

2024
2025

MAC Annual Grant Program Guidelines



Black Star Drum Line at Madison Children's Museum 2023 Summer Palooza, Photo credit Ka Lok O

MADISON ARTS COMMISSION
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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 advise the City about matters of arts and culture.

MAC distributes funds to Madison artists and nonprofit arts organizations through three annual grant program 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 fully funded.

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
<https://airtable.com/appqWEarG5mwv53Qw/shrcirwvzYvQTiPdM>

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 Staff & Grant Writing Assistance

Review our grant writing tutorial 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

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

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 may apply through a nonprofit fiscal agent. 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 in three out of the last six years. Legacy grants are not guaranteed. 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 affordable access to audiences through free programs or subsidized tickets.

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.



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 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. For example:

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.

Labor as Project Expense: 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.

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

Open Records Laws: 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 & Narrative Sections

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

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.

ACCESS - 30 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.
- Applicant demonstrates they are stretching themselves to make the artistic experiences they provide accessible to more diverse audiences.

FEASIBILITY - 10 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.
- Applicant demonstrates the organizational capacity to manage the project and accomplish the project goals.
- Strong communication plan to maximize reach of the project.
- Clearly defined outcomes & identified evaluation methods.
- (If needed) Letters of Commitment indicate any required permits, permissions, or partnerships are in process.

IMPORTANCE - 10 Points

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

- Value to the 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.



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](#).

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.
- 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 on 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.

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MADISON ARTS COMMISSION

Application & Award Process

Before Applying: All applicants MUST email 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.

Organizations: [Check the WI Department of Financial Institutions portal](#) to confirm your organization is registered with WIDFI at a Madison address. Exceptions may be made if the organization is in Madison, but fiscal steward is outside Madison, or the applicant is 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 prior to the deadline, email madisonarts@cityofmadison.com. After the deadline, your responses cannot be modified.

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 for 3-minutes during the public comment period.

Approval: The Madison Common Council has the right to approve or reject award recommendations made by MAC.

Notification: Applicants will be notified via email after Common Council votes.



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

Contract: A contract between the City and the Grantee or their Fiscal Receiver must be executed by both parties within **30 days of receipt OR prior to the project start date**, whichever is sooner. The contract must be accompanied by a W9, a certificate of insurance, and an affirmative action report or waiver. If you are using a Fiscal Receiver, the contract and all accompanying documents, must come from them.



2023 Musique Electronique at McPikePark, Photo Credit Ankur Malhotra

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: Send project promotional materials (demonstrating use of MAC and Wisconsin Arts Board logos) to madisonarts@cityofmadison.com.

Final Report: Grantees are required to complete the [final report form](#) within 30 days of completing the funded project. The report form requires a final 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: Payment cannot be issued until the signed contract, W9, certificate of insurance, affirmative action report/waiver, and the final report are received and accepted.

Application Procedure

Prepare the below application materials in advance.

The [application form](#) cannot be saved. Review PDFs of the application at <https://www.cityofmadison.com/artsgrants>, and draft your answers in a separate document.

- **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 10 minutes and provided by URL.**

1. Application: <https://airtable.com/appqwEarg5mwv53Qw/shrcirwvzYvQTIpDm>
2. Narrative: Using the scoring criteria listed on pg 6, draft 250-500 words for EACH criteria or a single 10-minute video. You will enter text responses into the application or upload a single narrative video.
3. Project Budget (A_budget_ApplicantName.pdf)
Applicants must use the MAC provided budget template found 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. Work sample list: List corresponding to work samples submitted, include number, year, title, size/duration, media (D_imagelist_ApplicantName.pdf)

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

7. Proof of Tax Exemption (either an IRS Determination Letter or a WI Certificate of Exempt Status) for your organization or fiscal agent (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: the form cannot be saved. Please draft your responses in a separate document prior to applying, and complete the entire form at one time.

EDITING APPLICATIONS

To change an answer prior to the deadline, email madisonarts@cityofmadison.com. After the deadline, your responses cannot be modified.

Questions & Grant Writing Assistance

- Review our grant writing tutorial 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.