocacy (**tools provided**)

- Final Report via SmartSimple with financial statement, PR samples
  - Due within 30 days after completion, but no later than 9/30/24 (**minigrants**)
  - Final payment disbursed after Final Report is approved

**NOTE:** Organizations are prohibited from applying for future MACC grants until Final Report is received & approved
Minigrant Review Panels = 6–8 panelists with multidisciplinary expertise, regional representation
One Program – Two Minigrants

Minigrants via
Regrant Agency

Minigrant
Project Minigrants

Professional &
Organizational
Development (POD)
Minigrants
Minigrant Project Grants

- Up to $4,000 for local high quality arts/cultural projects

- Eligibility
  - Arts & cultural nonprofit or a nonprofit registered in State of Michigan
  - K–12 Schools (not Colleges/Universities)
  - Municipalities
  - Physically located in state of Michigan

- Basics
  - 1:1 cash and/or in-kind match
  - Local/regional peer review panel (Not open to public)
  - Potential for 2 funding rounds. Deadlines:
    - Round 1: August 3, 2023
    - Tentative Round 2, IF held: January 15, 2024 (Round 2 is NOT guaranteed. Held ONLY if funds are not allocated in Rnd 1)
  - Must take place October 1, 2023 – September 30, 2024
What project costs $ are covered?

- Artists fees
- Salaries or wages
- Space/venue rental
- Marketing & promotion
- Project supplies & materials
- Production costs
- Project related curriculum materials
- *Directly related to project*

- Capital expenses
- Awards or cash prizes
- Entertainment/receptions
- Endowments
- Non–MI travel
- Costs prior to fund cycle
- Fundraising activities
- Indirect mngmt costs
- Academic research
- Commercial projects
- College courses

Yes! 😊

No 😞
Examples?

- Exhibits
- Performances
- Readings
- Workshops
- After-school enrichment
- Festivals
- Pow-wows
- Residencies
- Student art activities
- Other arts & cultural activities
Minigrant Project Scoring

- Artistic/Cultural Merit ◦ 25 points
- Community Impact ◦ 25 points
- Implementation/Management ◦ 15 points
- Bios/Key Staff/Cultural Workers ◦ 10 points
- Budget ◦ 10 points
- Supplemental Materials ◦ 5 points
- Additional Considerations ◦ 10 points
Minigrant Project Review

- Artistic/Cultural Merit (25)
  - Why are you doing this project?
  - Quality?
  - How does your project provide experiences for audiences/participants express themselves, grow further or be more happy?

- Community Impact (25)
  - How will you engage with & learn from audience? Artists?
  - How does organization reach a broader community &/or specifically targeted audiences with programs, including efforts to increase accessibility?

- Implementation/Management (15)
  - Clear timeline & project
  - Demonstrate marketing & evaluation plans

- Bios/Key Staff/Cultural Workers (10)
  - Who is leading & planning, qualifications

- Budget (10)
  - Budget is clear & aligned with narrative

- Supplemental Materials (5)
  - Relevant supporting materials
  - PDFs

- Additional Considerations (10)
Minigrant “POD” Grants

- Provides up to $1,500 for professional & organizational development
  - Eligibility
    - Arts & culture nonprofit in Michigan
    - Individual artists, arts administrators or arts educators
  - Categories:
    - Conference/education/training – increasing knowledge/skills
    - Working with a consultant – assist with planning, grant writing, assessments
  - Cannot be used toward an accredited degree (i.e. MFA, BA)

- Basics
  - Funding window: October 1, 2023 – September 30, 2024
  - 1:4 match, 25% cash and/or in-kind match (for $1,500, need +$375)
  - Out of State travel – OK
  - Possibly two funding rounds. Deadlines:
    - Round 1: Due August 3, 2023
    - Tentative Round 2: Due January 15, 2024 (Round 2 held only if $ available)
Minigrant POD Scoring

- Professional Development Merit: 40 points
- Professional or Organizational Impact: 35 points
- Budget: 10 points
- Bios/Key Staff: 10 points
- Supplemental: 5 points

Total Score

- Professional Development Merit
- Professional or Organizational Impact
- Bios/Key Staff
- Supplemental Materials
- Budget
Professional Development Merit
- Describe professional development opportunity
- Who will attend?
- Clearly state parameters of activities, schedule, when, where, length?
- What will you learn?

Professional or Organizational Impact
- Describe purpose/importance of request to individual or organizational goals
- Describe how opportunity may have potential to significantly affect or enhance applicant’s ability, career, artistic development, technique, or managerial skills
- Individual may address how opportunity benefits self
- How will you or the organization benefit long term?

Key Staff/Bios/Cultural Workers
- Are supplemental materials appropriate, relevant & support application? Format = All PDFs
POD + OS/PS or Mini Projects ???

Art in Education

OS/PS or Minigrant Project

Operational (OS) or Project (PS) Support

POD

Capital

Art in Education

New Leader

Minigrant project

POD

Capital

New Leader

OS/PS

OR (not and!)
Grant Platform: SmartSimple

- MACC.smartsimple.com (*no www.*)

- Register & Profiles
  - Organization
  - Personal

- 1st Time registrant is the “account owner”

- Must register project manager AND authorizing official. Can register more.

- Staff or board changes? MUST change in Smart Simple.
Welcome to the Michigan Council for Arts and Cultural Affairs Portal

Please take a moment to familiarize yourself with the application process noting the deadlines for submissions, meeting dates and the status of your application. Please make a note of your username and password as you will need it to access the system in the future.

To access your invitations or applications in progress, click the "Applications and Grants" tab in the upper right corner.

**My Profile**

Please fill out your profile by clicking on the icon(s) below. Once you have completed your profile, you may begin your application. You may need to refresh your browser or login again to see all available opportunities.

- Organization Profile
- Personal Profile

**My Opportunities**

Listed below are the program(s) for which you may be eligible. Click on an icon below to begin your application.

- Minigrants P0D
Organizational Information

Includes:
- UEN # (Not DUNS)
  Apply at Sam.Gov, See MACC Step by Step Tips
- Budget with itemization
- Organizational History
- Board
- ADA
- Demographic info (community, board, stakeholders, who served)
Application & Attachments

Application
- Project Overview
- Project Director
- Authorizing Official
- Assurances – via DocuSign

Attachments
- Narrative
  - Projects <4 pages
  - Professional and Organizational Development (POD) <2 pages
- Staff/Project/Artist(s) bios
- Supplementary Materials &/or Media Files
Example only. Notes: Budget entered into application, including itemization; I–K expense also shows as I–K revenue; MACC share is a subset of cash, not in addition to cash.
Financial Tips

- Budget form is part of actual application
- Are revenues & expenses categorized correctly?
  - Review MACC budget definitions prior to itemization
  - In-kind Expense = In-kind Income
- Does project budget reflect required match?
  - Check grant guidelines or ask for guidance
- Do financials reflect appropriate grant period?
  - October 1, 2023– September 30, 2024
- No fee to apply for Minigrants
  - Minigrant Projects & PODS exempt from application fee
  - All other grants require a $25–50 application fee
Submission Reminders: MACC.smartsimple.com

- Use correct URL (MACC.smartsimple.com)
- Follow the SmartSimple Guidelines!!!
- Save your User Name & Password
  - 1st registrant is the “Owner”
  - Write down and save for next year & final report
- All attachments must be pdfs (no scans)
- Update browser to latest version
- Use links to website, YouTube, Facebook, etc.
- Deadlines are 5:00 pm Eastern time
  - Allow time for tech problems, submit early
- Remember to hit SEND button
Write with the “3 C’s”

- **Clear**
  - Will it make sense to someone who doesn’t know your organization or what you do?

- **Concise**
  - Don’t ramble on. Be to the point. Include only the necessary information to make your point. And tell your story in a logical, orderly timeline.

- **Compelling**
  - Tell a dynamic story. WHY is this project important to your organization? Make it personal, different and engaging.
More Final Tips

- Read the guidelines. Read them again.
- Write to match the guidelines.
- Don’t wait to the last minute to submit.
- Check your “speling and grammerr.”
- Follow required format:
  - Page limits, Font size, Margins, PDFs, etc.
- Keep online presence current (Website, Social Media)
- If you make a claim, be sure you can back it up
- Show panelists your work
  - Virtual tours, videos, sound clips, captions.
- Remember – Application is the full packet…not just the narrative.
Questions?
Questions, Technical Assistance

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