Artistic Innovations Grant Program
Call for Letter of Intent Forms for Applicant Organizations (Issued September 2019)
Deadline: Friday, November 1, 2019

Mid-America Arts Alliance strengthens and supports artists, cultural organizations, and communities throughout our region and beyond. We are especially committed to enriching the cultural life of historically underserved communities by providing high quality, meaningful, and accessible arts and culture programs and services.

The Artistic Innovations Grant Program encourages the spirit of experimentation and exploration, exclusively engaging in-region artists in the creation of new, original works for audiences in the M-AAA region. This grant program offers up to $15,000 in support of expenses incurred in the art-making process and premiere of these endeavors. Through generous support from the National Endowment for the Arts, M-AAA invites arts-based organizations in Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas to submit a Letter of Intent Form for a project that meets the criteria and eligibility requirements listed below.

PROGRAM OBJECTIVES
A great Artistic Innovations project is one that has in-person experiences of art, art making, or artists at the heart of the initiative and introduces a new or original idea or product to the applicant’s audience. Audience engagement through feature presentation and outreach activities includes but is not limited to performance, publication, lecture/demonstration, exhibition, master class and/or workshop.

The grant program is designed to support new innovative creative endeavors by in-region artists that culminate in at least two public-facing events: a premiere feature presentation and an outreach activity that take place between July 1, 2020, and June 30, 2021 in M-AAA’s six-state region.

PROGRAM CRITERIA
A Letter of Intent Form is required of all applicants. Letter of Intent Forms are screened by M-AAA staff to determine applicant and project eligibility. All eligible applicants with eligible projects are invited to submit a proposal. The Artistic Innovations Request for Proposal (RFP) guidelines are distributed as part of that invitation. Please note: Receipt of an invitation to submit a proposal does not infer, confer, or guarantee funding for any project.

APPLICANT ELIGIBILITY
Applicant Organizations must:
1. not be an Artistic Innovations grant recipient or a featured artist/ensemble or partnering organization in another Artistic Innovations project in fiscal year 2020;
2. be a nonprofit, 501(c)3 tax-exempt organization, a unit of state or local government, or a federally recognized tribal community;
3. be registered in the Data Universal Numbering System (DUNS);
4. be incorporated and located in the M-AAA region with three consecutive years of arts-based programming prior to the Letter of Intent Form deadline; and
5. be in good standing with M-AAA and all other federal agencies, with no delinquent reports and/or grant documents.

PROJECT ELIGIBILITY
Projects described in the Letter of Intent Form are evaluated by M-AAA staff for the following eligibility requirements:
1. The project is new and original culminating in two public-facing events including at least one outreach activity and at least one premiere feature presentation in accessible venues in the M-AAA region between July 1, 2020 and June 30, 2021;
2. All applicants and artists involved in the project events are residents of the M-AAA region; and
3. The anticipated project budget reflects a 1:1 dollar-for-dollar match for the grant amount requested. The maximum grant request allowed is $15,000.

Projects not eligible for consideration include: those that engage audiences solely through online streaming content, adaptations from one medium to another, remounting of past work in a new venue, traditional restaging of classic productions, rereleases of previously published or recorded material, art competitions, scholarships or fundraisers, and projects that involve any artist from outside the M-AAA region.

Artistic Innovations grant requests are limited to a maximum of $15,000 with a required 1:1 dollar-for-dollar match. Organizational applicants must show evidence of a cash match. In-kind market value contributions and federal funding procured for the project should be included in the budget, but cannot be used to meet the 1:1 match requirement.

This grant program supports most direct costs related to the creation and premiere of new endeavors. Allowed expenditures include, but are not limited to commissioning fees, artists’ fees, rehearsal or studio expenses, production or exhibition materials, as well as promotion and audience development for all public engagement related to the project.

APPLICATION PROCESS
M-AAA’s Artistic Innovations proposal process has two steps.

**Step 1:** Submit a Letter of Intent Form. This is an open call requesting information about the proposed project and the artists involved.

**Step 2:** Submit a Proposal (by invitation only). The proposal requires a fully developed project narrative, a detailed project budget, and letters of support and/or work samples from project artists and/or partners. Proposed projects are reviewed a second time by M-AAA staff for eligibility. If found eligible, then Proposals are reviewed for artistic excellence and merit by advisory panels consisting of artists and arts professionals in the field. All awards are subject to approval by the M-AAA Board of Directors.

GRANT PROGRAM TIMELINE

- **Letter of Intent Form Submission Deadline** Friday, November 1, 2019
- **Notification/Invitation to Submit a Proposal** Friday, December 6, 2019
- **Proposal Submission Deadline** Friday, January 17, 2020
- **Proposal Advisory Panel Reviews Underway** March 2020
- **Award Notification** Monday, June 19, 2020
- **Funded Project Activities must occur between July 1, 2020, and June 30, 2021.**
- **Final Report due within 30 days of the project’s conclusion.**

If you have any questions or would like to discuss your project with M-AAA staff prior to submitting a Letter of Intent Form, please contact:

**Christine Dotterweich Bial, Director of Grant Programs**
(816) 421-1388, ext. #227 or email innovations@maaa.org
HOW TO APPLY
If you wish to apply, please use the following checklist to prepare for the online Artistic Innovations Letter of Intent Form. Data typed in the form can be saved for editing later. To resume your form, check your email inbox for the most recent link at which it can be accessed.

Limit one Letter of Intent Form per applicant and per project per fiscal year. Artists cannot be involved in more than one project put forward for consideration in any given fiscal year.

M-AAA will only review Letter of Intent Forms submitted by 11:59 p.m. CST on Friday, November 1, 2019, through the following website: https://www.tfaforms.com/4765493

ARTISTIC INNOVATIONS: LETTER OF INTENT FORM CHECKLIST FOR APPLICANT ORGANIZATIONS

APPLICANT INFORMATION
1. Choose the category that best describes the Applicant’s legal status
2. Organization Legal Name
   This is the organization name as it appears on its Federal Employer Identification document.
3. Organization Address and Contact Information
4. Application Contact Person Name, Title, and Information
5. U.S. Congressional District Number
6. State House Legislative District Number
7. State Senate Legislative District Number
8. Organization Federal Employer Identification Number (EIN)
9. Organization Data Universal Numbering System (DUNS)
10. Organization Primary Artistic Discipline
11. Organization Mission Statement (limit 125 words)

PROJECT INFORMATION
12. Project Title
13. Project Primary Discipline
14. Project Start and End Dates
15. Project Description (limit 1,500 words)
   Include relevant information about the project’s feature presentation and where it will take place.
16. Outreach Activity Description (limit 250 words)
   Include relevant information about the outreach activity and where it will take place.
17. Artist Selection Process and Biography (limit 250 words for each, limit ten)
   Briefly describe the process / criteria for the selection of the artist involved in the project. Include a brief biography and describe their involvement in the development of the project to date. Be sure to note in which M-AAA state the artist resides.
18. Other Key Individuals Selection Process and Biography (If applicable, limit 250 words for each, limit ten)
   Briefly describe the process / criteria for the selection of other key individuals involved in the project. Include a brief biography and describe their involvement in the development of the project to date. Be sure to note in which M-AAA state these individuals reside.
19. Description of Organizational Partner (If applicable, limit 250 words for each, limit ten)
   Briefly describe key organizational partners. An organizational partner is an outside entity that will provide resources (other than money) to support the project. Funders are not excluded from being partners, but they must also provide human resources or information capital, or actively participate in some other way. Where relevant, describe their involvement in the development of the project to date.
20. Expected Project Budget (this must be at least double the grant amount requested)
21. M-AAA Grant Amount Requested ($15,000 maximum)