



## Microgrant Program Guidelines

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### Mission

Sacramento Metropolitan Arts Commission: Advancing Community through Arts and Culture.

### Purpose and Goals

The Sacramento Metropolitan Arts Commission (SMAC) recognizes the need to broaden its reach and to nurture the growth of the arts in Sacramento County. The Microgrant Program allows for artists and arts groups to apply for small grants year-round through a simplified process. This program also offers the arts community structured avenues for professional development.

The Microgrant Program is especially intended to support artists, groups, and organizations that have not participated in SMAC programs in the past. Additionally, the program aims to support traditional arts groups and artists who wish to preserve, learn or teach traditional arts. Folk and traditional arts are art forms learned as part of the cultural life of a group of people whose members share a common ethnic heritage, language, occupation, or region and reflect a community's shared standards or life experiences. Preference will also be given to applicants not currently eligible for other SMAC grants or funding opportunities.

### Applying For A Microgrant

Because the Microgrant application process is a simplified grant application process, it is of utmost importance that applicants submit clear, concise, and complete applications. Please be aware that all applications must be submitted online on WebGrants at [www.smacgrants.org](http://www.smacgrants.org).

An applicant's request amount may be from \$100 to \$595 per application; applicants are encouraged to ask for the smallest amount needed. Applicants will not be required to match the award amount.

Funding is available for individual artists, arts groups, arts organizations, and non-art community organizations engaging in arts projects or activities. Requests must fall under one of the following categories to be considered for funding:

- Artist Residency: Available to experienced teaching artists in any arts discipline to provide at least 3 arts education classes/workshops with the same student population at a social service organization, community center, school or after school program. Students may be of any age and project may involve one or more artists or arts disciplines. It is strongly recommended that funds be spent on artist fees or supplies. All residencies must occur within Sacramento County.
- Career Advancement: Assists (1) practicing, professional, and emerging artists with specific professional development and skill building opportunities which help to advance their work and careers; and, (2) K-12 public classroom teachers wanting to attend local arts education training programs. Cannot be used by faculty or students of a college, university or similar educational program.

- School Field Trip: Available to K-12 and after school programs at public schools to provide funding for arts learning opportunities such as field trips or touring artists. These opportunities must occur within Sacramento County.
- Small Arts Project: Assists in supporting new or ongoing small arts events or activities—especially those targeting underserved communities. Applicants for this category should also consider applying to the next ArtScapes grant cycle. Please see [www.sacmetroarts.org](http://www.sacmetroarts.org) for more information on ArtScapes. Projects must occur within Sacramento County.
- **NEW!** Media Support Materials: Assists in creating new media support materials or repurposing current materials to accompany the 2011-2013 CAA application. Available only to current CAA grantees and CAA-eligible organizations who have discussed their intent to apply to the 2011-13 CAA grant cycle with SMAC staff.

**NOTE: SMAC reserves the right to move an applicant to a different category.** Applicants will be notified if moved to a different category. Please be aware that application requirements can vary from category to category; should your application be moved, you may be responsible for additional materials in order for your application to be considered complete. Please refer to the Application Instructions section of these guidelines for additional information.

### **Eligibility**

The following general eligibility requirements apply. Applicants who are unsure of their eligibility should contact SMAC staff for clarification.

**All applications must be submitted at [www.smacgrants.org](http://www.smacgrants.org).** Paper applications will not be accepted.

**Any single organization, group, or individual is limited to one Microgrant award per fiscal year\* regardless of category.** Collaborations, shared spaces, and other relationships with current grantees may not disqualify an applicant from receiving an award if they can demonstrate that the funded projects are not related. Organizations or groups applying for funds to pay artist fees may not be eligible if the artist has either already directly received a Microgrant during that fiscal year or has received artist fees from another group/organization receiving a Microgrant during that fiscal year.

**More than one person associated with a group or organization may apply** in the same year, though justification may be necessary. An individual's membership in a SMAC funded group or organization does not affect his/her eligibility for projects conducted as an individual. The applicant may be asked to demonstrate that the project is sufficiently separate from the group or organization's activities.

**Microgrant awards may not be given to a grantee in the same category two years in a row.** Preference may be given to new applicants and/or return applicants applying under a new category.

**No double-dipping.** Applicants may not apply for more than one SMAC grant to fund the same or similar project. **Current SMAC grantees may not be eligible for a Microgrant. This restriction does not apply to eligible organizations applying under the Media Support Materials category.**

**Microgrants cannot be used to support fundraising events.** Events and/or activities whose primary purpose is to solicit contributions or pledges for an organization or cause may not be eligible.

**Sacramento County residency required.** All applicants must be Sacramento County residents for at least one year before applying (proof of residency may be required). Organizations must have a history of at least 90% of programming or related activities taking place within Sacramento County. If a group or organization is less than one year old, the grant contact must meet the residency requirement.

**Microgrants cannot be used to advance religious or political agendas.** SMAC is unable to fund arts programming whose primary intent or mission is religious or political.

**Microgrant activities and projects must be open to the public.** SMAC cannot fund events or activities that are exclusive or are not open to the general public. In order for this requirement to be met within a school setting, the activities must be open to students in the public school system and culminating events must be open and advertised to the general public.

**Microgrants cannot be used to reimburse travel expenses** outside of Sacramento County. Other related expenses such as registration fees may be eligible.

**Current SMAC consultants and staff are not eligible;** immediate family may not be eligible either. SMAC volunteers may not be eligible.

\* SMAC's fiscal year runs from July 1 to June 30.

## **Grant Review Process**

Each application is reviewed by the Cultural and Educational Programs Committee of SMAC. The committee makes funding recommendations by evaluating and ranking each proposal. The committee will spend a maximum of five minutes on each application. A maximum of two minutes will be spent viewing/ listening to any artwork samples submitted in support of the application. The committee makes their recommendations independent of SMAC staff, who serve to facilitate the process. SMAC staff may screen applications for eligibility. All committee and staff decisions are final and are not subject to appeals.

The committee will meet at least quarterly to review applications. Meeting schedules are posted at [www.SacMetroArts.org](http://www.SacMetroArts.org). Meeting agendas and schedules are typically posted on the website at least 72 hours in advance of the meeting. All SMAC meetings, including committee meetings and panels are open to the public; you are welcome to attend as an observer.

## **Review Criteria**

Your Microgrant application will be evaluated by the review committee for the following criteria. Please read carefully and be sure to pre-evaluate your application using these criteria. Staff may share information about a past grantee with the review committee in regards to past performance or their ability to meet contractual terms.

1: Proposal Effectiveness: The committee will evaluate the clarity of the proposal idea, the clarity of the budget and its practicality, and the organization of information. They will assess whether all required items are attached and whether the goals or intent of the project or event are clearly stated.

2: Artistic and Community Goals: The committee will determine if the project presents a clear benefit to the artist and/or community, if it nurtures the growth of the arts in Sacramento and if it has the potential to enhance Sacramento as a cultural destination.

3: Record of Arts Projects: The review committee will examine the applicant's ability to successfully

complete the project, their strategies for implementation, level of accountability and methods of evaluation.

## **Application Instructions**

Applications requesting funding for events occurring prior to a review date may be considered a low funding priority by the review panel. To ensure that your application is reviewed in advance of your project date, we strongly suggest that your application be submitted at least 2 months prior to the start of your activity or event.

**To begin your application, go to [www.smacgrants.org](http://www.smacgrants.org).** Log in and from the Main Menu, click on “Funding Opportunities” and choose Microgrant. If you registered, but have forgotten your password, please do not register again.

## **General Information**

The application is the only information that SMAC staff and panelists will use to determine eligibility and make a final decision on funding. It is in your best interest to:

- Read each question carefully to ensure that you have addressed all points necessary. Assume that reviewers know nothing about who you are and what you want to do.
- Carefully edit your answers for spelling errors. Sometimes, spelling errors actually create real words that will not be caught by a spell-check.
- Be clear and concise in your responses. It is a good idea to have someone not familiar with your project read through the application.

Examples of relevant projects in each category include:

- Artist Residency: monthly salsa workshops with a high school PE class; a series of 3 book-making classes at a Community Center; a theatre arts residency at a public school.
- Career Advancement: the creation of a chapbook or film; a public middle school teacher attending a workshop on integrating music into their math curriculum.
- School Field Trip: a field trip to a visual arts museum, including admission fees and/or transportation costs; fees for an arts group or artist to visit the school site.
- Small Arts Project: hosting a film festival; producing a theatre or dance production.
- Media Support Materials: a DVD, up to 5 minutes in length, showcasing current, relevant work; up to 10 high-quality, professional still images burned onto a CD; a music CD, up to 5 minutes in length, showcasing current, relevant work.

## **Application Components**

### **Request Summary**

*Briefly describe the event or activity for which you are seeking funding. Be sure to include the following:*

- *start and end dates of the event/activity,*
- *a schedule or timeline for the event/activity from onset to completion,*
- *the goal and intent of the event or activity including the benefit to artist,*
- *the benefit to the Sacramento community including how the applicant is involved in the Sacramento community.*
- *Artist Residency applicants must include contact information for the collaborating organization or school.*

- *Media Support Material applicants must include the vendor they intend to use to create the support materials.*

The request summary will give the review committee an idea of the project's scope, intended outcome, and feasibility. Please note the added requirement for Artist Residency applicants only. Be sure to include all required information.

#### Project Success

*Show evidence of your ability to successfully complete the event or activity within the proposed timeframe.*

This section allows you to let the review committee know about past arts projects that you have completed successfully. Do you have a history of doing the type of project you are proposing? If you are proposing to attend a seminar/conference or if you don't have a history of doing the proposed project or activity, explain your interest in the activity/project and the goals you are trying to reach.

#### Résumé / Curriculum Vitae (CV) / Mission Statement

*Include a résumé or CV for the person submitting the application and other artists involved (if applicable). The resume or CV should be relevant to the proposal. If the applicant is an organization or arts group, include a mission statement and/ or a short history of the group.*

This section gives reviewers further insight regarding your past projects/activities as they relate to your current funding request. Your résumé/CV should include only those accomplishments that apply to your application. For example, if you are applying to create a chapbook and your day job is a dentist, do not include your work or accomplishments as a dentist. Organizations and groups should include their mission statement and can also include a brief history of the group.

#### Budget

*You must provide an itemized budget for the activity or event for which funding is being requested. Be sure to list all expenses and income, including the grant amount you are requesting.*

Your budget is of great interest to panelists and should be thorough and specific. Be thoughtful; make sure you have considered all expenses and made feasible estimations. Include your entire budget, both Income and Expenses, even if they exceed your request amount. Artist Residency applicants are strongly encouraged to allocate grant funds toward artist fees, consumable arts supplies, or costs related to culminating events. If requesting funds in other budget categories, Artist Residency applicants should use the budget notes to clearly explain the specific expenses grant funds would be used for. Keep in mind that SMAC cannot fund capital expenses such as the purchase of computers, cameras or costumes. However, the rental of these items is a valid expense that can be covered by a Microgrant.

To indicate a request amount, you must choose "Microgrant Request" from the Income drop-down menu.

#### Budget Notes

*Budget Notes are encouraged and are meant to clarify or provide an explanation for the budget. (Example: The rest of the expenses will be paid by me. I have no other outside sources of income for this conference.)*

Utilize the budget notes to explain—in detail—other funding sources. Include all in-kind

donations including volunteer hours. Your ability to secure in-kind donations reflects well on your application.

### Arts Education Program Description

*If the applicant is proposing an arts education activity as an element of the project for which they are submitting an application, and they are associated or collaborating with a public K-12 school, after-school program, or social service (or non-arts) organization, they must describe the relevant arts education activities that are currently provided, or will be offered at that site. If the applicant is not associated with a school, social service organization or community site, they do not need to fill out this section, but do need to mark it as complete.*

This information aims to give panelists a context in which your project is offered. **This section should only be completed if:**

- the applicant is applying under the **Artist Residency** category;
- the applicant is applying under the **School Field Trip** category; or,
- the applicant is —or is collaborating with—a school, after school program, social service organization, or community site applying under any category for arts education activities.

### Support Materials

*Attachments must be in MS Word or PDF format. Attach:*

1. *Up to three samples of your artwork (if applicable).*
2. *Up to three samples of any materials that support your request (i.e., brochure, review, flyer, digital photograph).*
3. *Your Résumé/CV, if you did not include it in the Résumé/CV component.*
4. *Up to two letters of recommendation or support (optional for most categories).*
5. **Artist Residency applicants** are required to include a letter of support and collaboration. *Please see the guidelines below for letter requirements.*
6. **Artist Residency applicants** are required to include up to two lesson plans of relevance to the population and medium you want to teach.
7. **Media Support Material applicants** are required to include a short biography or description of the vendor being used to create the support materials along with a brief client list.

Support Materials are supplemental to the application\* and may be uploaded to your application online or submitted in hard copy. Include high-quality materials that showcase and support your request. Support materials can help to show the prestige and/or caliber of a career advancement opportunity; the relevance of a field trip experience to the goals and/or requirements of your classroom; or your strengths as an artist, teacher or event manager.

We welcome electronic versions of your work samples (jpg images, mp3 files, etc.). Please restrict the file size of your attachments as follows:

- images = up to 5mb each (jpg, png, gif)
- video = up to 60mb each (flv, wmv, mov)
- docs = up to 10mb each (MS Word, pdf)
- audio = up to 5mb each (mp3)

Documents should include the correct file extension (example: “.doc” or “.pdf”). If an attached file does not open or work, it will not be shown at the panel.

The review committee will spend up to 2 minutes viewing samples of artwork. For example, if you submit 5 minutes of video, a minimum of one minute and a maximum of two minutes will be viewed. It is to your advantage to include the best of your artwork in the first two minutes.

**\*The following support materials are required for Artist Residency applicants:**

- **Lesson Plans:** attach one or two lesson plans of relevance to the student population and medium you will be teaching.
- **Letters of Support:** Artist Residency applicants must include a letter of support and collaboration. The letter should be drafted by the primary contact person at the organization or school hosting your residency and should include a description of how responsibilities for the project will be shared. It must be on organization/school letterhead.

You may also drop off or send in hard copies of the above materials to:

Sacramento Metropolitan Arts Commission  
Attn: Microgrants  
2030 Del Paso Blvd.  
Sacramento, CA 95815

Make sure you reference your name and the Microgrant that the materials are associated with.

**Support Materials Links**

This section is available for applicants to provide media samples of their artwork without uploading them to the application. For example, a link to YouTube to show one of your video projects or a link to your MySpace page for an audio clip. Make sure that the link goes directly to what you would like the committee to view. Clicking through a site will cut back on the amount of time the committee has to view the support materials.

We strongly suggest that you do not add a link in lieu of providing information requested in another part of the application. Your application could be considered incomplete if you decide to present information in this manner. The submitted application should fully provide all relevant information needed to make a decision regarding funding.

**If Funded**

Staff notifies all applicants of their application status within 1 week of the committee review date. If your application was chosen to be funded, you may submit an invoice right away. This is not a reimbursement grant; you do not need to provide receipts with your invoice; however, the invoice includes an indemnification clause and requires a wet signature. Grantees must create and submit a Claim on WebGrants – [www.smacgrants.org](http://www.smacgrants.org) – from which they can then print a hard copy of the invoice. Invoices can be mailed or dropped off to SMAC. Additional information about this process will be included in the notification sent to successful applicants.

You are required to use the SMAC logo on all printed materials generated for the funded event. The SMAC logo is available at [www.SacMetroArts.org](http://www.SacMetroArts.org). If no printed materials are being generated, please include our logo on your website or give oral credit to SMAC for (partially) funding the event or activity.

**Final Report**

Thirty days after the conclusion of your activity/event, a final report summarizing the completed project must be submitted via WebGrants. The report should include how the Microgrant was used, the project's effectiveness and the impact of the grant on your project. Please remember to include proof of the use of SMAC's logo, or oral credit given. Failure to complete this report could result in

less than good standing and may adversely affect future requests for funding.

## **Inquiries**

Help menus on Webgrants are a source of clarification and technical assistance. SMAC staff is able to provide limited general Technical Assistance such as:

- Which category best fits a project
- Determining applicant or project eligibility for a Microgrant
- Definitions of terms
- Questions about the Guidelines or components of the application
- Questions about Webgrants navigation

If you have forgotten your Webgrants Log-in and Password, please use the “Forgot Password” link at [www.smacgrants.org](http://www.smacgrants.org).

General inquiries can be directed to SMAC staff at (916) 808-3992. Specific questions about the application, guidelines, and eligibility should be directed to Laura Norman at (916) 808-3984 or [lnorman@cityofsacramento.org](mailto:lnorman@cityofsacramento.org). All mailed communications should be addressed to:

Sacramento Metropolitan Arts Commission  
Attention: Microgrant Program  
2030 Del Paso Blvd.  
Sacramento, CA 95815

**CITY OF SACRAMENTO**

Mayor: Kevin Johnson

- District 1: Raymond L. Tretheway III
- District 2: Sandy Sheedy
- District 3: Steve Cohn
- District 4: Robert King Fong
- District 5: Lauren R. Hammond
- District 6: Kevin McCarty
- District 7: Robbie Waters
- District 8: Bonnie J. Pannell

City Managers: Gus Vina (acting), Ray Kerridge  
 Assistant City Manager: John Dangberg  
 Assistant City Manager: Cassandra H. D. Jennings

**CONVENTION, CULTURE & LEISURE**  
 Director: Barbara Bonebrake  
 Administrative Officer: Karolyn Pelka

**COUNTY OF SACRAMENTO**

Chairman of the Board:  
 3<sup>rd</sup> District: Susan Peters

- 1<sup>st</sup> District: Roger Dickinson
- 2<sup>nd</sup> District: Jimmie Yee
- 4<sup>th</sup> District: Roberta MacGlashan
- 5<sup>th</sup> District: Don Nottoli

County Executives: Steve Szalay (Interim), Terry Schutten  
 Assistant to the County Executive for Economic Development and Intergovernmental Affairs:  
 Robert B. Leonard  
 Economic Development Manager: Troy Givans

**SACRAMENTO METROPOLITAN ARTS COMMISSION**

Chair: Dan Gorfain  
 Vice Chair: Carlin Naify

- Sid Garcia-Heberger
- Charles Barr
- Patrick Finnegan
- Cheryl Holben
- Heather Hutcheson
- Allison Joe
- John Nicolaus
- Patricia Sandefur
- Linda Cutler

**STAFF**

Executive Director: Rhyena Halpern  
 Grants & Cultural Programs Coordinator: Anja Aulenbacher  
 Grants & Cultural Program Assistant: Laura Norman  
 Arts Education Coordinator: Erika Kraft  
 Arts Education Training and Partnerships Associate: Chelsea Hunt

**CITY AND COUNTY INFORMATION AS OF MARCH 1, 2010**

*This is a changing list. We thank all those past, present, and future for their service.*



2030 Del Paso Boulevard  
 Sacramento, CA 95815  
 (ph) 916.808.3992  
[www.SacMetroArts.org](http://www.SacMetroArts.org)  
[www.Sacramento365.com](http://www.Sacramento365.com)