



MakeWork Grant Training
February 7, 2009



Application Process





Key Program Details

- **Deadlines:** March 20 (\$30 application fee) or April 3 (\$45 application fee)
- **Categories:** Project OR Studio/Career Advancement
- **Award amount:** \$15,000 maximum
- **Award period:** May 2009-April 2010
- **Finalists notified:** April 27
- **Jury interview for finalists:** May 8-9
- **Award notification:** May 11





Eligibility

- At least 18+ years of age
- A citizen of the United States
- Actively working in their artistic discipline
- A resident for the past 12 months of the greater Chattanooga area within a 50-mile radius of downtown Chattanooga OR a recent resident in the greater Chattanooga area through *ArtsMove*
- Committed to complying with all recipient requirements, if awarded





Resources Available

- Grant guide
- Application outline
- Application checklist
- Frequently asked questions
- Sample budget
- Artist's statement tip sheet
- AVA career coaching events





How to Apply

- **Submission involves three steps**
 - 1 - Online application form
 - 2 - Online letters of recommendation
 - 3 - Submission of work samples & supplementary materials via DVDs or CDs





Online Application Form Components

- Artist information
- Creative enterprise
- Project title
- Project narrative: 4 sections, 200 words each
- Project budget & additional funding
- Resume
- Artist's statement
- List of references for letters of recommendation
- Brief description of work samples and supplementary materials





Online Application Form Tips for Success

- Select the appropriate grant category
- Prepare responses using MakeWork outline
- Align responses with allowed word counts
- Read over entire application online before hitting submit
- Complete other required application components





Online Letters of Recommendation

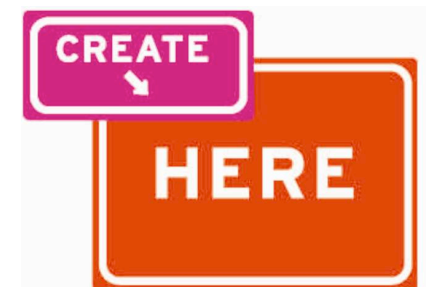
- Identify references **early** in project planning
- Select references who know your work well
- Provide clear instructions to references
- Provide references with background on your MakeWork project
- Set a deadline at least one week before the application deadline





Work Samples & Application Fee

- Work samples – specifications vary based on discipline
- Supplementary materials – up to five pages in a single PDF file
- 6 DVD or CD copies must be submitted **by program deadline**
- Application fee must be included





Application Process Tips for Success

- Review the Grant Guide & support materials
- Begin planning early – set a timeline
- Use the MakeWork application outline
- Write concise, specific and creative responses
- Seek input from friends and colleagues
- Use application checklist
- Meet all deadlines





Questions?





Project Narrative

4 questions – 200 words each





Question #1

- Provide a detailed description of the project or studio/career advancement activities for which funds are being requested (your goal(s), artistic focus and scope of your proposed activities)





Question #1 - Tips

- Capture the jury's attention from the very beginning
- Be clear in stating the goal(s), focus and scope of your project
- Remember – the jury knows nothing about you or your work





Question #2

- Explain how the grant will contribute to your own artistic development (the impact and outcome you hope to achieve with your work and career as a result of the grant award)





Question #2 - Tips

- Ask yourself - If funded, what will be the impact on my career?
- Describe how the grant aligns with your long-range career plans
- How will the grant impact your ability to compete within your discipline?
- Be as specific as possible



Question #3

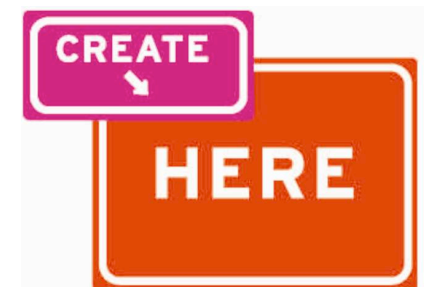
- Explain your plan for managing and tracking the progress of your grant award and your long-term sustainability plan (timeline for major milestones, planning already completed, how you will sustain the project and/or your artistic career beyond the grant award)





Question #3 - Tips

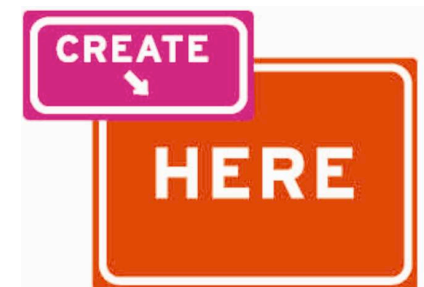
- Plan carefully now – for success later
- Include a timeline
- Describe any planning already completed
- Remember – the grant is for one year, be realistic in what you propose
- Be clear in describing plans to sustain your work beyond the grant





Question #4

- Describe why this project is distinctive and will benefit the greater Chattanooga community (the target audience and long-range impact of the project toward building Chattanooga's creative economy)





Question #4 - Tips

- Use this question to tie together the entire project narrative
- Think about the “wow” factor
- Define the target audience and impact
- Describe the long-range impact in helping build Chattanooga’s creative economy
- Close this section with passion!





Project Narrative Keys to Success

- Show your passion
- Tell a compelling story
- Demonstrate clear planning
- Show how the project is distinctive
- Seek input from friends and colleagues
- Proofread, proofread, proofread!





Questions?





Project Budget





Eligible Expenses Project

- Artist's salary for effort committed to project
- Purchase of art supplies or equipment
- Travel expenses related to the production of a project
- Production of a new work
- Projects which seek to advance an art form or involve interdisciplinary collaboration





Eligible Expenses

Studio/Career Advancement

- Costs of operating a studio (e.g. rent, equipment that is integral to the artist's work, and other operating costs)
- Conferences, workshops, retreats, institutes, residencies, master classes, short-courses, festivals, or
- Travel expenses related to career advancement activities
- Study with a mentor
- Preparation of an artist portfolio, work samples, marketing materials, or website
- Participation in a performance, festival, reading, or exhibition opportunity of significance
- Fees for consultations in an area of career development





Expenses Not Supported

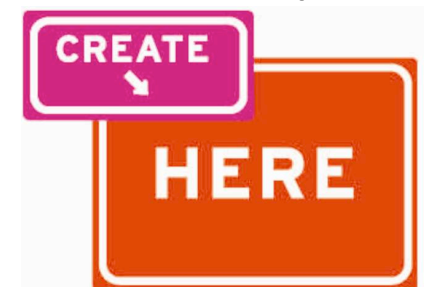
- Projects/activities already receiving funding from *CreateHere* through other grant programs, with the exception of *ArtsMove*
- Capital improvements (construction, renovation, the purchase of permanent fixtures or real property)
- Deficits or expenses incurred prior to or after the grant period
- Travel that is not directly related to the project
- Programs, projects or events that are extensions of training in academic programs for which participants receive academic credit





Expenses Not Supported

- Scholarships, purchase of awards or cash prizes
- Benefits or projects planned primarily for fundraising
- Loans, interest on loans, fines, penalties or costs of litigation
- Refreshments, beverages, catering expenses or other reception costs
- Programs, projects, or activities with a primary purpose that is religious in nature





Completing the Budget Online

- Two sections –
 - 1 – MakeWork request
 - 2 – Additional funding for project
- Line item descriptions – limited to 50 words each
- Space for up to 10 line item descriptions





Chattanooga Arts Grants

Sample Budget

Description	Amount Requested
<p>Salary: Six months of part-time salary is requested to cover the effort required to plan, design, and create the new series. One month will be spent on project planning and travel and five months will be spent on the design and creation of the series. Salary is budgeted at 20 hours/week X 24 weeks X \$20/hour.</p>	\$9,600
<p>Canvases: The project will require eight canvases at an estimated cost of \$50/canvas. To allow creative license for the series, canvas sizes will be determined as the project is more fully conceptualized.</p>	\$400
<p>Paints, Mediums, and Supplies: Based on prior projects of this magnitude, \$800 is budgeted for paints, mediums, and basic supplies (to include acrylic paints, gesso, brushes and other expendables). This request also includes shipping costs.</p>	\$800
<p>Printing Costs: Color brochures and postcards will be designed and printed to be used at a gallery openings and art festivals to promote the series. These materials will include an artist's statement and inspiration for the series, with a credit to <i>MakeWork</i> for funding the series.</p>	\$1,200
<p>Travel: Travel costs associated with the production of the new series are included at an estimated 100 miles a month X 0.42 per mile X 6 months. The mileage rate is based on the current rate as determined by the IRS.</p>	\$252
TOTAL	\$12,252



Additional Project Funding

- Include if project requires additional support beyond \$15,000 MakeWork award (but match is not required)
- Describe in budget section – 150 words
- Clearly describe additional support
- Establishes feasibility for large projects





Budget Planning Tips

- There should be no surprises in the budget
- Make a list of all possible expenses
- Consider additional funding needs
- Be specific in justifying each expense
- Check your numbers carefully
- Seek advice from friends and colleagues
- Remember – you are a small business owner





Questions?

