

2023  
-  
2024

# MAC Annual Grant Program Guidelines



5 Martin Luther King Jr. Blvd.  
Suite LL-100  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 261-9134  
Fax: (608) 267-8739  
[cityofmadison.com/mac](http://cityofmadison.com/mac)  
[madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com)



Mad Fiddle at 2022 Sugar Maple Music Festival

## Madison Arts Commission's Annual Grant Program

The Madison Arts Commission's (MAC) mission is to foster arts appreciation 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. The MAC Grants Program distributes funds to Madison artists and nonprofit arts organizations through the annual grant programs. MAC is an 11-member citizen commission appointed by the Mayor to advise the City about matters of arts and culture.

**To support a full creative life for all, The Madison Arts Commission commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable city.**

There are three annual grant categories: project, legacy, and individual fellowship. All grants use the same guidelines & application. **Applicants may only submit one application per year for one of the three categories.**

### Grant Writing Assistance

A grant writing workshop will be held virtually on **Wednesday, February 8, 2023 from 12-1 PM.**

To register for the workshop or view the recording, go to <https://www.cityofmadison.com/artsgrants>

To schedule a fifteen-minute, one-on-one meeting for assistance, email:

[madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com)

**Applications must be submitted by 11:59 pm on March 15, 2023 at <https://airtable.com/shrqG7NR2IIGOfdQt>**

## Interpretation Services

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this information, please call (608) 266-4635 immediately.

Si necesita un intérprete, traductor, algún material en otro formato u otras adaptaciones

para acceder a esta información, llame al (608) 266-4635 de inmediato.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau (608) 266-4635 tam sim no.

如果您获取此类信息时需要口译人员、翻译人员、不同格式的材料，(608) 266-4635

## Madison Arts Contacts

For all grants inquiries, email [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com)

**Karin Wolf**  
Arts & Culture Administrator

**Meri Rose Ekberg**  
Community & Cultural Resources Planner

**Ana Follensbee**  
Administrative Clerk

## Who is Eligible?

See each grant description for specific eligibility.

In general, MAC funds:

- Individuals who are residents of the City of Madison.
- Nonprofits registered to an address in the City of Madison who can present proof of their federal tax-exempt status under Section 501(c)(3) of the Internal Revenue Code.

## Who is Not Eligible?

- Applicants who are receiving other cash funding from the City of Madison for the proposed project
- City agencies
- Elementary or secondary schools
- Post-secondary schools (unless the proposed project will reach an audience beyond enrolled students)

Individual artists or nonprofits may apply for projects collaborating with these partners.

## Project Location

Projects must occur within the City of Madison.

Additional points will be awarded to new applicants or projects that engage [communities served by a Neighborhood Resource Team](#)

## Grant Period

Grant funds must be used between June 1, 2023 and May 31, 2024.

## Application Due

11:59 pm  
March 15, 2023

## Project Grants

**Project Grants of \$1,000 - \$5,000** are designed to support the production of art, performances, exhibitions, installations, events, educational opportunities, workshops, or other projects that enrich the cultural lives of Madison's residents.

**Eligibility:** Nonprofit organizations may apply directly. Individual artists, teams of artists or neighborhood groups must apply through a nonprofit fiscal receiver. A significant component of the project must be free and accessible to the public. Applications focused on arts education must fund projects that are either entirely free, or the grant funds must be used to support scholarships allowing free participation.

Successful applicants propose projects that do one or more of the following:

1. Facilitate the involvement of Madison residents in arts and cultural activities;
2. Expand an individual artists' body of work or reach in the community;
3. Provide an opportunity for the community to participate in the creative process;
4. Support co-curricular and extra-curricular arts-based activities in PK-12th grade;
5. Reach diverse, under-served students in PK-12th grade
6. Provide arts and cultural programs that celebrate or enhance the identity of a specific neighborhood, ethnicity, organization or community.

## Legacy Grants

**Legacy Grants of \$1,500** are awarded to organizations that have received MAC annual grant funding for the same project in three out of the last six years. MAC recognizes that many projects have proven over time to be successful and are now an integral part of Madison's cultural landscape. We appreciate your organization's long term commitment to providing enriching arts experiences, and we recognize a modest subsidy annually helps support your ability to provide new, creative, and affordable access to audiences.

## Individual Artist Fellowship Awards

**Individual Artist Fellowship Awards of \$1,000-\$2,000** recognize the significant contributions of professional artists of all disciplines in Madison. These awards support continued artistic/professional development by enabling artists to create new work, complete work in progress, or pursue activities which contribute to their artistic growth.

This grant supports professionally-active artists who reside in Madison and are producing original work (i.e., composers, choreographers, authors, visual artists). Preference will be given to proposals that include public access to the work funded by this grant.





## Award Information

Each applicant (individual or organization) may only receive funding for one grant per cycle. The same project will not be funded twice in the same grant cycle.

**Required Match:** MAC grants cannot exceed 50% of the total project cost and require a match. 25% of the match must be cash from non-City sources. The remaining project cost can be cash or in-kind contributions. Examples:

| Total Project Cost | Maximum MAC Project Grant Allowed | Cash Match Required |
|--------------------|-----------------------------------|---------------------|
| \$3,000            | \$1,500                           | \$750 or more       |
| \$6,000            | \$3,000                           | \$1,500 or more     |
| \$10,000           | \$5,000                           | \$2,500 or more     |

**In-kind Contributions:** donations of goods and services, such as labor, facilities, materials, or equipment. Grantees will be required to submit written verification of all in-kind contributions in the final report.

**Allowable Expenses:** artists' fees, legally required royalties, production expenses, space rental, marketing costs, purchase of expendable materials, required insurance, etc.

**Unallowable Expenses:** 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.

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 contribution.

Any work done, or expenses incurred, prior to the execution of the grant contract will not be reimbursed.

All information submitted to MAC 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.

## Scoring Criteria

Please use the following four headings in your narrative and address each bulleted item clearly.

### ARTISTIC & EDUCATIONAL MERIT - 15 Points

Potential for the project to advance the quality of arts in the community, or advance the artist's professional development (for Individual Fellowships).

- Artistic quality as demonstrated by the submitted work samples.
- Project advances or expands the artistic capacity of the applicant.
- Innovative.

### FEASIBILITY - 15 Points

Evidence of careful event and financial planning.

- Budget is accurate, meets all requirements, and is based on reasonable expectations of expenses/income.
- Budget includes committed matching funds from a variety of sources.
- Applicant demonstrates the organizational capacity to manage the project and accomplish the project goals.
- Project has a communication plan to maximize reach of the project.
- Project has clearly defined outcomes and identified evaluation methods.

### IMPORTANCE - 10 Points

Value to target audience, the City and its residents.\*

- Value to audience/public is demonstrated through a combination of:
  1. Letters of support
  2. Explanation of how the project fills an identified community need
  3. Evidence that the project provides access to an underrepresented area of the arts.
- Demonstrated potential of the project to advance the availability of arts in the community.
- MAC grant funds will have a significant and effective impact on the project.

### ACCESS - 10 Points

Potential of the project to reach targeted audiences\*

- Applicant provides evidence of partnerships/collaboration to ensure that the project reaches its target audiences.
- Project includes a significant, clearly defined element that is free to the public.



Charly Lowry at the 2022 Sessions at McPike Park

## Diversity, Equity and Inclusion

In keeping with MAC's mission to make arts and culture accessible to all, and to champion policies and practices of cultural equity, MAC prioritizes funding applicants who submit proposals with a mindset towards greater inclusion.

**Our expectation is that all grantees will stretch themselves to make the artistic experiences they provide accessible to more diverse audiences by:**

- Building new partnerships or artistic collaborations with organizations who serve diverse audiences.
- Launching new outreach or delivery strategies when providing arts experiences in venues that are NOT commonly frequented by diverse audiences.
- Gathering data and feedback on accessibility, or the interests of new audiences.
- Gathering data and feedback on the arts experience outcomes achieved in ways that allow you to see how people with different demographic and arts experience profiles engage your art.
- Launching new publicity efforts or strategies and documenting the results of those efforts on attendance and demographics.
- Presenting an existing arts program in a new way or with new artistic content that may be more accessible by a different under-served audience.

2023  
-  
2024

# MAC Annual Grant Program Guidelines



## Application & Award Process

**Before Applying:** All applicants MUST email [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com) prior to their submittal with their intent to apply. The application cannot be saved, so review it early and prepare your materials in advance.

**Applying:** Submit your application before 11:59 pm on March 15, 2023.  
Application: <https://airtable.com/shrqG7NR2IIGOfdQt>

**Editing Applications:** If you submit your application and need to change an answer prior to the deadline, email [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com). Submissions cannot be changed after the application deadline closes.

**MAC Review:** MAC will consider applications at publicly noticed meetings after the application deadline. Applicants are invited and encouraged to register to observe or to speak as part of the 3-minute public comment period.

**Approval:** The Madison Common Council approves award recommendations provided by MAC.

**Notification:** Applicants will be notified of award decisions by email to the address on file after council approval.

**Contract:** A contract between the Grantee and the City must be executed by both parties within 30 days of receipt before the grant is official. The contract must be accompanied by a W9, a certificate of insurance, and an affirmative action report or waiver.



© 2022 Mick McKler 2022 Cycropia Aerial Dance at Orton Park



What is a Home? At Garver Feed Mill by Jennifer Bastian & Luisa F Garcia-Gomez, 2020

**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. Logos are available here: [Wisconsin Arts Board](#) | [Madison Arts Commission](#)

**Project Promotional Materials:** Grantee will submit two copies of all project promotional materials (demonstrating use of MAC and Wisconsin Arts Board logos) to [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com).

**Project Evaluation:** Grantees will be required to identify three evaluators to observe the project and complete a brief evaluation form. Send their names & emails in advance of the event to [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com).

**Final Report:** Grantees are required to submit a [final report form](#) within 30 days of completing the funded project. The report form requires a final financial accounting, and 2-3 images of the project. The City may use the submitted images for promotional or other purposes.

**Payment:** Payment will be issued after contract, photo documentation, project evaluations and final report are received.

## Application Process

### BEFORE APPLYING

1. Email [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com) with your intent to apply.
2. Prepare your application materials in advance as stated below. The [application form](#) cannot be saved. Review it early and gather your answers before applying.
  - **Written documents must be PDF files with 11 or 12 point typeface.**
  - **Image files must be JPG, min. 200 dpi, max. 1200 pixels in the largest dimension.**
  - **Videos must be shorter than 5 minutes and provided by URL.**
1. Application: <https://airtable.com/shrqG7NR2IIGOfdQt>
2. Narrative (title the file A\_narrative\_ApplicantName.pdf)  
Maximum 1000 typed words OR a single video under 5 minutes. See funding criteria on page 4 for required sections, and include:
  - Project Location
  - Timeline
  - Goals and evaluation methods
  - Principal people involved
  - Target audience and how they will be engaged
  - Under-served audience and how they will be engaged
  - Free-to-the-public component
  - Publicity plan
  - How the grant will contribute to you or your organization's artistic goals
3. Project Budget (title the file B\_budget\_ApplicantName.pdf)  
Applicants must use the MAC provided budget template found here: [https://www.cityofmadison.com/dpced/planning/documents/Arts\\_Budget\\_Template.pdf](https://www.cityofmadison.com/dpced/planning/documents/Arts_Budget_Template.pdf)
4. Letters of support (title the file C\_letters\_ApplicantName.pdf)  
Letters should be relevant to the project, and/or proof of partnership
5. Resumes of key personnel (title the file D\_resumes\_ApplicantName.pdf)
6. Work samples: max. 5 (title the files E\_worksample1\_ApplicantName.jpg; E\_worksample2\_ApplicantName.jpg etc.)
7. Work sample list: List corresponding to work samples submitted, include number, year, title, size/duration, media (title the file F\_imagelist\_ApplicantName.pdf)

### Organizational applicants need the following in addition to the items above:

8. Tax Exemption Determination Letter from the IRS for your organization or a fiscal receiver (title the file G\_Tax\_ApplicantName.pdf).
9. List of current board members (title the file H\_Board\_ApplicantName.pdf)

### Legacy applicants only need to prepare items 1-3

### APPLYING

Submit your application all at once via Airtable before 11:59 pm on March 15, 2023:  
<https://airtable.com/shrqG7NR2IIGOfdQt>

### EDITING APPLICATIONS

If you need to change an answer after you submit your application prior to the deadline, email [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com). Submissions cannot be changed after the deadline.

### Tourism Funding

A portion of our annual grant funding comes from room taxes generated by guests staying at local hotels. If your event generates overnight stays, we may be able to allocate grant money from that funding source.

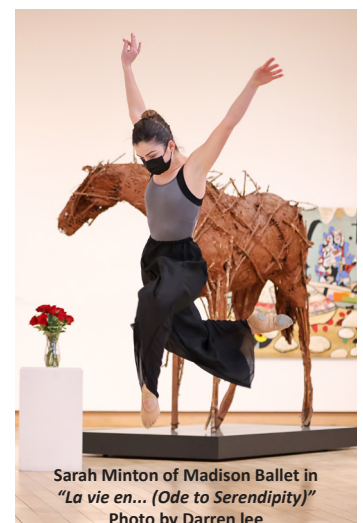
Please indicate your best estimate of overnight stays on your application. We will also collect numbers in your final report.

### Demographics

In order to distribute grant funding equitably, the application form will request demographic information from applicants.

Organizations should submit based on their Board membership. Individuals should self-report.

Questions are optional.



Sarah Minton of Madison Ballet in  
*"La vie en... (Ode to Serendipity)"*  
 Photo by Darren lee

## Requirements for Grantees

- 1. Proof of Insurance:** The City of Madison requires our grant recipients to provide proof of a minimum - \$1M General Liability insurance policy listing the City of Madison as an additional insured at the time a contract is issued. If you have questions about the level of insurance your project will require, email [madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com). The Certificate of Insurance form that you will be asked to supply if you are issued a grant contract, can be found on the city website at [cityofmadison.com/finance/risk](http://cityofmadison.com/finance/risk).
- 2. W9 Forms:** W9 forms are required for payment. Request for Taxpayer Identification Number and Certification (Form W-9) can be found on the Purchasing Services website at [cityofmadison.com/finance/purchasing](http://cityofmadison.com/finance/purchasing).
- 3. Grant Proposal Revision Report:** Due to constraints in funding, some awards may be made for an amount less than requested. In the event less money is awarded than the applicant requested, the applicant will need to file a Grant Proposal Revision Report.
- 4. Compliance:** The City of Madison requires grant recipients to provide evidence that they are in compliance with the City's Affirmative Action and Equal Employment Opportunity Ordinances at the time a contract is issued. All necessary forms are on the Affirmative Action website at [cityofmadison.com/dcr/aaFormsCBO.cfm](http://cityofmadison.com/dcr/aaFormsCBO.cfm). Organizations with fewer than 15 employees may file for an exemption. Those with more than 15 employees must fill out and file the Model Affirmative Action Plan for Community-Based Organizations and the Workforce Utilization Statistics Report form.

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, gender identity, political beliefs, or the fact such person is a student. (You may request a copy of the ordinance from the MAC Office.)

- 5. 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), as stated: 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).

- 6. Notice Regarding Lobbying Ordinance:** If you are seeking a grant from the City with a value of over \$10,000, then you are likely subject to Madison's lobbying ordinance, sec. 2.40 MGO. You are required to register and report your lobbying. Consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000.