

# **FY22 Creativity Grant**

## **“How to Apply” Information Session**

### **August 9, 2021**

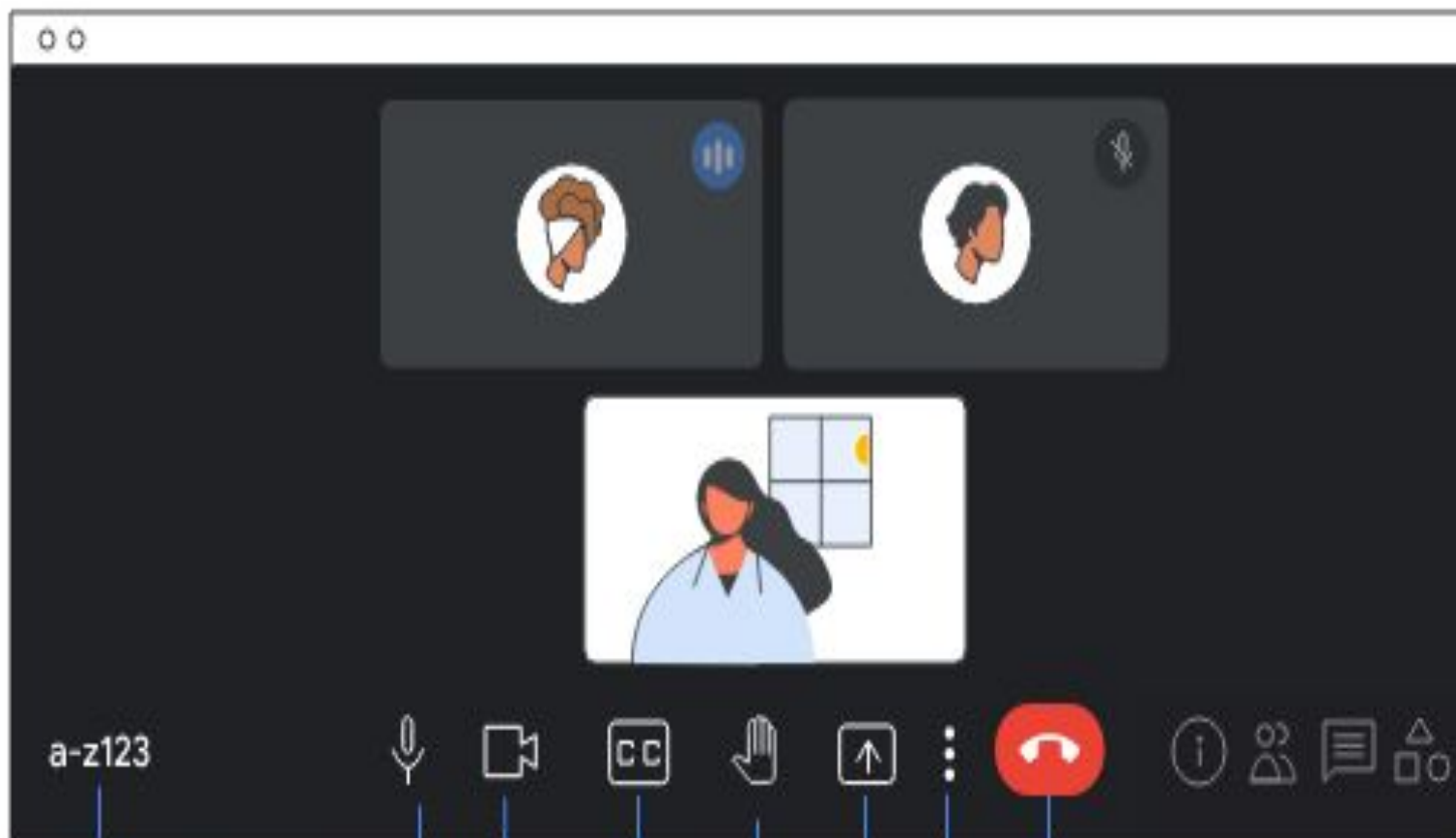
**Hosted by:**  
**EMILY SOLLENBERGER and LAURA WEISS,**  
**Program Directors**

**Please mute your device until you are speaking.  
Do not present your screen.**

**You will need some way to jot notes during this  
meeting.**

**We will hold the meeting to the established time  
with the opportunity for additional sharing,  
digitally.**

# Reference Shot of Features



a-z123

Meeting code

Turn mic on or off

Turn camera on or off

Turn captions on or off

Raise your hand

Share your screen or give presentations

Leave meeting

Change settings, background, layout, and more

## Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

## **Vision**

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

## **Mission**

*Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.*

**Goal 1. Increase Participation:** Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement

**Goal 2. Provide Intentional Support:** Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

**Goal 3. Build Capacity:** Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

**Goal 4. Leverage Connections:** Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

**Goal 5. Bolster Maryland Arts:** Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst

## **Creative Meeting Actions**

**Celebrate** being in the space with other creative people.

**Engage** with everyone's presence as a gift.

**Acknowledge** that together we know a lot.

**Enter** the conversation with curiosity and inquiry.

**Share** your idea and trust that it will be heard.

**Use** "I" statements.

**Focus** your language on the task at hand.

**Hold** one another accountable with care.

**Apply** "Yes, and!" - "I hear your idea and I'm going to add to it!"

**Balance** speaking and listening.

***We encourage avoiding the use of pronouns in public meetings.***

***Please introduce yourself by name when speaking and refer to each other by name during the meeting.***

# MSAC Professional Development

- **Envision** - topic-specific interactive spaces based on feedback and requests such as Financial Management, Marketing Strategies, Strategic Planning, Board Engagement, and more.
- **Creative Conversations** - discipline-specific, budget size-specific gatherings for resource sharing and ideation.
- **Networking sessions** are held for topic-specific and informal interactions.
- **Regional Arts Summits** focus on artists, organizations and activities of five specific areas of the state, offering learning and networking opportunities.

**From March, 2020 - June, 2021, 10,852 participants attended 283 virtual professional development offerings by MSAC!**



## Join us as a Panelist!

**MSAC relies on a diverse array of constituents from across the state of Maryland to do the important work of evaluating applications.**

- **Public Call for each MSAC Program - Apply in Smart Simple**
- **Training & Support is provided by MSAC Staff**
- **Role includes Review and Scoring of Applications in connection to Rubric**
- **Required Attendance at the Public Panel Meeting(s)**
- **Compensation Provided for Service** (*\$50/training, \$100/panel meeting, \$200/review period + additional fees for different programs.*)

## Today's Agenda

- ◆ Review of Creativity Program/Guidelines
- ◆ Application and Scoring Rubric
- ◆ Application Review Process
- ◆ Smart Simple Walk-thru
- ◆ Q&A

# What is the Creativity Grant?

## **Purpose of program:**

- To strengthen the vitality and sustainability of artists and small organizations to maintain a strong and stable arts infrastructure in the State of Maryland.
- Provides opportunities to serve the growing needs of relevant arts projects and collaborations within Maryland communities.

## **Deadlines:**

- Applications are accepted on a rolling basis
- Applications are reviewed on a monthly basis (quick turnaround!)

## Who can apply?

### Independent Artists

- Individuals or collaborative groups who are working independent of an organization

### Arts Organizations or Programs

- Includes organizations or programs with an allowable income of \$50,000 or less
- Arts Organizations/Programs with an allowable income over \$50K that is not currently funded through the Grants for Organizations (GFO) program

Review all eligibility requirements in the program's Guidelines

## Who can apply? - FAQs

### **Are fiscal sponsorships accepted?**

YES! The Fiscal Agency and the Organization must operate within a Model A sponsorship (the Fiscal Agency has direct and active involvement in the oversight and accountability of the organization's finances and programming).

### **I am an artist that doesn't live in MD, can I apply?**

Unfortunately, no. Independent Artists must be a Maryland resident to apply.

### **I am a student, can I apply?**

Unfortunately, no. Applicants must be 18 or older, and cannot be enrolled in high school, undergraduate, or graduate degree programs.

## What artistic disciplines are funded?

Creativity Grants are available for the following artistic disciplines:

- Dance
- Theatre
- Music
- Literary Arts
- Visual/Media Arts
- Multi-Disciplinary Arts
- Folk/Traditional Arts
- Public Art
- Questions? Not sure? Contact Emily or Laura to discuss!

## **Award Amounts**

**Creativity Grants are available for between \$1000 and \$3500.**

Requests of \$2000 and under are reviewed by staff only.

Requests of \$2001 - \$3500 are reviewed by panelists.

## **Award Amounts - FAQs**

### **Am I more likely to be funded if I ask for less money?**

The same scoring rubric is used for all applications, regardless of request amount. The only difference is that those asking for amounts of \$2000 or less will be reviewed by staff only.

### **Can my application be partially funded?**

No - grants are made in the full amount that is requested (all or nothing).



## Creativity Application

Application includes three narrative questions.

Organizations are also asked for a financial statement from their most recently completed fiscal year.

*All other attachments (resumes, reviews, links to videos or other websites, etc.) are not considered eligible.*

All applications are completed in Smart Simple (online grants platform)

## Creativity Application

The Applicant chooses one of two “tracks” for their application:

1. General Operating Support (Organizations or Programs Only)
2. Project-Based Support (Organizations/Programs, or Independent Artists)

# **Creativity Application - Question #1**

## **General Operating Application:**

During this fiscal year, what arts activities/programming and geographic area will be supported by this funding? Address the community impact of the organization's arts activities/programming.

## **Project-Based Application:**

What arts activity/event/project and geographic area will be supported by this funding? Address the community impact of the arts activity/event/project.

# Creativity Application - Question #1

<p>Includes clear, specific, and thorough explanation of the planned activities/programming, which includes clear and thorough evidence of community impact; including engagement, intention, timeliness and/or inspiration in relation to the defined community's needs.</p>	<p>Includes clear explanation of the planned activities/programming, which includes evidence of community impact; including engagement, intention, timeliness and/or inspiration in relation to the defined community's needs.</p>	<p>Includes an overview of the planned activities/programming, which includes some evidence of community impact; including engagement, intention, timeliness and/or inspiration in relation to the defined community's needs.</p>	<p>Includes an unclear overview of the planned activities/programming, which includes limited evidence of community impact; including engagement, intention, timeliness and/or inspiration in relation to the defined community's needs.</p>	
<p><b>Excellent to Outstanding</b></p>	<p><b>Good to Very Good</b></p>	<p><b>Satisfactory</b></p>	<p><b>Marginal to Fair</b></p>	<p><b>No Evidence</b></p>
<p><b>34-36 points</b></p>	<p><b>25-27 points</b></p>	<p><b>16-18 points</b></p>	<p><b>7-9 points</b></p>	<p><b>0 points</b></p>

## **Creativity Application - Question #2**

### **General Operating Application:**

Describe the timeline of your organization's entire season or fiscal year.

### **Project-Based Application:**

What is the timeline for the proposed arts activity?

## Creativity Application - Question #2

<p>Includes clear, specific and realistic timeline for the entirety of the season/fiscal year, including specific timing as it relates to expenditure of funds, planning, promotional efforts, implementation of events/activities, and evaluation.</p>	<p>Includes realistic timeline for the entirety of the season/fiscal year, including timing as it relates to expenditure of funds, planning, promotional efforts, implementation of events/activities, and evaluation.</p>	<p>Includes timeline for the entirety of the season/fiscal year, including some timing as it relates to expenditure of funds, planning, promotional efforts, implementation of events/activities, and evaluation.</p>	<p>Includes unclear or limited timeline for the entirety of the season/fiscal year, including little to no timing as it relates to expenditure of funds, planning, promotional efforts, implementation of events/activities, and evaluation.</p>	
<p><b>Excellent to Outstanding</b></p>	<p><b>Good to Very Good</b></p>	<p><b>Satisfactory</b></p>	<p><b>Marginal to Fair</b></p>	<p><b>No Evidence</b></p>
<p><b>10-12 points</b></p>	<p><b>7-9 points</b></p>	<p><b>4-6 points</b></p>	<p><b>1-3 points</b></p>	<p><b>0 points</b></p>

## **Creativity Application - Question #3**

### **General Operating Application:**

What is the organization's overall budget for this fiscal year? Include a clear list of all projected income and expenses.

### **Project-Based Application:**

What is the overall budget for the arts activities, and how will the MSAC funding be used? Include a list of all projected expenses and sources of income beyond the MSAC request.

## Creativity Application - Question #3

<p>Includes detailed financial information tied to the proposal and indicates realistic expenses for implementation of the proposed events/activities, and any anticipated or committed income</p>	<p>Includes financial information tied to the proposal and indicates realistic expenses for implementation of the proposed events/activities, and any anticipated or committed income</p>	<p>Includes some financial information tied to the proposal and indicates some expenses for implementation of the proposed events/activities, and any anticipated or committed income</p>	<p>Includes limited or unclear financial information tied to the proposal and indicates limited to unclear expenses for implementation of the proposed events/activities, and any anticipated or committed income</p>	
<p><b>Excellent to Outstanding</b></p>	<p><b>Good to Very Good</b></p>	<p><b>Satisfactory</b></p>	<p><b>Marginal to Fair</b></p>	<p><b>No Evidence</b></p>
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## Helpful Hint - Application Feedback

Before submitting your application, Emily/Laura are available to review your application and offer feedback.

Email your Program Director to request feedback on your draft. Allow for up to 10 business days to receive written feedback.

Program Directors are also available to meet and discuss your draft. Reach out to Emily/Laura to discuss their availability.

## Application Review Process

Applications are accepted on a rolling basis - *apply any time!*

Applications are reviewed monthly. Batches are gathered from the 6th of the month to the 5th of the following month (i.e. apps submitted from Sept 6 - Oct 5 will be reviewed in October)

*Applications are reviewed in the middle of the month*

*Notifications are sent by the last day of each month*

## Helpful Hint - Panelist Feedback

If your application is not funded, email Emily/Laura to request feedback!

We are happy to gather comments/questions from the panelists that reviewed your application and share these with you. Feedback is a great way to improve/clarify future applications.

Program Directors are also available to meet to discuss your feedback.

# Smart Simple Application and Review System



Login

[Forgot Password?](#)

New to the

## Welcome to Maryland State Arts Council Portal

The Maryland State Arts Council (MSAC) encourages and invests in the advancement of the arts for all Marylanders. Its grants and programs support artists and arts organizations in their pursuit of artistic excellence, ensure the accessibility of the arts to all citizens and promote statewide awareness of arts resources and opportunities.

Step 1:

Go to [marylandarts.smartsimple.com](http://marylandarts.smartsimple.com). Click the Blue Register button





## Registration

I am applying as:

501(c)(3) arts organization/arts program

Independent Artist

Arts & Entertainment District

College or University

County Arts Council

Folklife Network Collaborator

Government

School

Step 2:  
Register as an  
Independent Artist  
or Arts  
Organization.

Enter in all  
prompted contact  
information.



### My Applications

8

Funding Opportunities

3

In Progress

0

Submitted

0

Approved/Declined



After you register, log in and you'll see a Dashboard. Scroll to "My Applications" and the "Funding Opportunities" option. Click here.

This will open a list of all funding opportunities available to you - choose the Creativity Grant option. Click "Apply Now."

This will open the application.

## New Grant



1. Click **"Save Draft"** before beginning the application.
2. Click **"Save Draft"** after completing each tab in order to save your work.
3. To navigate between tabs, click on the desired tab or use your browser's back button.
4. Be sure to click **"Save Draft"** prior to returning to your profile page, which can be accessed by clicking the MSAC logo in the top left corner.

**CONTACT INFORMATION** APPLICATION DETAILS WORK SAMPLES ATTACHMENTS ELECTRONIC SIGNATURES

**Grant Contact Name:**  
**Phone:** 410-767-6545  
**Email:** laura.weiss+1@maryland.gov

**Address:** 175 W. Ostend Street  
**City:** Baltimore  
**State:** MD  
**Zip Code:** 21230

\* County

Please select 

\* Social Security Number/Federal Identification Number

Save Draft

Click Save Draft to start!



# Questions?

Emily Sollenberger -

[emily.sollenberger@maryland.gov](mailto:emily.sollenberger@maryland.gov)

Laura Weiss - [laura.weiss@maryland.gov](mailto:laura.weiss@maryland.gov)