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Today's agenda 2

- Cultural Investment Portfolio (CIP) Overview
- Projects Program
 - Organization Eligibility
 - Project Eligibility
 - Application/Review Process
 - Tips and suggestions

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CIP Overview 3




Ashmont Hill Chamber Music, Boston, MA
Project: concert and master classes with Daniel Bernard Roumain

The Portfolio In FY19:

- 311 Organizations with ongoing unrestricted operating support
 - Grants from \$4,000 - \$57,000
- 29 Gateway Grantees @ \$3000/2 years
- 85 Project Grantees @ \$2,500
- \$5.1 million in FY19


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Projects Program 4



- Support for a specific project – not operating support
- \$2,500 grant
- Organizations may apply annually
- Applications due May 1, 2019


The Nalumbeka Project/Turners Falls MA
Pocumtuck Homelands Festival



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Who can apply for Projects grants? 5


- MA recognized 501(c)3 organizations
- Agencies/departments under federal, state, local gov't
- Unincorporated associations, using a fiscal agent
- Organizations that received Project grants in FY 19
- NOT Portfolio or Gateway grantees



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Projects Eligibility, part 1 6

- Organization must have minimum cash cultural expenditures of \$10,000 in the past year
- Two years of cultural programming
- Project must have minimum cash budget of \$5,000. There is no maximum
- Budgeted Income must match budgeted expenses, including this grant.
- Project and its expenses must take place between June 1, 2019 and June 30, 2020 – a 13 month period.



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Projects Eligibility, part 2

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- You can also apply to Local Cultural Councils, for the same project, or other projects – but you cannot use the LCC grant for your match
- You can also apply to the Mass Cultural Councils' Festivals program – but it can't count for the match
- In a year with Gateway and Project applications, you can also apply for both, but if you get a Gateway grant, we will remove you from the Projects pool



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What is a Project?

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- Public programming in the arts, humanities, interpretive sciences,
- A one-time activity, or an activity that is repeated for multiple years
- A distinct aspect of the organization's activities.
 - Examples:
 - A one-time event: a single production; an exhibition; an educational seminar; or a series of related events: a lecture series; art classes



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What isn't eligible?

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- Projects that are the complete programmatic activity of the applicant
- Fundraising/strategic planning/capacity building/economic development
- Programming outside of Massachusetts
- Capital Expenditures
- Individuals applicants, not an organization
- Projects exclusively for or by students as part of the activities of a college/school
- Re-granting/prizes/scholarships



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Projects Criteria

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- Quality of the Project (project description, clear plan, specific goals, relevance to mission and other programming) 30 pts
- Public Value (benefit to community served, efforts and success in reaching diverse communities) 35 pts
- Organization's capacity to execute the Project (appropriate staff, financial capability, evidence of strong planning and evaluation) 35 pts



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Grantee Requirements

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Canal District Alliance/Worcester
Blackstone Canal Horse and Wagon
Tours

- Engage in, and report on an advocacy activity
- Publicly acknowledge Mass Cultural Council funding
- Submit a final/annual report
- Match grant 1:1 with non-state funds



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How to Apply?

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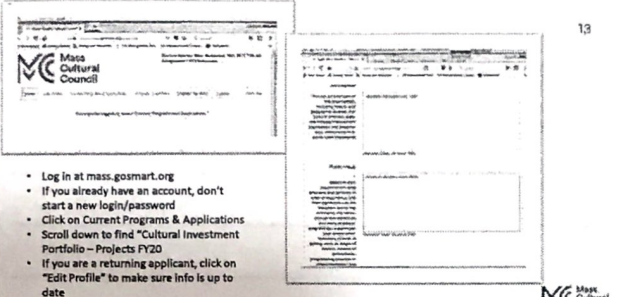
Full guidelines at massculturalcouncil.org

Application due: May 1, 2019 at 11:59:59pm

- Mass.gosmart.org – application narrative, project budget, websites



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- Log in at mass.gosmart.org
- If you already have an account, don't start a new login/password
- Click on Current Programs & Applications
- Scroll down to find "Cultural Investment Portfolio - Projects FY20"
- If you are a returning applicant, click on "Edit Profile" to make sure info is up to date

Mass Cultural Council

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Tips and Advice

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- Proofread a PDF of your application and your organization overview before submitting, to eliminate typos and weird characters in your text
- Type the text in a word processing document, and copy and paste
- Answer questions completely and specifically
- Assume that the panel doesn't know you or your work
- SAVE!!!!

Boys and Girls Club of Worcester/Worcester MA
Hip Hop Dance Team - In DA Zone

Mass Cultural Council

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Application Question 1

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* Provide a complete description of the proposed project, including the project's goals and objectives (up to 1,500 characters)

Describe your project, including goals. This is your chance to tell the story of your project in a way that gets people excited. Assume that they don't know anything about your organization or your project. Character count is 1500. Save your work

Character Count: 246 out of 1500

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Question 2 16

***How does this project relate to your mission and other core programming? (Please make it clear that you have other programming, as this relates to your project eligibility.)**

How does this project fit into the broader activity of your organization? The Projects grants will not fund projects that are the complete activity of your organization. Character count is 1000. Save your work

Character Count: 298 out of 1000

Up to 1,000 characters




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Question 3 17

***How does this project benefit your community (participants or target audiences). How have you assessed community need or interest for a project of this type? What are the demographics and number of people you plan to serve, if applicable?**

This is the "why" of your project. Sometimes the project benefit is focused on the general public (Ex: We present free theatre in the park for local residents. The events provide an opportunity to bring community together, to enjoy theatre without having to travel, and also benefits local restaurants and other businesses). Sometimes, the benefit includes the participants themselves (Ex: Our chorus members will have the opportunity to perform a world premiere, and to work with the composer and accomplished guest artists.) Have you done anything to figure out if there is a need/interest in this? (Ex: We have a growing senior citizen population which has expressed interest in this kind of cultural opportunity). Character count is 2000. Save your work


Character Count: 758 out of 2000



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Application Questions, part 2 18

- Describe your plans to reach diverse communities, such as ethnically and economically diverse, rural, elderly, veterans, and people with disabilities. Describe past efforts if applicable.
- Explain how you determined your budget, for example: how you calculate artist or administrator compensation, admissions or tuition revenues, other expenses. Also if your organization has had a deficit in past years, explain how that affects your ability to execute this project successfully.



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New Question this year

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* Provide a description of the racial, economic and age demographics of the geographic area where this project will take place. This could be a neighborhood, a city or town, a region, or other. You can typically find this information on your city website or other Internet resources. www.census.gov/quickfacts can be an excellent resource.



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Question 4 – new Question this year

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* Provide a description of the racial, economic and age demographics of the geographic area where this project will take place. This could be a neighborhood, a city or town, a region, or other. You can typically find this information on your city website or other Internet resources. www.census.gov/quickfacts can be an excellent resource.
(up to 1,000 characters)

The best answer to this question is simple statistical information. If your project serves multiple towns/communities, describe the area. Click on the blue question mark under the question to see a very specific example. Panelists in previous years
Character Count: 418 out of 1000



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Question 5

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* Describe your plans to reach diverse communities, in the context of the information that you have provided above. These could be plans to reach ethnically and economically diverse populations, rural, elderly, veterans, and people with disabilities. Describe past efforts and successes if they are relevant to this application.

Look at the information that you have provided in the previous question. What are your plans to reach specific populations? If your project or organization is primarily focused on a specific population, you might want to think about how to deepen that connection. For example, if your organization serves children, do you have specific plans to reach children with disabilities, children from low income families, or children of color? Character count is 1000. Save your work.

Character Count: 475 out of 1000

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Organization Capacity Questions

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- Explain how you determined your budget, for example: how you calculate artist or administrator compensation, admissions or tuition revenues, other expenses. Also, if your organization has had a deficit in past years, explain how that affects your ability to execute this project successfully.
- Provide details on how you plan to execute and evaluate this project: describe your plans to reach your target audiences and participants. Provide a detailed timeline (include dates if possible); describe your criteria and plans to evaluate the success of the project
- Who are the key participants involved in creating and implementing this project, and what are their qualifications? For example, staff, artists, scholars, educators, consultants, etc.



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Budget pages from FY19 Projects application

- Note: Project expenses **MUST** equal project income
- Administrative overhead is allowed, but think about what percentage of your budget is admin
- If you are paying staff to run/teach/perform/program the project, they probably shouldn't be Administrative
- ONLY include expenses in Massachusetts



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- Note: Project expenses **MUST** equal project income
- You **MUST** include this grant under "State Government"
- If the project revenue doesn't cover the project costs, you still need to show how you are paying for it – "applicant cash" or "reserves" is a reasonable way to show that.

Budget pages from FY19 Projects application



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