



# MAC Annual Grants

2024-25 Application & Guidelines Changes

# 2024-25 Grant Timeline

- City attorney's office reviews guidelines & agreements, Videos produced: January
- Open Application: JAN 15 (if possible)
- Close Application: MAR 1
- Review Nights: MAR 18, 20, 21, (22 and 25 as backups)
- MAC Recommendation: APR 3
- Council Introduction: APR 16
- Finance Committee Review: MAY 6
- Council Recommendation: MAY 7
- Contracts sent: MAY 14
- First possible event: JUNE 1

# Changes to application completed

- Modified reporting of artist categories to a primary and a secondary to improve review placement.
- Changed “Dance” to “Dance & Movement.”
- Added first time applicant question.
- Added disability status question.
- Removed hotel question for individual applicants
- Removed past funding and organization structure questions.
- Split up narrative to 4 questions matching rubric with 250 – 500 word max each OR one 10 minute video.
- Clarified NRT question to specify projects must “provide transportation from or occur within a community served by a Neighborhood Resource Team”
- Removed staff resumes, as this information is require under feasibility.

# Changes to guidelines already completed

- Update definition of arts education to clarify it needs to be PreK-12
- Define festival as 3 or more artistic mediums represented
- After "prioritize applicants who serve diverse audiences" add something about awarding higher scores in the Access section and 5 bonus points to projects serving NRT.
- Add note that we will use WDFI to check location, all organizations must be registered with WDFI, and address must state Madison. Some exceptions may be made when: Physical address of business is in Madison, but fiscal steward (aka secretary) is outside Madison, or applicant is a local chapter of a national organization
- Make it clear legacy grants are not guaranteed, and also that full funding is not guaranteed (or rarely awarded) and it depends on the available budget and number of applicants.
- Add application timeline in a diagram (TBD, need more time)
- Add links to PDFs of each application so they can prep (will be added to website)
- Removed evaluation requirement, replaced with testimonial in final report

# Modified Scoring Rubric

## 2023-24 Scoring Rubric

Artistic & Educational Merit (15 pts)	Feasibility (15 pts)	Importance (10 pts)	Access (10 pts)	Bonus (5 pts)
<p>Potential for the project to advance the quality of arts in the community, or advance the artist's professional development.</p> <ul style="list-style-type: none"> <li>• Artistic quality as demonstrated by the submitted work samples.</li> <li>• Project advances or expands the artistic capacity of the applicant.</li> <li>• Innovative.</li> </ul>	<p>Evidence of careful event and financial planning.</p> <ul style="list-style-type: none"> <li>• Budget is accurate, meets all requirements, and is based on reasonable expectations of expenses/income.</li> <li>• Budget includes committed matching funds from a variety of sources.</li> <li>• Applicant demonstrates the organizational capacity to manage the project and accomplish the project goals.</li> <li>• Project has a communication plan to maximize reach of the project.</li> <li>• Project has clearly defined outcomes and identified evaluation methods.</li> </ul>	<p>Value to audience/public demonstrated through a combination of:</p> <ol style="list-style-type: none"> <li>1. Letters of support</li> <li>2. Explanation of how the project fills an identified community need</li> <li>3. Evidence that the project provides access to an underrepresented area of the arts.</li> </ol> <ul style="list-style-type: none"> <li>• Demonstrated potential of the project to advance the availability of arts in the community.</li> <li>• MAC grant funds will have a significant and effective impact on the project.</li> </ul>	<p>Potential of the project to reach targeted audiences</p> <ul style="list-style-type: none"> <li>• Applicant provides evidence of partnerships/collaboration to ensure that the project reaches its target audiences.</li> <li>• Project includes a significant, clearly defined element that is free to the public.</li> </ul>	<p>First time Applicants or Projects that serve NRTS</p>

## 2024-25 Scoring Rubric

Artistic & Educational Merit (30 pts)	Access (30 pts)	Feasibility (20 pts)	Importance (20 pts)	Bonus (5 pts)
<p>Potential for the project to advance the quality of arts in the community, or advance the artist's professional development.</p> <ul style="list-style-type: none"> <li>• Artistic quality as demonstrated by the submitted work samples.</li> <li>• Project advances or expands the artistic capacity of the applicant.</li> <li>• Innovative.</li> </ul>	<p>Potential of the project to reach targeted audiences</p> <ul style="list-style-type: none"> <li>• Applicant provides evidence of partnerships/collaboration to ensure that the project reaches its target audiences.</li> <li>• Project includes a significant, clearly defined element that is free to the public.</li> <li>• Applicant demonstrates they are stretching themselves to make the artistic experiences they provide accessible to more diverse audiences</li> <li>- Individual Fellowships: score based on ability for the artist to access funding from other sources, and impact the grant will have on their ability to access tools needed to develop their work.</li> </ul>	<p>Evidence of careful event and financial planning.</p> <ul style="list-style-type: none"> <li>• Budget is accurate, meets all requirements, and is based on reasonable expectations of expenses/income.</li> <li>• Budget includes committed matching funds.</li> <li>• Applicant demonstrates the organizational capacity to manage the project and accomplish the project goals.</li> <li>• Strong communication plan to maximize project reach.</li> <li>• Clearly defined outcomes and evaluation methods.</li> <li>- If any permits, permissions, or partnerships are required for the project to succeed, the narrative or Letters of commitment indicate they have the started the process towards permissions</li> </ul>	<p>Value to audience/public demonstrated through a combination of:</p> <ol style="list-style-type: none"> <li>1. Letters of support</li> <li>2. Explanation of how the project fills an identified community need</li> <li>3. Evidence that the project provides access to an underrepresented area of the arts.</li> </ol> <ul style="list-style-type: none"> <li>• Demonstrated potential of the project to advance the availability of arts in the community.</li> <li>• MAC grant funds will have a significant and effective impact on the project.</li> </ul>	<p>First time Applicants or Projects that serve NRTS</p>

# 2023 Grantees Survey

- 38 of 85 applicants responded
- 77% felt the application was easy to complete (scores 6-10)
- 82% felt the guidelines were easy to understand (scores 6-10)
- 76% felt it was easy to prepare materials (scores 6-10)
- 66% contacted staff prior to applying, 90% satisfied with their responses
- 82% are satisfied with our funding priorities
- 79% will apply again in the future, 21% are not sure if they will
- 68% would attend a virtual grant writing webinar
- Major mentions: Budget sheet confusion, in-kind, too cumbersome & complicated, too long. New form was easier to complete. Not being able to save is a problem.

# Questions:

1. How can we shorten this/make it less cumbersome?
  - a. MAC 12/12/2023: No other changes to shorten at this time.
2. Should a public presentation (exhibition, performance, workshop, talk at a school, etc.) be required for the individual fellowships and not just a preference?
  - a. MAC 12/12/2023: Change to "...proposals that include and demonstrate an intentional presence in Madison." List examples.
3. How would you like to handle questions from applicants? Office hours? Paired one-on-one meetings?
  - a. MAC 12/12/2023: Virtual paired meetings based on subject / other grouping.
  - b. Also - add other example apps to the website.