



METROPOLITAN ARTS COUNCIL

16 Augusta Street, Greenville, SC 29601 | 864-467-3132

mac@greenvilleARTS.com | www.greenvilleARTS.com

*Project Support Grant for ORGANIZATIONS
GUIDELINES – FY21*

*Please read the following documents carefully. Retain GUIDELINES section (4 pages) for your records and submit Certification Form (2 pages) to MAC along with supporting application materials (*see Application Requirements, Checklist in the GUIDELINES, page 2)*

MAC’S MISSION & THE GRANT PROGRAM PURPOSE

The Metropolitan Arts Council (MAC) is a 48 year-old arts service and development non-profit agency that provides financial support and technical assistance to artists, arts and community organizations and arts educators in Greenville County. The arts are an essential part of life in Greenville. MAC serves as a catalyst for participation, education, development, and promotion of excellence in the arts in the community. Its mission is served further through the Quarterly Grant Program when funded projects expand availability and accessibility of the arts within our community; involve young people in the arts; provide arts experiences to new or underserved audiences; use the arts in an innovative way to enhance community life; and show collaboration among two or more organizations and/or individuals. MAC believes that supporting and helping to create a strong, fluent and flourishing arts environment benefits the community as much as it does the artists, and produces a rich array of cultural offerings for residents as well as for tourists.

MAC’s Quarterly Grants Program is made possible from support provided by public and private entities including MAC’s *Campaign for the Arts*, the City of Greenville, BMW Manufacturing Company, Michelin North America, Inc., SEW Eurodrive and the South Carolina Arts Commission.

FUNDING PRIORITIES

Funding priority is given to organization applicants that strongly consider the project’s impact in the community: projects that provide a consistent funding mechanism for the arts by way of payments to artists and artist-related costs; projects that promote cultural tourism by supporting special efforts to entice visitors to include arts activities in their Greenville itineraries; projects that advance the artistic, administrative and organizational capacity of the arts/cultural organizations; projects that ensure access to the arts for all residents and visitors; projects that help stimulate economic and community development through the arts; and projects that emphasize arts programming that develop and/or attract new arts audiences. Expenses considered are artist fees, production or exhibition-related costs, and marketing/promotional campaigns.

ELIGIBILITY CRITERIA

Organization applicants must satisfy **ALL** eligibility requirements as follows:

- Be a unit of government or a charitable organization with current Public Charity registration from the Office of the Secretary of State of South Carolina (www.sos.sc.gov);
- Be located in and serving the residents of GreenvilleCounty;
- Show the ability to collect the required matching funds (see below).

MAC does not fund projects in their conceptual phase. All applications must present projects that have been thoroughly planned, scheduled and budgeted. Performance dates and times as well as locations must be confirmed.

FUNDING RANGE, MATCH and RESTRICTIONS

Up to \$3,000.00 and a 2:1 (Applicant to MAC) match per award.

Applicants who have outstanding MAC project support activities or reports are ineligible to apply for funds until all previously awarded grant requirements have been completed and approved. No more than two grants may be awarded to an applicant within one fiscal (calendar) year. A single project cannot be funded from two separate quarterly grants.

Project support grant applications from organizations receiving General Operating Support (GOS) funding may be given lower priority depending upon the number of applicants and ask amounts in a given quarter. If your organization receives general operating support from MAC, a project support grant application should not be submitted for additional costs associated with your mainstage productions. Project support grants for general operating support recipients should be submitted for specific projects/initiatives that are not affiliated with your programming season.

2021 DEADLINES

Applications must be postmarked or delivered to the MAC office by 5pm of the deadline date. No late, faxed or emailed applications may be accepted.

QUARTER DEADLINES:

1st Q: Tuesday, February 16

2nd Q: Monday, May 17

3rd Q: Monday, August 16

4th Q: Monday, November 15

FOR PROJECTS BEGINNING OR TAKING PLACE DURING:

May – July, 2021

August – October, 2021

November, 2021 – January, 2022

February – April, 2022

APPLICATION REQUIREMENTS

A COMPLETE application includes the following:

Ten (10) COPIES of the application (*see Application Checklist, below*). This includes the certification Form, 2-page narrative, budget, pertinent support documents, and supplemental materials (book, CD, DVD, multiple-page theatre program booklets, etc.) *These will be distributed to the grants panelists*

Copies should be collated and stapled – no presentation folders are needed. If multiple copies of any of the support materials are unavailable or not easily duplicated, MAC will keep 1 original in the applicant's file and notify panelists of the material's availability.

In final award determination, points deducted for incomplete applications can affect funding level.

Application Checklist:

- CERTIFICATION FORM**, completed and signed
- 2-page project **NARRATIVE** (as outlined in *Narrative* section, next page)
- A detailed project **BUDGET** (as described in *Budget Guidelines*, below)
- SUPPORT MATERIALS:**
 - Résumés or short, descriptive bios for principal artists involved in the project and for those who will administer project finances and provide primary project coordination (emphasizing ability to fulfill project goals);
 - Representative material to demonstrate past and planned artistry and feasibility such as programs, posters, artwork portfolio, media, articles, testimonials, and website pages.

BUDGET GUIDELINES

MAC grants are need-based. A well-detailed and balanced budget is a requirement and important part of the application. The project expenses must be greater than the applicant's available funding. Applicant can request a grant for the amount of the difference if the required applicant match has been met. The proposed expenses should be consistent with the project description. Because MAC grant funds are limited, applicants are expected to seek additional sources of support including contributions from individuals, businesses, and foundations, earned income and grants from other government agencies. A balance of revenue sources demonstrates good fiscal planning as well as broad community support.

Project EXPENSES (*itemize + total*)

subtract **FUNDS provided by applicant** (*itemize + total*)

equals **MAC grant requested** (*not to exceed more than 1/3 of the total expenses*)

ORGANIZATION PROJECT GRANT LIMIT: \$3,000

The grant requires a 2:1 (applicant: MAC) match. The grant request cannot be more than 1/3 of the total project expenses. *For example, if expenses total \$9,000 or more, the request will be \$3,000; if expenses total \$4,800, the grant request will be \$1,600.*

PROJECT EXPENSES

Includes all costs related to the project: artist fees, supplies, materials, production or exhibition-related costs and marketing and promotion campaigns – anything necessary to ensure a successful and completed project. If funding is awarded, a FINAL REPORT will be required at the conclusion of the project. Expenditures must be confirmed with receipts, invoices, and other documentation to verify the amounts. Keep records as the project proceeds.

FUNDS PROVIDED BY APPLICANT

Includes all funding allotted to the project: ticket sales, other grants, business and foundation sponsorships, organization monies, fund-raising donations, etc. MAC does not reimburse project support grantees for in-kind expenses. Please do not include in-kind items in your project budget as either income or expenses.

ASSESSMENT AND SCORING CRITERIA

Individual panelists review and rate grant applications on the basis of specific criteria listed below and then discuss as a group before determining panel recommendations for the MAC board approval. Consider these criteria when preparing your narrative, as well as the *Narrative* questions that follow. Because the panelists who review your project proposal may have no knowledge of your organization or program, be specific and detailed in your narrative.

ARTISTRY AND FEASIBILITY REVIEW CRITERION (35 points)

Indicators:

- Evidence in the narrative and budget that the project design is feasible and well-planned and considers the *Funding Priorities* of the MAC Project Support Grants;
- Described goal is thought-out and attainable;
- Activities that are of high artistic quality or exemplary of the organization's discipline;
- Level of innovative and creative programming;
- Résumés/bios of professional artistic organizational personnel involved emphasizing ability to fulfill project goals;
- Quality of the artists or experts involved in performances, works and/or activities;
- Effective use of artistic resources of the community;
- Representative material to demonstrate past and planned artistry and feasibility such as programs, posters, artwork, media, articles, testimonials, and website pages.

PUBLIC IMPACT REVIEW CRITERION (30 points)

Indicators:

- Demonstrates need for the project;
- Program adheres to and furthers the mission of the applicant;

- Demonstrates concern for cultural diversity as evidenced by constituency served, audience, programming and board/volunteer participation;
- Cooperative relationships with other organizations and/or artists;
- Furthering an understanding of and generating interest in the organization's particular art form or discipline;
- Educational and outreach activities.

PROJECT MANAGEMENT (30 points)

Indicators:

- Evidence of competent staff or volunteers to direct the project;
- Evidence that more than adequate financial resources are available to complete the project well;
- Well-planned marketing and publicity efforts; plans for evaluation of project's success or impact;
- Easily understood detailed and itemized budget.

COMPLIANCE WITH APPLICATION REQUIREMENTS (5%)

- Scored by MAC staff.

NARRATIVE

ARTISTRY AND FEASIBILITY (worth 35%)

Summarize the project activity and describe the goals of the project. Describe what will happen, who will participate, where it will happen, and when. Identify key people and collaborating organizations and artists (if applicable), including project manager/director, primary artists, ensembles, artistic resources. Indicate how and why these people are selected and what, if any, their roles will be in the planning of the project.

PUBLIC IMPACT (worth 30%)

State your organization's mission, its role in the community and the constituency it serves. Explain why you have decided to do this project. Why is this project important? Describe the value of the project to the public and/or arts community and define how you will know whether your project is successful. How is your organization specifically addressing the marketing of programs to new and more diverse audiences? Include any educational and outreach activities related to the project. How will you reach and involve underserved populations? Identify external support from the local cultural community.

PROJECT MANAGEMENT (worth 30%)

How will you plan and administer the project? Describe how you will publicize the project/event? Describe marketing, media, and other promotional activities. Clearly identify other sources of financial support including in-kind goods and services to be provided throughout the project. Does this project have the potential to continue beyond the current funding to become self-sustaining?

COMPLIANCE WITH APPLICATION REQUIREMENTS – to be reviewed by Arts Council staff (5%)

Incomplete applications will be deducted points: submit the correct amount of copies and support material; give a detailed and balanced budget (*see previous page for more information*).

GRANT AWARD PROCESS & TIMELINE

PANEL AND NOTIFICATION PROCESS

The grants panel, appointed by the board as recommended by staff, is chosen from a pool of citizens selected for their diverse representation of artistic and cultural interests. The panel members are responsible for recommending funding levels to MAC's board of directors, MAC staff's role is to be administrative and advisory – MAC staff do not score applications or vote on funding recommendations.

Grant application copies and assessment forms are delivered to members of the panel within 4 weeks of the application deadline. Members come together for the panel session, scheduled for a weekday afternoon. Applicants are invited to meet with the panel for 5-minute timed sessions to offer additional information and answer panelists' questions. **Because of space limitations, no more than two applicant representatives will be invited to present.** After the applicant appearances, the panel goes into closed session to deliberate, discuss and provide final scores for each application. These scores are averaged and the applications are ranked in order of their scores. The final applicant score rankings are then used to determine funding level recommendations. Award notification letters will be sent within two weeks after the panel convenes.

MAC reserves the right, in its sole and unreviewable discretion, to refuse any application in whole or in part for any reason or for no reason, and reserves the right to refuse to provide an explanation of its decision. No action or statement by MAC or any constituent of MAC shall be deemed to create any legal right on the part of the applicant to any funding from MAC.

FUND DISBURSEMENT

DISBURSEMENT OF FUNDS

If awarded funding, a contract will be sent to applicant. Upon receipt of the signed contract, MAC will disburse 50% of the award. The remaining funds will be disbursed after the project has been completed and the final report has been received and approved by MAC staff.

FINAL REPORT

A final report must be completed and submitted to MAC no later than six months after the grant contract date. The final report should include a narrative outlining the project's accomplishments, an actual budget and documentation, and sample publicity that acknowledges MAC and its sources of funding. If the project will not be completed by this point, the grantee must notify MAC in writing and request an extension which should include the projected completion date. If a final report or such a request is not submitted, the grant will be cancelled and the final payment will be forfeited. The grantee will also be responsible for returning the first payment in its entirety back to MAC.

APPEALS

Applicants must initiate a form of appeal within 30 calendar days of the date of the award notification letter. Applicants considering making an appeal must first consult with MAC's Executive Director to review the considerations upon which the funding decision was made. If, after such consultation, the applicant wishes to pursue an appeal, he/she must do so in writing within 7 days of the consultation with the Executive Director. In the Executive Director's response to a formal appeal, a deadline date for submission of all material supporting the appeal will be established – no earlier than 7 days or later than 21 days from the date of the director's letter. Failure by the applicant to meet any deadline date in the appeals process will result in the loss of the right to appeal. A committee of the MAC Board will review all appeals. Should the committee recommend a change in the applicant's funding, the MAC Board at its next regular meeting shall act upon said recommendations.

The ruling of the MAC Board shall be the last administrative remedy and there shall be no further right of appeal. By establishing a procedure for appeals, the MAC is not creating any legally enforceable right on the part of the applicant to any funding or other action of any kind from the MAC. The decisions of the MAC Board are made through a highly subjective and discretionary process of artistic evaluation and weighing of various factors both objective and subjective.

HELP

Call MAC at 864-467-3132 for assistance. Applications are available on MAC's website: www.greenvilleARTS.com.



Read **GUIDELINES** carefully to understand the full application process.

APPLICANT CONTACT INFORMATION			
NAME OF ORGANIZATION			
NAME AND TITLE OF PROJECT DIRECTOR		NAME OF ORGANIZATION'S EXECUTIVE DIRECTOR <i>(if different)</i>	
ADDRESS (CITY, STATE, ZIP) <i>(must be a valid USPS address for all MAC project grant correspondence)</i>			
EMAIL <i>(Required for scheduling of Grants Panel - include alternative email addresses if necessary)</i>			
PROJECT DIRECTOR'S PHONE #	ORGANIZATION'S PHONE #	WEBSITE	
ORGANIZATION'S ARTISTIC DISCIPLINE			
PREVIOUS MAC PROJECT GRANTS <i>(include dates and project titles or short description)</i>			
PROJECT INFORMATION			
PROJECT TITLE			
BRIEF PROJECT DESCRIPTION			
PROJECT DATES <i>(See Application Deadlines section next page.)</i>			
Start Date:		End Date:	
TOTAL PROJECT BUDGET <i>(see page 2 of GUIDELINES section)</i>		GRANT REQUEST AMOUNT <i>(max request amount for organizations = \$3000)</i>	
\$ _____		\$ _____	
PROJECT DISCIPLINE <i>(mark all that apply)</i>			
<input type="checkbox"/> 01 Dance	<input type="checkbox"/> 04 Theatre	<input type="checkbox"/> 07 Crafts	<input type="checkbox"/> 10 Literature
<input type="checkbox"/> 02 Music	<input type="checkbox"/> 05 Visual Arts	<input type="checkbox"/> 08 Photography	<input type="checkbox"/> 11 Folk Arts
<input type="checkbox"/> 03 Opera/Musical Theatre	<input type="checkbox"/> 06 Design Arts	<input type="checkbox"/> 09 Media Arts	<input type="checkbox"/> Arts Education

2021 APPLICATION DEADLINES

The following dates are the **application deadlines** for each quarter in 2020. Months the projects should begin or take place within are indicated for each quarter. Mark the box for the quarter deadline for which are applying.

QUARTER DEADLINES (check one):

- 1st Q: Tuesday, February 16
- 2nd Q: Monday, May 17
- 3rd Q: Monday, August 16
- 4th Q: Monday, November 15

FOR PROJECTS BEGINNING OR TAKING PLACE DURING:

- May – July, 2021
- August – October, 2021
- November, 2021 – January, 2022
- February – April, 2022

STATEMENT OF ASSURANCES

If this grant is answered in the affirmative, the applicant agrees that:

- The activities for which the grant is sought will be administered under the supervision of the applicant.
- The funds granted will be spent solely for the described projects and programs.
- No major budget changes will be made without consultation with the Metropolitan Arts Council.
- In conducting the said projects, the applicant and venues will comply with Title IV of the Civil Rights Act of 1964 and Section 504 of Title V of the Rehabilitation Act of 1973 and any applicable South Carolina Laws.
- All publicity and program information must contain the MAC logo and a statement of credit for funding as follows:
This program is funded in part by the Metropolitan Arts Council with funds received from the City of Greenville, BMW Manufacturing Company, Michelin North America, Inc., SEW Eurodrive and the South Carolina Arts Commission.
- All social media posts pertaining to the project grant must contain the tag @macartscouncil and include #macartsggrant
- A final report will be completed and submitted to MAC no later than six months after the grant contract date. The final report will include a full financial accounting, a narrative outlining the project's accomplishments with photos and testimonials, and publicity samples that acknowledge MAC and its sources of funding.

** If the project is not completed by this point, the grantee will notify MAC in writing and request an extension which will include the projected completion date.*
- By signing and submitting your application form, the Applicant certifies that no person, on the basis of sex, color, race, religion, national or ethnic origin, marital status, language, sexual orientation, gender expression or identity, age, disability, or veteran status, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or part by the Metropolitan Arts Council.

I affirm that I have read through the GUIDELINES, agree to the above outlined STATEMENT OF ASSURANCES, and am providing a complete application.

SIGNED: _____ DATE: _____

PRINT NAME: _____