



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Urbana Public Arts Commission  
**FROM:** Anna Hochhalter, Public Arts Coordinator  
**DATE:** January 7, 2009  
**SUBJECT:** Urbana Arts Grant Program Planning

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**Background**

On January 5, 2009, the Urbana Public Arts Commission held a special meeting to prioritize a list of potential programs generated by the Commission during its last regular meeting in December, 2008.

During the meeting on January 5, the Commission members each identified their top three priorities in the following three categories:

1. programs to be implemented in the next six months (January – June 30, 2009)
2. programs to be implemented in the next fiscal year (July 1, 2009 – June, 30, 2010)
3. programs to be considered in the future.

Upon completion of the prioritization exercise, several program concepts were identified as the top priorities for the remainder of the fiscal year (January – June 30, 2009). The first priority, based on the exercise, was the Urbana Arts Grant Program. The Commission requested that further discussion regarding the Urbana Arts Grant Program take place during the next Commission meeting.

**Discussion**

Municipal grant programs are fairly common and a great variety of programs exist. The Public Arts Commission discussion on grants has included numerous ideas of various types of grant programs that Urbana could potentially offer. For example, the grant program ideas listed during the program brainstorm held at the Commission’s December meeting included the following:

- grants ranging from \$2,500 - \$10,000 for various media
- public works project grants to be awarded to artists working in collaboration with the Urbana Public Works Department, MTD, etc.
- grant program for local artists
- small grants program awards ranging from \$200 - \$2,000 for artists with projects in high traffic areas and who work with businesses
- festivals as a category of funding

Additional discussion is necessary to further define the type of program that should be pursued for implementation within the current fiscal year (July 1, 2008 – June 30, 2009).

Attached (Exhibit A) is a general DRAFT outline of a pilot grant program proposal which describes a potential selection process and general timeframe for a pilot grant program in fiscal year 08-09. As suggested by Commission member Sarah Ross, a pilot program could be initiated this year and revision to the structure and program could be made for future grant programs beginning in the upcoming fiscal year. For example, the timeframe of the granting cycle could reflect the fiscal year budgeting cycle so that awarded projects begin in the beginning of the fiscal year. Also, attached (Exhibit B) is an ‘Art Everywhere Grant Program’ outline written by Public Arts Task Force member Ben Grosser for the Public Arts Task Force. The outline provides ideas on the administration of the grant and summarizes the vision and purpose in the narrative.

Additionally, examples of grant programs in other communities will assist in determining the type of grant program for Urbana. Attached (Exhibit C) is a document containing the guidelines and application for the Madison Arts Commission Annual Grant Program. Also attached (Exhibit D), is a brief sample of arts grant case studies.

## **Recommendation**

Staff recommends that the Commission review the attached narratives and examples and prepare to discuss specific details for an arts grant pilot program to be considered for implementation in the remainder of the fiscal year and the upcoming fiscal year.

Attachments:	Exhibit A:	DRAFT UPArts grant program outline
	Exhibit B:	Art Everywhere Grant Program outline
	Exhibit C:	Madison Arts Commission Annual Grant Program
	Exhibit D:	Sample of other Grant Programs

**Potential Arts Grant Pilot Program Outline – DRAFT –**

The outline below was originally drafted for a grant application. Further alterations to the proposal below are necessary.

**a) Major project activities.** The City of Urbana Public Arts Program plans to create and implement the first local annual public arts grant program (UPArts Grants) which will provide funding to artists or arts organizations for the creation and display of temporary projects to occur within the City of Urbana and will serve populations of youth, elderly, and people with low-income. International, national, and local artists and arts organizations will be eligible to apply. This project entails the creation a temporary selection committee, promotion of the program, advertisement of available funds and eligibility criteria, review and evaluation of submitted proposals, distribution of evaluations to applicants, coordination and promotion of an award announcement, and the management of successful implementation and installation of awarded proposals. The UPArts Grant Program will fund up to 30 multidisciplinary projects within the City of Urbana during its first year.

**b) Goals.** The UPArts Grants Program has the following goals:

- i) To foster a community in which artists thrive and are valued;
- ii) To create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse; and

iii) To preserve and commemorate local and multicultural traditions and histories  
Through the achievement of these goals, the UPArts Grants will support and facilitate opportunities for multidisciplinary artists and arts organization to create, interpret, present, and perform artistic work throughout the City of Urbana.

**c) Schedule.** Key project dates for the UPArts Grants Program are listed below.

- i) Call for Proposals—promotion, publicity, and outreach: March 1, 2009
- ii) Application deadline: May 1, 2009
- iii) Announce Awarded proposals/distribute evaluations: June 1, 2009
- iv) Management of execution of proposals: June 1, 2009 – May 31, 2010

**d) Key individuals, organizations, and works of art.** The City of Urbana, Community Development Services Department, Economic Development Division, and the Public Arts Program are all committed to the UPArts Grants Program. The Urbana Public Arts Task Force—a temporary commission consisting of artists, administrators, and educators—in collaboration with the Community Development Services Department developed initial goals and a narrative for a grant program in 2007. The UPArts Grant Program is an expansion and development of this initial narrative.

City of Urbana Public Arts Program staff, advised by the Public Arts Commission, will create UPArts Grants applications and solicit proposals from local, national, and international arts organizations and artists. Advertisement of the funding availability and eligibility criteria will be made to artists and arts organizations locally, nationally, and internationally. The Urbana Business Association; 40 North—Champaign County’s Arts, Culture and Entertainment Council; Champaign County Chamber of Commerce; and Champaign County Economic

Development Corporation are proposed partners that will play a role in promoting and supporting the UPArts Grants Program and the arts activities it supports.

The City of Urbana will create a temporary selection committee comprised of local artists from multiple artistic disciplines, relevant stakeholders, and representatives from the community at large and the business community to evaluate applications and make a recommendation to the Public Arts Commission.

Upon receipt of applications, and the closing of the submission period, the Public Arts Coordinator will screen the applications and send the remaining qualified applications to the selection committee. Applications will be expected to meet the following requirements:

- i) Projects must occur within the specified timeframe (June 1, 2009 – May 31, 2010);
- ii) Project budget requests must be between \$2,000 - \$10,000;
- iii) Projects must include a specific public free to low-cost component; and
- iv) Only those proposals which include access accommodations for both facilities and programs.

Applicants will be required to submit a project narrative with details describing the project, work plan, budget, samples of previous work, organization or artist vision statement, timeline, and visuals when relevant.

The selection committee will evaluate proposals based on the following criteria:

- i) Community accessibility to the arts;
- ii) Opportunities for collaboration and partnerships;
- iii) Public participation;
- iv) Involvement of youth, elderly, or low-income populations; and
- iv) Educational component.

Upon review, the selection committee will make a final recommendation of proposals to the Public Arts Commission. The Public Arts Commission will approve temporary and ephemeral works of art.

**e) Target population.** The Urbana Public Arts Grants will fund projects that provide funding support to local, national, or international artists or arts organizations. Grant activities have the potential to benefit 186,000 residents living in Champaign County, and many tourists who visit the area for reasons related to the arts and the University of Illinois. The City of Urbana works with this population during the 40 North Boneyard Arts Festival, a county-wide arts festival, and through the City of Urbana Market at the Square Farmer's Market. The Public Arts Program has worked with artists and arts organizations within Champaign County to solicit their input on the Public Arts Program and to assess their needs as artists and arts organizations. The assessment of their input regarding barriers to achieving their artistic goals, in addition to their recommendations for the Public Arts Program, was a significant impetus for the development of the UPArts Grant Program.

**f) Plans for promoting, publicizing, and/or disseminating.** Promotion materials will be created and distributed through local list serves, local advertisement through local community and commercial radio stations, public and commercial television, local newspapers, including a newspaper in Spanish, and through partnerships with local organizations. Additionally, advertisement of the grant program will be sought through the International Sculpture Center and *Sculpture Magazine*; the *Public Art Review*; the Community Arts Network; and the Americans for the Arts Public Arts Network.

**e) Plans for monitoring and assessing.** The Public Arts Coordinator will schedule two check-in meetings with selected applicants, one midway through the proposed creation process, and another at the beginning of the public participation component. Reports will be given to the Public Arts Commission. The outcome of each awarded project, and the grant program as a whole, will be evaluated through surveys and interviews. Participating artists, including artists who applied but were not selected, will be asked to respond to specific questions related to the intended outcome of the project. Additionally, participating members of the public will be given surveys or interviewed. Surveys will be distributed and collected during public events and will be available on the City Public Arts Program website.

## Art Everywhere Grant Program Outline

Written by Public Arts Task Force member Ben Grosser

'Art Everywhere Grant Program' and its funding level is anywhere from \$1-\$499/artist. I'll start with some bullet points on administration, and then summarize vision and purpose in narrative:

- 3 deadlines each year (spring, summer, fall)
- artists can apply each time if they want
- deadlines are set and are the same date each year
- proposal length is short -- in accordance with request
- award is meant to fund work the artist is already engaged in, although the request should facilitate the finishing or advancement of that work (this is important, see below!)
- proposals *\*must\** include a specific free and public component
- ideally there is (eventually) enough to fund hundreds of these/year
- criteria for selecting awardees should include scope and contribution of the public component in addition to an assessment of the work to be produced and perhaps also attention paid to geographic diversity of the public components across the city
- awards are for Urbana residents and/or business owners only (different from larger grants)

The Art Everywhere Grants are intended to facilitate the production of a large number of relatively small free art happenings throughout the city. The addition of new municipally-funded free art around town will create a vibrancy that gets citizens talking, attending, making, and thinking about art and the world around them. These events may concentrate around downtown venues, but are intended to support events anywhere and everywhere: on sidewalks, street corners, in parks, etc.

Municipal artist grants usually ask artists to twist their work into a specific request that meets a municipal need (banners for streetlights, newspaper rack design, etc.). There is a place for these kinds of grants within Urbana's Public Arts Program, but the Art Everywhere Grants are intended to recognize that many talented artists living and working in Urbana are already engaged in art making specific to their own vision. What makes the Art Everywhere Grants different is that they fund artists working on *\*their\** art and make the 'municipal need' free access to that art. Doing so makes Urbana a great place to live for these artists, as well as the general public who get to engage with the artists and each other at the free events.

The Art Everywhere Grants are the entry point for Urbana's artists into the Urbana Public Arts Program. They are open to artists of all experience levels. While the more expensive grants will rely heavily on past history and exhibition record, these grants will rely less on that and more on the specific free art event proposal and the work that would be completed. This has the added benefit of providing artists with awards that can be used on their own resumes in pursuit of additional arts funding (local or not). The result is that Urbana's artists are supported right from the beginning of their careers.

The free public component funded by these grants can take many forms.  
Some examples might be:

- a caricature artist proposes to setup near the farmer's market on a Saturday, to draw caricatures of market visitors, and to give each sitter the resulting drawing. The result is that the artist gets exposure to a large audience, citizens can observe and talk with the artist, and some citizens get free art.

- a local theater ensemble proposes to put on a street play of a new work. The result is activity and buzz, free theater, and paid performers.

- an installation artist proposes to setup a sound installation in a particular location on city property (e.g. the parking deck, a street corner, etc.). the installation might be available for a week, but the artist will be available at a listed time and date to explain the work and engage with those interested.

- a local musician proposes to present a concert of small chamber works, including work by a local composer. the concert will be free to the public (perhaps hosted in a municipal space like the civic center).

- etc...!

These are just a few examples, and shouldn't be taken as exclusionary in any way. The idea is that if the primary criteria for making awards is the interest and originality of the art combined with the accessibility and visibility of the free public component, then local artists are encouraged to meld \*their\* art with the public in some way.

The reason for making these smaller awards available only to Urbana residents or business owners is to make Urbana \*the\* place to live and work in central IL for artists. The city will be recognized as making specific specialized awards available to its citizens in support of the arts. Larger awards will be available to anyone from anywhere so that Urbana citizens are exposed to arts ideas from around the world, but it is always important to remember and recognize that our community is already full of visionary, original, and experimental art.

# Annual Grant Program Guidelines

Madison Arts Commission  
City of Madison Department of Planning and  
Community and Economic Development  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
Madison WI 53701-2985  
Phone: (608) 261-9134  
Fax: (608) 267-8739  
TTY/Textnet: (866) 704-2316  
[www.cityofmadison.com/mac](http://www.cityofmadison.com/mac)



GRANT PERIOD: **JUNE 1 TO MAY 31**

DEADLINE: **MARCH 15**

## Madison Arts Commission Grants Program

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The Madison Arts Commission Grants Program distributes funds to Madison artists and non-profit arts organizations through these three annual grant programs:

- **Project:** Project Grants will provide up to \$2,500 to artists and non-profit arts organizations for performances, exhibits, events or other projects that enrich the cultural lives of Madison's residents.
- **Signature:** The Signature Grant will provide up to \$5,000 to artists and non-profit arts organizations for a cultural activity that is a new, original work. One Signature grant is awarded annually.
- **ArtWORKS!:** ArtWORKS! Grants will provide up to \$5,000 for neighborhood after-school arts-based educational programming.

(The BLINK Temporary Public Art Opportunities Grant is another MAC grant for Madison artists to create temporary experimental works of art. For more information, guidelines and application, visit: [www.cityofmadison.com/mac/fundingBlink.cfm](http://www.cityofmadison.com/mac/fundingBlink.cfm).)

## Madison Arts Commission (MAC)

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MAC is an 11-member citizen commission appointed by the Mayor to advise the City on municipal art policy. The Madison Arts Commission's mission is to foster an appreciation for the arts by initiating partnerships, developing new audiences, and sponsoring diverse artistic activities by emerging and established artists and arts organizations while preserving Madison's rich artistic tradition.

## Eligibility

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- **Who:** Madison residents or Madison non-profit organizations may apply. Non-profit organizations and institutions applying for grants must present proof of their federal tax-exempt status under Section 501(c)(3) of the Internal Revenue Code, be in the process of obtaining such status, or must name such an organization as fiscal receiver.

While MAC has a strong interest in collaborating with other City agencies on arts and cultural programs, it does not make direct grants to those agencies.

MAC does not make grants to public or private elementary or secondary schools. Post-secondary schools will be given consideration only for proposed projects whose main audience extends beyond enrolled students.

- **Where:** Project must occur within the city of Madison
- **When:** All activities funded by the Madison Arts Commission Grant Program must take place between June 1 and May 31, and grant funds must be spent **WITHIN** this designated funding period.



## Restrictions

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All applicants **MUST** contact the Arts Administrator prior to submittal to discuss their application.

Individuals and/or organizations may apply for only one Signature **OR** one Project grant per funding year. Individuals and/or organizations may not apply for both grants. Individuals and/or organizations may apply for the ArtWORKS! Grant in addition to their Signature or Project grant proposal.

Grants **MAY** be used for artists' fees, legally required royalties, production expenses, space rental, marketing costs, purchase of expendable materials, etc. MAC Grants **CANNOT** be used to fund prizes or awards, grantee's tuition, purposes other than outlined in the grant, permanent equipment, travel outside the City of Madison, refreshments or debts incurred for past activities.

Projects are not eligible for MAC funds if they are receiving other cash funding (not in-kind) from the City of Madison. If applicable, individual artists may list all or part of their time as a project expense. Hours that you are not requesting funding for should be listed as an in-kind expense/income.

The Madison Council must first approve all award recommendations. Then a contract between the Grantee and the City must be signed and approved by both parties before the grant becomes official. Any work done, or expenses incurred prior to signing the contract and receiving Council approval will not be reimbursed.

All information submitted to the Madison Arts Commission and its staff, including public art proposals, grant and exhibition applications and supporting material, emails, and information collected from web-based forms, may be made available to requesting parties under the City of Madison and State of Wisconsin public records laws.

## Compliance

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Grantees must comply with all Federal, State and local laws, ordinances and codes. You must assume full liability and responsibility for the conduct of the project and agree to indemnify the City of Madison, its employees and representatives for any sum which the City, its employees and representatives may become liable to pay in consequence of activity under the project. You must observe Madison's General Ordinance (MGO) Sec. 39.03 (Equal Opportunities Ordinance), regarding your staff and the public availability of your performance or display spaces. This ordinance requires equal opportunities in housing, employment, public accommodations and City facilities and credit to persons without regard to sex, race, religion, color, national origin or ancestry, age, handicap, marital record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or the fact such person is a student. (You may request a copy of the ordinance from the MAC Office.)

**Nondiscrimination Based on Disability.** Contractor shall comply with Section 39.05, Madison General Ordinances, "Nondiscrimination Based on Disability in City-Assisted Programs and Activities." Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance.

Contractor hereby makes the following assurances: Contractor assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec. 39.05, where applicable. This includes but is not limited to assuring compliance by the Contractor and any subcontractor, with section 39.05(4) of the Madison General Ordinances, "Discriminatory Actions Prohibited."

Contractor may not, in providing any aid, benefit or service, directly or through contractual, licensing or other arrangements, violate the prohibitions in Section 39.05(4), listed below:

Discriminatory Actions Prohibited: Contractor assures that, in providing any aid, benefit, or service, it shall not, directly or through contractual, licensing, or other arrangements, on the basis of disability:

1. Deny a qualified person with a disability the opportunity to participate in or benefit from the aid, benefit, or service;
2. Afford a qualified person with a disability an opportunity to participate in or benefit from the aid, benefit, or service, or the City facility, that is not equal to that afforded others;
3. Provide a qualified person with a disability with a City facility or an aid, benefit, or service that is not as effective as that provided to others;
4. Provide different or separate City facilities, or aid, benefits, or services to persons with a disability or to any class of persons with disabilities unless such action is necessary to provide qualified persons with a disability with City facilities, aid, benefits, or services that are as effective as those provided to others;
5. Aid or perpetuate discrimination against a qualified person with a disability by providing significant assistance to any agency, organization, or person that discriminates on the basis of disability in providing any aid, benefit, or service to beneficiaries of the recipient's program;
6. Deny a qualified person with a disability the opportunity to participate as a member of planning or advisory boards; or
7. Otherwise limit a qualified person with a disability in the enjoyment of any right, privilege, advantage, or opportunity enjoyed by others receiving an aid, benefit, or service from a recipient, or by others using City facilities.

Contractor shall post notices in an accessible format to applicants, beneficiaries, and other persons, describing the applicable provisions of Sec. 39.05 of the Madison General Ordinances, in the manner prescribed by section 711 of the Civil Rights Act of 1964 (42 USCA Sec 2000e-10).

## **Award Procedures**

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- **MAC Review:** MAC will consider applications at the mid-April meeting.
- **Approval:** Common Council approves award recommendations from MAC.
- **Notification:** Applicants will be notified of award decisions in writing by June 1.
- **Contract:** A contract between the Grantee and the City must be signed and approved by both parties before the grant becomes official. Any work done, or expenses incurred prior to signing the contract and receiving Council approval will not be reimbursed.
- **Funding Credit:** All publicity, press releases and promotional materials must acknowledge that the project is funded by the Madison Arts Commission with additional funds from the Wisconsin Arts Board.
- **Project Evaluation:** Grantees will be required to identify three evaluators to observe the project and fill out a brief written evaluation form.
- **Final Report:** Grantees are required to submit a final financial report form, and a completed project narrative to the Arts Administrator within 30 days of project completion.
- **Payment:** Payment will be issued after contract, project evaluations and report are received.

## **Project Grant**

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The MAC encourages individual artists, teams of artists and non-profit organizations (including neighborhood groups), to apply for project grants to help support activities that enrich the cultural lives of Madison's residents. Typically, these projects are participatory, educational, and can involve professional or non-professional artists. Project grants will be made for projects that do one or more of the following: facilitate the involvement of Madison residents in arts and cultural activities; provide an opportunity for community members to participate in the creative process; are targeted to children, adults, and/or families; or provide arts and cultural programs that celebrate or enhance the identity of a specific neighborhood, ethnicity, organization or community.

The maximum award for any MAC project grant is \$2,500. Due to constraints in the availability of funding, some grant awards may be made for an amount less than requested. The Arts Administrator may request a revised budget.

MAC project grants may be awarded for up to 50% of the total estimated project costs. They must be matched with cash or a combination of cash and in-kind contributions. Fifty percent (50%) of your matching funds must be from non-City sources. In-kind contributions may be counted toward this match but at least 25% of the total project income must be cash. (In-kind services may include offerings of space, materials, loaned equipment and or/donated professional services, and written verification of all in-kind contributions is required of grantees in the final report.)

### **FUNDING CRITERIA**

- Feasibility of the proposed project (based on the applicant's experience, letters of support submitted and samples of work)
- Evidence of careful financial planning
- Importance to the target audience and value to the City and its residents (for example: niche filled, audiences served, etc.)
- Work samples to establish artistic merit. Your work cannot be adequately evaluated without work samples.
- Degree to which this project will advance the artistic capacity of the applicant
- If you are partnering with a neighborhood organization, we strongly encourage the neighborhood organization to submit a letter of support.

## Signature Grant

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The Signature Grant will be made to individual artists or arts organizations to support the commission or creation of new work. Proposed projects must demonstrate an understanding of the medium, showcase an individual or group from Madison, and provide arts and/or cultural programming that enriches the cultural lives of Madison's residents.

The award for a Signature Grant is \$5,000. One award will be made per funding year. MAC reserves the right to make final decisions regarding awarding of funds. If no suitable applications are received, MAC may decline awarding the Signature Grant in any given year.

While a match is not required for individual artists, the Commission will look at additional financial support for the project. Individual grants may be matched by in-kind contributions. Grants awarded to organizations must be matched with cash or a combination of cash and in-kind contributions for at least 50% of the total estimated project costs. They must be matched with cash or a combination of cash and in-kind contributions. Fifty percent (50%) of your matching funds must be from non-City sources. In-kind contributions may be counted toward this match but at least 25% of the total project income must be cash. (In-kind services may include offerings of space, materials, loaned equipment and or/donated professional services, and written verification of all in-kind contributions is required of grantees in the final report.)

### FUNDING CRITERIA

- Feasibility of the proposed project (based on the applicant's experience, letters of support submitted and samples of work)
- Evidence of careful financial planning
- Importance to the target audience and value to the City and its residents (for example: niche filled, audiences served, etc.)
- Work samples to establish artistic merit. Your work cannot be adequately evaluated without work samples.
- New and original work (work that has never been exhibited, performed or published)
- Degree to which the potential of the proposed project will advance the artistic capacity of the individual or organizational applicant

## **ArtWORKS!**

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The Madison Arts Commission, as part of its mission to make the arts accessible to all of Madison's citizens, is especially committed to making arts education possible for every child. Developing the arts and integrating them more fully into the lives of Madison communities is at the heart of the ArtWORKS! grant program. The goal of the grant is to support partnerships between individual artists or arts organizations and community groups for after-school arts based activities. This arts-based education should take place on a regularly scheduled basis, should reach diverse, under-served students in elementary and middle-schools, and should occur during non-school hours.

Applicants may request up to a maximum of \$5,000 per site.

The ArtWORKS! grant must be matched at least dollar for dollar by the grant recipient. For example, if you receive a \$1,500 grant you must provide at least \$1,500 toward the project from other sources. The match can be made with cash OR in-kind contributions, OR a combination of cash and in-kind contributions. (In-kind services may include offerings of space, materials, loaned equipment and/or donated professional services.)

### **FUNDING CRITERIA**

- Feasibility of the proposed project (based on the applicant's experience, letters of support submitted and samples of work)
- Evidence of careful financial planning
- Importance to the target audience and value to the City and its residents (for example: niche filled, audiences served, etc.)
- Work samples to establish artistic merit. Your work cannot be adequately evaluated without work samples.
- Potential of the project to advance the quality and availability of the arts in the community
- Quality of the arts organizations, artists, and/or services that the project will involve
- Potential of the project to reach underserved areas and make the arts central to community life
- Quality of the proposed interaction among the partner organizations

## Application Submission Checklist

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- All applicants **MUST** contact the Arts Program Administrator prior to submittal to discuss their application.
- One completed original (application includes narrative pages)
- Twelve (12) collated 3-hole punched copies of completed application form (please do not staple)
- One complete set of attachments:
  - Resumes of key personnel
  - One (1) letter of support (relevant to the project)
  - Work Samples: DVDs and CD's must be labeled. (These materials will not be returned.)  
DVD selections must be no longer than five-minutes. Please provide the time cue for the beginning of the selection.  
CD with digital images (maximum 5); jpeg format, 200 dpi, maximum 600 x 800 pixels, presented on a PC compatible CD-ROM. Name files and number images.  
Applicants who wish to include slide, VHS tape or audio tape submissions, please contact the Arts Program Administrator.

### **ORGANIZATIONAL APPLICANTS MUST INCLUDE THE FOLLOWING ADDITIONAL INFORMATION:**

- Description of organization or mission statement
- Organizational budget for the year in which the project is taking place
- IRS tax-exempt status letter
- Listing of current board members and staff for the project

**~ LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED ~**

All application materials must be received by March 15. If March 15 falls on a weekend, your application must be received in the Madison Arts Commission office by 4:30 p.m. the following Monday.

Application Mailing Address: Madison Arts Commission  
P.O. Box 2985  
Madison, WI 53701-2985

Application Delivery Address: Madison Arts Commission  
Department of Planning and Community and Economic Development  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
Madison, WI 53703

Contact: Karin Wolf, Arts Program Administrator  
[madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com)  
(608) 261-9134



APPLICANT NAME/ORGANIZATION \_\_\_\_\_

\$ \_\_\_\_\_  
TOTAL REQUESTED FROM MAC

**PROPOSED BUDGET FOR MADISON ARTS COMMISSION GRANT**

**PROJECT EXPENSES**

Applicants may attach budget details **IN ADDITION** to this completed form. (Check box ) if MAC funds will support the expense listed.)

In-Kind Expenses - Must Equal In-Kind Income	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
<b>TOTAL</b>		

Supplies/Materials	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
<b>TOTAL</b>		

Publicity/Postage	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
<b>TOTAL</b>		

Services/Fees/Rentals	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
<b>TOTAL</b>		

Honoraria/Personnel	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
<b>TOTAL</b>		

Travel/Other Expenses	<input checked="" type="checkbox"/>	Amount
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
<b>TOTAL</b>		

<b>Total Expenses MUST Equal Total Income on PAGE 3</b>	<b>GRAND TOTAL</b>	
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**PROJECT INCOME**

In-Kind Contributions - Must Equal In-Kind Expenses (item, source, amount)	Amount
<b>TOTAL</b>	

Committed Funds (donor and amount)	Amount
<b>TOTAL</b>	

Anticipated Funding (donor and amount)	Amount
<b>TOTAL</b>	

<b>MAC Grant Funds Request</b>	<b>TOTAL</b>	
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<b>Total Income MUST Equal Expenses Total from PAGE 2</b>	<b>GRAND TOTAL</b>	
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**Nondiscrimination Based on Disability.** Applicant shall comply with Section 39.05, Madison General Ordinances, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance.

**Applicant hereby makes the following assurances:** Applicant assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, entitled "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec. 39.05, where applicable, including all actions prohibited under section 39.05(4), MGO.

**NARRATIVE**

Use standard type (11 or 12 pt.), not a reduced typeface. **(2 full pages maximum - please attach.)**

- Describe your project, including its location and timeline for completion.
- Explain the project's goal, planning process and principal people involved.
- Who is your targeted audience? How will the project serve your targeted audience?
- How will people find out about your project?
- How will getting this grant contribute to you or your organization's artistic goals?

**THE FOLLOWING MUST BE SUBMITTED BY ALL APPLICANTS**

- All applicants **MUST** contact the Arts Program Administrator prior to submittal to discuss their application.
- One completed original (application includes narrative pages)
- Twelve (12) collated 3-hole punched copies of completed application form (please do not staple)
- One complete set of attachments:
  - Resumes of key personnel
  - One (1) letter of support (relevant to the project)
  - Work Samples: DVDs and CD's must be labeled. (These materials will not be returned.)  
DVD selections must be no longer than five-minutes. Please provide the time cue for the beginning of the selection.  
CD with digital images (maximum 5); jpeg format, 200 dpi, maximum 600 x 800 pixels, presented on a PC compatible CD-ROM. Name files and number images.  
Applicants who wish to include slide, VHS tape or audio tape submissions, please contact the Arts Program Administrator.

**ORGANIZATIONAL APPLICANTS MUST INCLUDE THE FOLLOWING ADDITIONAL INFORMATION:**

- Description of organization or mission statement
- Organizational budget for the year in which the project is taking place
- IRS tax-exempt status letter
- Listing of current board members and staff for the project

**~ LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED ~**

All application materials must be received by March 15. If March 15 falls on a weekend, your application must be received in the Madison Arts Commission office by 4:30 p.m. the following Monday.

Application Mailing Address: Madison Arts Commission  
P.O. Box 2985  
Madison, WI 53701-2985

Application Delivery Address: Madison Arts Commission  
Department of Planning and Community and Economic Development  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
Madison, WI 53703

Contact: Karin Wolf, Arts Program Administrator  
[madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com)  
(608) 261-9134

**Sacramento Metropolitan Arts Commission: Cultural Arts Awards**

The Sacramento Metropolitan Arts Commission's Cultural Arts Awards is split into two categories: 1) project support for non arts organizations and 2) general operating support for arts organizations. They define non-arts organizations as nonprofit groups organized for purposes other than to provide arts programming, although the organization must also provide programming in the arts. They are funded from the same funding source.

Applicants base their request amounts on their budget size. (The Commission provides a chart and a maximum request amount) Non-arts organizations must use their project budgets, not their organizational budget. More information can be found at:

[www.SacMetroArts.org](http://www.SacMetroArts.org)

**St. Cloud, Minnesota: St. Cloud Arts Commission**

The St. Cloud Arts Commission has a small pool of funding, so we let the organizations determine which type of grant (operating or project) best suits their needs. Usually, more established arts organizations apply for the operating support; while emerging organizations, schools, and organizations whose primary focus isn't arts but want to do an arts program (e.g. Historical Society, Boys & Girls Clubs) apply for the project support.

They have tried numerous methods in the past 12 years of grants, but have found this methodology suits the needs of their local organizations - and the use of time for their Commission - best. More information can be found at: [www.saintcloudart.org](http://www.saintcloudart.org)

**Chapman Cultural Center, Spartanburg, SC**

The Cultural Center provides arts project grants to two groups: nonprofit organizations and individual artists. Within the nonprofit organization category, they do not distinguish between arts and non-arts organizations. Their guidelines focus on the project as an arts project, regardless of who is doing it. Philosophically, the Director thinks the issue comes down to what are you supporting, the organization or the project. If the former, than a distinction between arts and non-arts orgs makes some sense. Otherwise, he does not see why it would be necessary to split the applicants up. More information can be found at: <http://www.spartanarts.org> and <http://www.chapmanculturalcenter.org>

**State of Georgia Council for the Arts:**

Georgia Council for the Arts offers both project and general operating support grants. The former to organizations with a budget smaller than \$125,000. They offer three types of Project Grants:

1. Arts Programming: any programs open to the public or a targeted audience (i.e., grade school) in any arts discipline, including festivals and fairs
2. Touring: programs that employ Georgia artists from one of the GCA Rosters/Registries \* artists/artist groups that have been judged on artistic quality
3. Capacity Building: funding to support organizational capacity and elevate organizational excellence, such as strategic planning or marketing consultants, evaluation and community cultural programs, and staff development.

Details about the philosophy of their Project Grants and the three types can be viewed on the GCA website: [www.gaarts.org/programs\\_artsservices.asp](http://www.gaarts.org/programs_artsservices.asp)