FY2020 Region 9 Minigrant Programs
Applicant Information & Training Workshop

Region 9 Minigrant Workshop Agenda

- Welcome, thanks & introductions
- About The Arts Alliance
- Michigan Council for Arts & Cultural Affairs grant programs
- Region 9 regranting programs
  - Arts & Cultural Project Minigrants
  - Professional & Organizational Development Minigrants
- Specifics, budgets & a case study
- Recommendations
- Important dates
- Questions & conversation
About: The Arts Alliance

The arts + creative industry authority in Washtenaw County.

It champions the arts + creative industries - arts and creative individuals, organizations and businesses - to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit.

A membership-based backbone organization establishing and nurturing cross-sector partnerships so that common goals and outcomes may be reached.

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

The Arts + Creative Industries

Creativity is of the highest value and is a determining factor of success or failure for these individual practitioners or profit, nonprofit 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, visual communication user interface design, 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

The Arts Alliance serves Washtenaw County

Join Us

- Creative individuals & businesses
  Members are creative people and industry experts who lead the creative sector locally, nationally and internationally, have creative practices, own businesses and work for profit, nonprofit and government entities.

- Ally members and sponsors
  Those who advocate and support arts and creativity.
And here we go...

Everything you need to know about MCACA minigrants...

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 $770,000 via the National Endowment for the Arts

MCACA makes grants to:
- Arts and culture organizations
- Cities and municipalities
- Schools and universities
- Other nonprofit organizations
- Artists, creatives, cultural specialists and administrators
- Emerging leaders

MCACA general “the big” grants

Submitted to and administered by MCACA

https://mcaca.egrant.net

Proposal deadline – June 1 each year.

CYCLE - October 1 – September 30 each year
- Project and Operational Support Grants (POPS)
  - Project (P) - $30,000 for arts and cultural projects.
  - Operational Support (OPs) - up to $60,000 based on annual budget for general operations (GOS).
- Capital Improvement Grants – up to $100,000
- New Leaders Grants
  - $4,000 for projects or collaborations engaging 14-30 year olds.
- 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 Youth Arts Association (MYAA)
  - [https://www.michiganyoutharts.org/](https://www.michiganyoutharts.org/)
  - Bus grants - $500 for arts related field trips in Michigan.
  - Art, equipment & supplies grants - $1,500 for K-12 schools.
  - MYAA offers a touring artist database and field trip destination listing.

- Submitted to MI Humanities Council
  - [https://www.michiganhumanities.org/](https://www.michiganhumanities.org/)
  - Touring artist grants - $3,000 to support the fees and expenses of touring performers, artists, exhibitors and humanities presenters.

MCACA Minigrants

Submitted to MCACA - administered by 10 regional administrators
The Arts Alliance administers Region 9

- Region 9 Counties
  - Hillsdale
  - Lenawee
  - Livingston
  - Jackson
  - Monroe
  - Washtenaw
MCACA 2020 Minigrants

Region 9
August 3rd proposal deadline
- Submitted to MCACA eGrant
- Administered by The Arts Alliance
- Round 1 Cycle – 10.1.19 – 09.30.20
- Round 2 Cycle – 01.15.20 – 09.30.19
- Professional/Organizational Development (POD)
  - $9,300 in total
- Arts & Cultural Projects
  - $32,000 in total

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

Region 9 Minigrant Workshop

The MCACA Guidelines
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.
Region 9 Minigrant Workshop

- Preparing your grant
  - Review & know the grant guidelines & requirements
  - Confirm eligibility
  - Get/confirm your DUNS #
  - Data Arts (CDP) – not required for minigrants but for the BIG MCACA OPs
- Pre-register to confirm login & password – don’t wait!
  - e-Grant https://mcaca.egrant.net
- Break it down & assign responsibilities
  - Application
  - Narrative & attachments
  - BUDGET
  - Submitting the application
- Post submission
  - The waiting game - while you wait: be a juror!

Dun & Bradstreet (DUNS) Number

Organizations – Confirm you have a DUNS # or apply for one ASAP
- [http://fedgov.dnb.com/webform](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

Individuals (PODs only)
- Individuals will enter ‘00-000-0000’ for their DUNS number
NAICS & SOC Codes

Choose Correctly – Confirm on DUNS & 990s
Proper data collection for arts + creative industries

- **Important for Reporting**
  - 4.3% of GDP.
  - 140,040 Jobs + $7.7B wages in Michigan.

**NAICS - North American INDUSTRY Classification System**

- 611610 Fine Arts Schools
- 711110 Theater Companies and Dinner Theaters
- 711120 Dance Companies

**SOC - Standard OCCUPATIONAL Classification**

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

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Data Arts - Arts & Cultural Orgs

[http://da.culturaldata.org](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
  - Annual Report
- Broad data collection & reporting for the industry.
- Greater good of the arts and creative industry – the more data the better
Region 9 Minigrant Workshop

Register on e-Grant https://mcaca.egrant.net

Preparing for your application – break it down

<table>
<thead>
<tr>
<th>ARTSFY FY2018 MCCA PROJECT GRANT ASSIGNMENT MATRIX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project</strong></td>
</tr>
<tr>
<td>1/2/2020</td>
</tr>
<tr>
<td>1/2/2020</td>
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<tr>
<td>1/2/2020</td>
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<tr>
<td>1/2/2020</td>
</tr>
</tbody>
</table>
Region 9 Minigrant Workshop

Focus on:
Arts & Cultural Projects Minigrants

Region 9 Counties
Hillsdale
Lenawee
Livingston
Jackson
Monroe
Washtenaw

Arts & Cultural Projects - Eligibility

Who is 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 990s must be filed with the IRS
- Must have a DUNS number
- MI charities must be in good standing with the State of Michigan
- Arts, science, zoos, heritage, etc.
- K-12 public & private schools
- MI municipalities

Who is 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 fees
  - Salaries or wages
  - Space rental
  - Marketing & promotional expenses
  - Supplies & materials
  - Travel – in state
  - Production & project costs
  - Project related curriculum materials
  - Other items as listed in guidelines.

Arts & Cultural Project Minigrants

Components for successful project (all are not required):

AKA – what reviewers like...

- History of successful programming.
- Supportive of local artists, cultural specialists and creators of culture.
- Includes achievable outcomes and performance measures.
- Committed to cross-cultural understanding through programming and/or personnel development.
- Includes 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.
Arts & Cultural Project Minigrants
Panel review scoring – breaking it down
Guidelines page 8

- Artistic/Cultural Merit (35 pts)
  - Project description and artistic/cultural merit.
  - Qualifications of artists/cultural specialists or education professionals.
  - Audience/participant experiences.

- Community Impact (30 pts)
  - Leveraging community support (people, financial & in-kind).
  - Audience, patrons and/or public - serving/engaging/accessibility.
  - Contributing to a vibrant and successful community.

- Implementation & Management (25 pts)
  - Timeline - when, where, how and for how long.
  - Marketing and promotion plan.
  - Qualifications of staff and volunteers.
  - Evaluation.

- Supplemental Material (10 pts)
  - Are all required materials included: narrative, assurances and supplemental materials.
  - Budget in the provided format.
  - Attachments to strengthen the application.

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Arts & Cultural Project Minigrants
Attachment 1. The narrative - 4 page max
Guidelines page 16

The most important piece.

- Introduce reviewers to your org (brief)
- 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.
  - 12 point font.
  - 1 inch margin on all sides.
- Name your file: Narrative-OrgName
Narrative-The Arts Alliance.pdf
Arts & Cultural Project Minigrants

Attachment 2. Organizational history and governing board – 3 pages max
Guidelines page 17

- Brief overview of organizational history and purpose (include this in your narrative intro too.)
- Include artistic and cultural merit objectives.
- Current board list.
  - Name
  - Title & occupation
  - City of residence
  - Community affiliation(s)
  - Representation of diversity, equity and inclusion
- Name your file: History-OrgName
  - History-The Arts Alliance.pdf

Arts & Cultural Project Minigrants

Attachment 3. Staff, project and artist bios – 3 pages max
Guidelines page 17

As applied to this project

- Provide 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.
- Name your file: Bios-OrgName
Arts & Cultural Project Minigrants

Attachment 4. Demographics – 3 pages max
Guidelines page 17

- Describe your community. Include demographics
  https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
- Describe your audience. Include demographics and, as it applies, representation of diversity, equity and inclusion.
- How do demographics inform your decisions for this project?
- Name your file: Demographic-OrgName

Arts & Cultural Project Minigrants

Attachment 6 - Assurances
Guidelines page 18 and sample on page 20

- Download the form from eGrant, Guidelines or A3Arts.org
- Don’t wait - get proper signature (wet or date stamped electronic)
- Name your file: Assurances-OrgName
Arts & Cultural Project Minigrants

Attachment 6 – 10 Supplemental Materials
Guidelines page 18

Use the remaining open attachments to upload supporting materials and documentation to support your proposal.

Examples:
- Collateral materials
- Audio or video files (limited to 5MB)
- A page with multiple links (always check links!)
- Name your file: Sample- OrgName.Description

Arts & Cultural Project Minigrants

Application - e-Grant System is only way to submit

#1 - 5 are in the e-grant application.
1. Applicant Info (form)
   Includes all organization information.
2. Program
   Select the correct grant!
3. Project Information
   Dates must be between 10.1.19 – 9.30.20.
4. Summary Information
   Data collection only - does not impact grant score.
5. Project Budget
   Must use the required form.

Attachments you upload.
6. Required Documents
   (specific file names required for PDFs*)
   - Attachment 1: Narrative (4 pgs.)
   - Attachment 2: Org history & governing board. (3 pgs.)
   - Attachment 3: Staff, project and/or artist/cultural specialist bios. (3 pgs.)
   - Attachment 4: Demographics. (3 pgs.)
   - Attachment 5: Assurances.
   - Attachment 6-10: Supplemental materials.

*Narrative-OrgName.PDF
Arts & Cultural Project Minigrants

Region 9 Minigrant Workshop

Focus on:
Professional or Organizational Development (POD)

Minigrants

Region 9
Counties
Hillsdale
Lenawee
Livingston
Jackson
Monroe
Washtenaw
Professional/Organizational Development (POD) Minigrants

Who is eligible?
- Arts & cultural nonprofits registered in Michigan
  - Do not have to be a 501(c)3 – if you do, 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.

Who is 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.
- 1:25% 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 – 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

Panel Review Scores—Breaking it down
Guidelines page 8

- **Professional Development Merit (45 pts.)**
  - Describe opportunity, training, consultant, workshop or conference.
  - Who is attending, their role in organization (if applicable).
  - Timeline - when, where, how and for how long.
- **Professional or Organizational Impact (45 Pts.)**
  - Purpose/impact on short and long-term goals.
  - Potential to affect ability, career, artistic/specialist development, technique or skills.
  - Ability to share learning with colleagues or public (if applicable).
- **Supplemental Material (10 Pts)**
  - Are all required materials included: narrative, assurances and supplemental materials.
  - Budget in the provided format.
  - Attachments to strengthen the application such as conference or training workshop brochures or resumes of strategic planning consultants.

**POD Minigrants**

Attachment 1. Narrative – 2 page max
Guidelines page 15

- **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.
  - 12 point font.
  - 1 inch margin on all sides.
POD Minigrants

Attachment 2. Staff, project and artist/cultural specialist bios - 3 pages max
Guidelines page 16
As applied to this application
- provide 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
- Name your file: Bios-Org or Persons Name

POD Minigrants

Attachment 3 - . Assurances
Guidelines page 18 and sample on page 20
- Download the form from eGrant, Guidelines or A3Arts.org
- Don’t wait - get proper signature (wet or date stamped electronic)
- Name your file: Assurances-OrgName
  Assurances-The Arts Alliance.pdf
POD Minigrants

Attachment 4 – 10 Supplemental Materials

Guidelines page 16

Use the remaining open attachments to upload supporting materials and documentation to support your proposal.

Examples:
- Collateral materials
- Audio or video files (limited to 5MB)
- A page with multiple links (always check links!)
- Name your file: Sample-OrgName or Person.Description


POD Minigrants

Application - e-Grant System is only way to submit

#1 - 5 are in the e-grant application.

1. Applicant Info (form)
   - Includes all organization information.
2. Program
   - Select the correct grant!
3. Project Information
   - Dates must be between 10.1.19 – 9.30.20.
4. Summary Information
   - Data collection only - does not impact grant score.
5. Project Budget
   - Must use the required form.

Attachments you upload:

6. Required Documents *(specific file names required for PDFs*)
   - Attachment 1: Narrative
   - Attachment 2: Staff/project/artist/cultural specialist bios.
   - Attachment 3: Assurances.
   - Attachment 4-10: Supplemental materials.

*Narrative-OrgName.PDF
POD Minigrants

Budgets – Projects and PODs
Budgets for projects and PODs

Project Guidelines pages 21 - 24
POD Guidelines pages 20 - 23

Budget MUSTS:

- You MUST use the budget form in e-Grant 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).
- 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
Office: 734.213.2733

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Budgets for projects and PODs - Revenues

<table>
<thead>
<tr>
<th>Revenue Description</th>
<th>Cash</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket Sales/Admissions</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Tour Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commission Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Earnings</strong></td>
<td><strong>$2,500</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Unearned Revenue</strong></td>
<td></td>
<td></td>
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<tr>
<td>Corporate Support</td>
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<td>Name (Pending)</td>
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<tr>
<td>Foundation Support</td>
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<tr>
<td>Name (Confirmed)</td>
<td>$2,000</td>
<td></td>
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<tr>
<td>Name (Pending)</td>
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<tr>
<td>Private Support/Contributions</td>
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<tr>
<td>Name (Confirmed)</td>
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<tr>
<td>Name (Pending)</td>
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</tr>
<tr>
<td><strong>Total Unearned Revenue</strong></td>
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<td><strong>Total Revenues</strong></td>
<td><strong>$8,600</strong></td>
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</table>

**Unearned Revenue**
- $2,041
- Total Grant = $4,000
- Total Cash = $11,240
- Total Project Revenue = $13,000
Budgets for projects and PODs - Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
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<th>B 9414RD</th>
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<th>A + B TOTAL</th>
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<tr>
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<td></td>
<td>position/role</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
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<tr>
<td><strong>Subtotal Employee Expenses</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Non Employee Fees</td>
<td>position/purpose</td>
<td>$ -</td>
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<td></td>
<td>position/purpose</td>
<td>$ -</td>
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<tr>
<td><strong>Subtotal Non Employee Fees</strong></td>
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<td>$ -</td>
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<td>Additional Project Related Costs</td>
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<td>source/purpose</td>
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<td>$ -</td>
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<tr>
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<td></td>
<td>source/purpose</td>
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<tr>
<td><strong>Subtotal Other Expenses</strong></td>
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<td>$ -</td>
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<tr>
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<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
</tbody>
</table>

**Notes not in form!**

Revenue - Expenses = Profit or loss.

Churches, governments & schools cannot draw a profit.

Column C: MCACA Expenses must equal grant request.

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Reminders

Submission is electronic: [http://mcaca.egrant.net/](http://mcaca.egrant.net/)

- Register early on eGrant system to start process.
- One account per organization or individual for all MCACA grants.

**DEADLINE for submission - 11:59 p.m. on August 3, 20XX.**

- Plan to submit early! Don’t risk it. Internets go down. $%@& happens.
- Portal closes at 11:59 p.m. on August 3, 20XX.
- NO EXCEPTIONS! If you grant is not in the portal, you have no grant.
More reminders & recommendations

1. Use the grant guidelines. Use The Arts Alliance staff.
2. Make it easy for the reviewer to review and score:
   - Answer the questions asked in the Guidelines.
   - Include hyperlinks in your narrative for websites, video and documents. Check to make sure that the hyperlinks work!
   - Images may be imbedded in your documents.
3. Review, review, review. Then have someone else review!
4. Save all documents as PDFs – other formats will not be accepted.
   - Check that all hyperlinks work after saving as PDF.
5. Carefully submit all materials in the e-GRANT System.
   - Double check that PDFs are properly uploaded. OPEN THEM 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!!

Region 9 Minigrants – FY21

Important dates

- **8.3.20 at 11:59 p.m.** - Minigrant applications due.
- Be a grant panel reviewer – it’s the best way to learn about grantwriting.
  - Apply online [https://a3arts.org/form-mcaca-minigrant-reviewer-application/](https://a3arts.org/form-mcaca-minigrant-reviewer-application/)
  - or contact info@a3arts.org
- Grant panel reviewer training - TBD
  - Date 1
  - Date 2
- Region 9 review panels meet - TBD
  - Projects – TBD.
  - POD – TBD
- MCACA announces direct grants
  - TBD
  - Region 9 Minigrant applicants notified of grant status.
  - Region 9 media release distributed.
- **Early October 2021** – contracting begins
Minigrant Notifications Are Out. Now What?

Funding outcomes:

- **Not funded** = no further work, but you MAY request to receive reviewer’s notes to improve for next year! Contact info@a3arts.org
- **Funded (partial or full)** – Congratulations! requirements include:
  - Partial grant funding - submitting an amended budget.
  - Contract – requiring signatures.
  - Sending 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 info@a3arts.org
  - Budget draft - using required form
  - Make edits and follow further instructions
- Submit approved forms through the eGrant portal
- MCACA must approve final report
- Upon approval of final report, final 25% will be sent via check.

Questions & conversation

Thank You!
For more information

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