

2024
2025

MAC Annual Grant Program Guidelines



MADISON ARTS COMMISSION
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Phone: (608) 261-9134
cityofmadison.com/mac
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Madison Arts Commission Annual Grant Program

The mission of the Madison Arts Commission (MAC) is to encourage artistic activities and initiate cultural programs that integrate, support, and advance arts and culture as an essential part of life in Madison. MAC fosters arts appreciation by sponsoring diverse artistic activities by emerging and established artists and arts organizations. MAC is an 11-member citizen commission appointed by the Mayor to counsel the City about matters of arts and culture.

MAC awards grants to Madison artists and nonprofit arts organizations. There are three 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. Due to limited funding, grants are rarely funded in full.

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.

Application Deadline: 11:59 pm on March 1, 2024
<https://airtable.com/appqWEarG5mwv53Qw/shrcirwvzYvQTiPdM>

Language and Disability Access Needs

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 Staff & Grant Writing Assistance

Find grant writing tools at <https://www.cityofmadison.com/artsgrants>
For questions or to schedule a 15-minute meeting for help, email madisonarts@cityofmadison.com

Karin Wolf Arts & Culture Administrator	Meri Rose Ekberg Community & Cultural Resources Planner	Ana Follensbee Administrative Clerk
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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.

Where Can Projects Occur?

Projects must occur in the City of Madison.

Additional points will be awarded to projects that provide transportation from or occur within a [community served by a Neighborhood Resource Team](#).

Grant Period

Grant funds must be used between June 1, 2024 and May 31, 2025.

Application Due

11:59 pm
March 1, 2024

Project Grants: \$1,000 - \$5,000

Project Grants support performances, exhibitions, events, installations, educational opportunities, workshops, and other projects that enrich the lives of Madison’s residents.

Eligibility: Nonprofit organizations may apply directly. Individuals, teams, or neighborhood groups must apply through a nonprofit fiscal agent. A significant component of the project must be free and accessible to the public. Arts education applicants must be applying for projects that are free to the public, or grant funds must fund scholarships for free participation.

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

1. Engage 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 culture programs that celebrate the identity of a specific ethnicity, organization, neighborhood, or community

Legacy Grants: \$1,500

Legacy Grants honor organizations that have received MAC annual grant funding in three of the last six years. Legacy grants are not guaranteed. MAC has observed that many projects have proven 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. MAC recognizes a modest grant helps you provide affordable access through free or reduced-cost programs.

Individual Artist Fellowships: \$1,000 - \$2,000

Individual Artist Fellowships celebrate the contributions of professional artists of all disciplines. These awards enable artists to create new work, complete work in progress, or pursue activities which contribute to their artistic/professional growth. Only professional artists who live in Madison and produce original work (i.e., composers, choreographers, authors, visual artists) are eligible. Proposals that include an intentional public presence (i.e. workshop, performance, exhibition, presentation) will receive preference.



2023 AfricaFest Parade of Nations. Photo Credit: Jon Gramling



2023 Gratitude Project by Madison Contemporary Dance, Photo Credit Shiloh DeBauch

Award Regulations

Each applicant may only apply for one grant per cycle. The same project will not receive funding twice in the same cycle.

Required Match: MAC grants cannot exceed 50% of the total project cost. Grants also require a match, 25% of which must be cash from non-City sources. The remaining project budget 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 must submit written verification of all in-kind contributions in the final report.

Allowable Expenses: artists’ fees, required royalties, production expenses, space rental, marketing costs, 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.

Labor as Project Expense: If applicable, individual artists may list all or part of their time as a project expense. List any hours you are not requesting funding for as an in-kind contribution.

Date of Expenses: We will not pay for any hours worked, or expenses incurred, before execution of the contract.

Open Records Laws: All information submitted to MAC and its staff, including grant 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 & Narrative Sections

Prepare a 250-500 word response for EACH section below (or one 10-minute video). Address each bullet clearly.

1. ARTISTIC & EDUCATIONAL MERIT - 30 Points

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

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

2. ACCESS - 30 Points

Potential of the project to reach targeted audiences*

- Evidence of partnerships/collaboration to ensure that the project reaches its target audiences.
- A significant, clearly defined element is free to the public.
- Applicant is stretching themselves to make the artistic experience accessible to more diverse audiences.

3. FEASIBILITY - 10 Points

Evidence of careful event and financial planning.

- Applicant describes personnel and shows their capacity to manage the project and meet the project goals.
- Defined timeline, outcomes & evaluation methods.
- Communication plan will maximize reach of the project.
- (If needed) Letters of Commitment show that any required permits, permissions, or partnerships are in process.
- Budget is accurate, meets all requirements, and includes reasonable expectations of expenses/income.
- Budget includes committed matching funds.

4. IMPORTANCE - 10 Points

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

- Demonstrated value to the public 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.
- Project shows the potential to advance the visibility of arts in the community.
- MAC grant funds will have a significant and effective impact on the project.



Wild Rumpus at 2023 SummerPalooza, Photo credit Ka Lok O

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 awards higher scores in the Access section to proposals with an emphasis on greater inclusion. Additionally, MAC awards 5 bonus points to projects that provide transportation from or occur within a community [served by a Neighborhood Resource Team](#).

We expect grantees to stretch themselves to make artistic experiences accessible to more audiences by:

- Building new partnerships or artistic collaborations with organizations who serve diverse audiences.
- Providing outreach or transportation when an experience is in a venue NOT frequented by diverse audiences.
- Gathering data on accessibility and how people with different backgrounds engage your art.
- Launching new publicity efforts and documenting the results on attendance and demographics.
- Presenting existing arts programs in a new way or changing the content to be more accessible to a different under-served audience.

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MADISON ARTS COMMISSION

Application & Award Process

Before Applying: Email madisonarts@cityofmadison.com stating your intent to apply. You cannot save the application form. Review it early and prepare your materials in advance.

Organizations: [Check the WI Department of Financial Institutions portal](#). Confirm your organization registered with WIDFI using a Madison address. MAC may make an exception if the applicant is in Madison, but fiscal agent is outside Madison, or they are a local chapter of a national organization.

Applying: Submit your application before 11:59 pm on March 1, 2024.
Application: <https://airtable.com/appqwEarg5mwv53Qw/shrcirwvzYvQTIpdM>

Editing Applications: To change an answer before the deadline, email madisonarts@cityofmadison.com. You cannot change your responses after the deadline.

MAC Review: MAC will consider applications at noticed meetings after the application deadline. We invite you to watch or to register to speak for 3-minutes during the public comment period.

Approval: Madison Common Council will vote to approve or reject recommendations made by MAC.

Notification: We will notify applicants via email after Common Council votes.



Visual artist Cleopatra Jones at 2023 Dreamfest, Photo Credit Dupree Armon

Contract: The City and the Grantee (or their Fiscal Receiver) must sign a contract within 30 days of receipt OR before the project start date, whichever is sooner. You must also send a completed W9, a certificate of insurance, and an affirmative action report or waiver with the contract. If you are using a Fiscal Receiver, the contract and all accompanying documents, must come from them.



2023 Musique Electronique at McPike Park, Photo Credit Ankur Malhotra

Funding Credit: All promotional materials must acknowledge that the project received support from the Madison Arts Commission including funds from the Wisconsin Arts Board. Logos are available here:

[Wisconsin Arts Board](#) | [Madison Arts Commission](#)

Project Promotional Materials: Send materials showing your use of MAC and Wisconsin Arts Board logos to madisonarts@cityofmadison.com.

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

Payment: We will not issue payment until you have submitted the signed contract, W9, certificate of insurance, affirmative action report/waiver, and the final report.

Application Procedure

Prepare the below application materials in advance.

You cannot save the [application form](#). Review the form in advance and draft your answers in a separate document. Find PDFs to help at <https://www.cityofmadison.com/artsgrants>,

- Text based files 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 10 minutes and provided by URL.

1. Application: <https://airtable.com/appqwEarg5mwv53Qw/shrcirwvzYvQTiPdM>
2. Narrative: Using the scoring criteria listed on pg 6, draft a 250-500 word response for EACH criteria or a SINGLE 10-minute video. You will paste each text response into the application form or upload a single video file.
3. Project Budget (A_budget_ApplicantName.pdf)
You must use the MAC budget form here: https://www.cityofmadison.com/dpced/planning/documents/Arts_Budget_Template.pdf
4. Letters of support (B_letters_ApplicantName.pdf)
Letters should be relevant to the project, and/or proof of partnership
5. Work samples: max. 5 (C_worksample_Sample#_ApplicantName.jpg)
6. List of work samples: List each work sample, including number, title, year, size/duration, media (D_imagelist_ApplicantName.pdf)

Organizational applicants must also submit the following:

7. Proof of Tax Exemption for your organization or fiscal agent. Example: IRS Determination Letter or Certificate of Exempt Status. (E_Tax_ApplicantName.pdf).
8. List of current board members (title the file F_Board_ApplicantName.pdf)

Legacy applicants only need to prepare items 1-3

Application Deadline: 11:59 pm on March 1, 2024

<https://airtable.com/appqwEarg5mwv53Qw/shrcirwvzYvQTiPdM>

Reminder: you cannot save the application form. Draft your responses in a separate document before applying. Complete the entire form at one time.

EDITING APPLICATIONS

To change an answer before the deadline, email madisonarts@cityofmadison.com. You cannot change your responses after the deadline.

Questions & Grant Writing Assistance

- Find our grant writing tools at <https://www.cityofmadison.com/artsgrants>
- If you have questions or to schedule a 15-minute meeting for help, email madisonarts@cityofmadison.com

Tourism Funding

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



2023 Orton Park Festival, TidalSpell, Photo Credit Mick McKiernan

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. 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.
- 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.
- 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. 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:** 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, "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.
- 7. Confirmation of Accuracy & Authenticity:** Project contacts and fiscal agents must certify that the statements in the application are true, complete and accurate to the best of their knowledge, and that the proposed project has all necessary rights to be produced as proposed. By accepting an award, they acknowledge that any false, fictitious, or fraudulent statements or claims may subject them to criminal, civil, or administrative penalties.