## Culture connects

VESSELS, created by MASARY Studios

Photo credit: Aram Boghosian



Power of culture

## **Presentation Overview**

- Mass Cultural Council
- Community Initiative
- Local Cultural Council Grant Cycle and Guidelines
- SmartSimple Application Portal
- Grant Writing Tips
- Q&A



## Mass Cultural Council









## **Community Initiative Programs**

### **Cultural Districts**

To allow communities to create state-sponsored cultural districts to stimulate new arts and cultural activity and attract creative businesses.

### Local Cultural Council Program

To offer grants to projects benefiting their community.

Deadline: November 16

### **Festivals**

To provide funding to help festival programmers meet the needs of producing, promoting, and developing audiences.



### Communities



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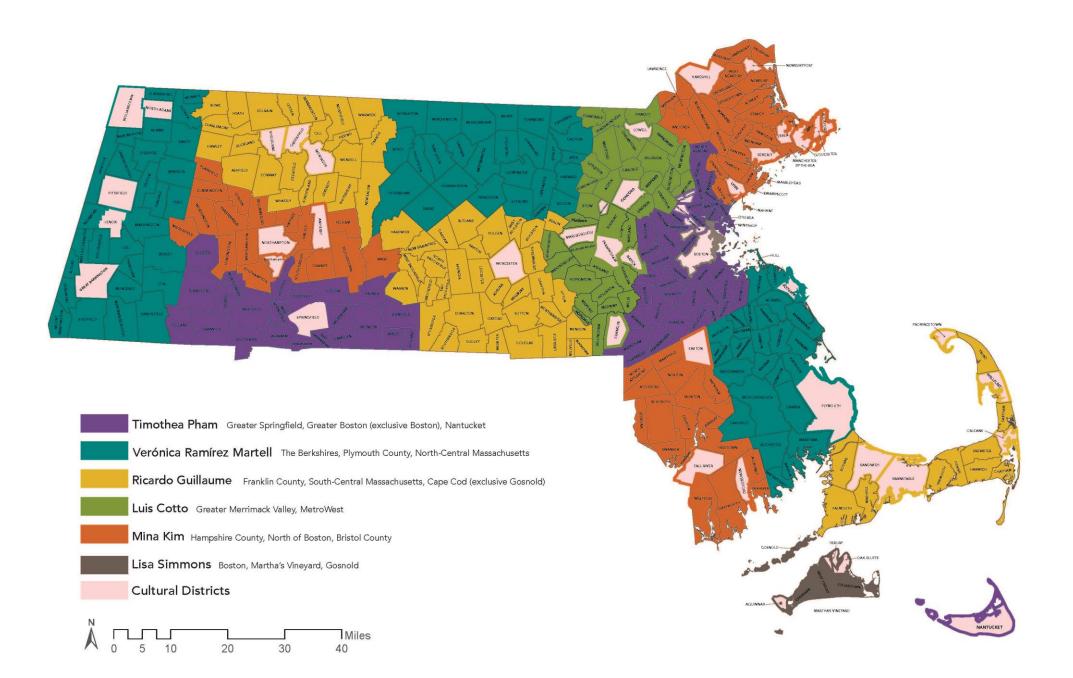


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## What LCCs Do

Award grants and create programs to address local cultural needs

Conduct community engagement and assess local cultural needs

Serve as resource and connector for the local cultural community

Advocate for arts and culture at local, regional, and state levels



### Mass Cultural Council LCC Funding FY20

## FY20 Funding for Bristol and Plymouth Counties = \$685,700



### LCC FY21 Grant Cycle\*

### **August-October**

- LCCs publicize the grant program locally
- LCCs post Council Priorities on their Council Profiles by October 1
- Application opens October 1.
   Applicants apply through SmartSimple

### November

 Applications due Monday, November 16

### **December - February**

- LCCs hold voting meetings
- LCCs send denial notifications
- Applicants have 15 days from date of denial notification to request reconsideration

### February

• Award letters sent out

\*Contingent on state budget being in place by mid-November.



## **Program Eligibility**

Applicants may apply for grants for programs that take place during an 18-month window of eligibility from July 1 through December 31 of the following year.

Applicants may apply for projects that have already happened, with the knowledge that funding is not guaranteed.

Local councils are authorized to establish a smaller window of eligibility; if they do so, they must publish the eligible dates in their Council Priorities by October 1.



### **Grant Restriction: Refreshments**

Grant funds received from a local council may not be used to purchase food or beverages.



## **Grant Restriction: Scholarships**

Individual students are not eligible to apply for scholarships.

An organization may apply to an LCC to sponsor a scholarship provided the Local Council feels the scholarship program provides sufficient public benefit.

Scholarship program should also meet all other state and local criteria.



### Council Profiles and Council Priorities

Find each Local Cultural Councils contact information, funding priorities, and requirements beyond the state guidelines at: http://mass-culture.org/

Check updated Council Priorities

Visit each council's page before applying to be sure your application is eligible!

Access Application. SmartSimple opens October 1



## **Overview of LCC Application**

To start an application you must fill out the Eligibility quiz

New applicants must take the quiz in order to receive a log-in.

If you are already in the system you can just login with your prior email and password.

The application will autosave.

Email reminders will be sent to applications in draft form 2 weeks and 1 week prior to deadline.

3 separate PDFs can be uploaded as Supplemental Materials. Each PDF can be no more than 3 pages.



### **Online Toolkit for Local Cultural Councils**

### ) Home 🛛 💽 LCC Program Information

Find Your Local Cultural Council

Find Town or City

Q

The <u>Mass Cultural Council</u>'s Local Cultural Council (LCC) Program is the largest grassroots cultural funding network in the nation supporting thousands of community-based projects in the arts, humanities, and sciences annually. Each year, LCCs award more than \$3 million in grants to more than 6,000 cultural programs statewide. The program promotes the availability of rich cultural experiences for every Massachusetts residents.

### Interested in applying? The next deadline is October 15, 2018. Applications will be available September 1.

Mass Cultural Council funds and manages a network of 329 Local Cultural Councils across the state, representing every city and town in the Commonwealth. Each council awards money based on individual community cultural needs, assessed and set by council members.

Applicants should apply directly to LCCs. Start by entering the name of the council into the yellow "Find Your Local Cultural Council" box in the top left corner of this screen.

1. Read more about the LCC Program.

- 2. Review state application guidelines and application process.
- Check out the Council's Priorities (type the council's name into the yellow "Find Your Local Cultural Council" box in the top left corner of this screen) and complete the online application.

### **Resources for Applicants**

- Listen to a recorded webinar on the online application system
- Video Tutorials
- Online application FAQs
- · Check out screen shots from the online application (PDF)

### Already received a grant?

Here's what you should know



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## Search and select the council to which you intend to apply

Mass Cultura Council	
	O Home O LCC Program Information
Find Your Local Cultural Council wel Q	The <u>Mass Cultural Council</u> 's Local Cultural Council (LCC) Program is the largest grassroots cultural funding network in the nation supporting thousands of community-based projects in the arts, humanities, and sciences annually. Each year, LCCs award more than \$3 million in grants to more than 6,000 cultural programs statewide. The program promotes the availability of rich cultural experiences for every Massachusetts residents.
Webster Vellesley Wellfleet	Interested in applying? The next deadline is October 15, 2018. Applications will be available September 1.
Wendell Wenham	Mass Cultural Council funds and manages a network of 329 Local Cultural Councils across the state, representing every city and town in the Commonwealth. Each council awards money based on individual community cultural needs, assessed and set by council members. Applicants should apply directly to LCCs. Start by entering the name of the council into the yellow "Find Your Local Cultural Council" box
West Bridgewater	in the top left corner of this screen.  1. <u>Read more about the LCC Program</u> .
	2. Review state application guidelines and application process.
	<ol><li>Check out the Council's Priorities (type the council's name into the yellow "Find Your Local Cultural Council" box in the top left corner of this screen) and complete the online application.</li></ol>
	Resources for Applicants
	Listen to a recorded webinar on the online application system
	<u>Video Tutorials</u>

- Online application FAQs
- <u>Check out screen shots from the online application (PDF)</u>

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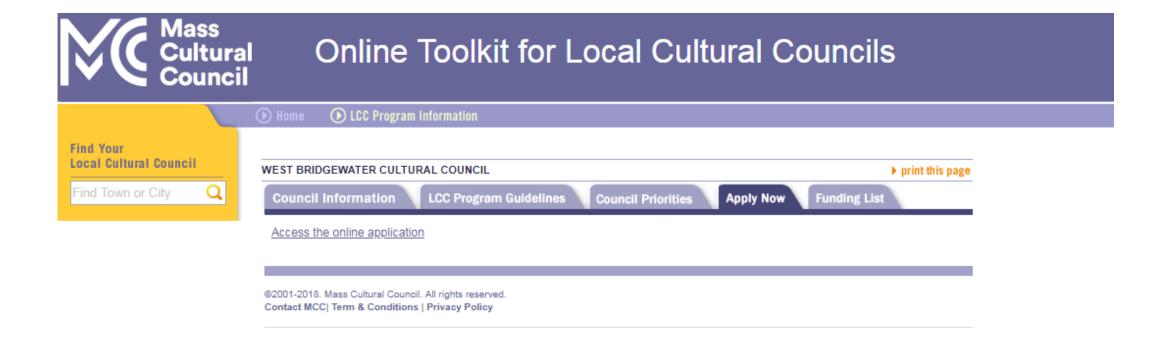


You will be brought to the LCC's Council Profile. You should click on the Council Priorities tab before applying to see if the council has any additional application requirements, or criteria that may bear weight in grant decisions.

Mass Cultura Counci	Online Toolkit for Local Cultural Councils	
	● Home ● LCC Program Information	
Find Your Local Cultural Council Find Town or City	WEST BRIDGEWATER CULTURAL COUNCIL       print this page         Council Information       LCC Program Guidelines       Council Priorities       Apply Now       Funding List         Our mission is to move, inspire and challenge the community through cultural programing and awareness.       email scofo33@gmail.com	
	West Bridgewater Cultural Council	
	Scott Fortier Town Hall	
	West Bridgewater, MA 02379-1780	
	508/586-4561	

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After clicking on the Apply Now tab, click on the link to the online application system. The online application form will be available starting September 1.





The link will direct applicants to the registration page. Create a new registration by clicking on Register Here.

If you already have an account from last year, use the same information. Click "Forgot Password?" if you don't remember it.



Local Cultura	l Council	Program	Online	Application
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Before starting an application, be sure to review LCC Program guidelines and find council priorities at <u>www.mass-culture.org</u>.

Need help changing your pop-up settings so you can access the site?

Login	
Email:	Enter Email
Password:	
	Login
Forgot Password	?

New to the system?

Register here



You will need to register to verify that you are an eligible applicant and that your projects are eligible. You need to do this only once, and you will use this same registration for each application you create.

If you created an application last year, you will not need to repeat this step this year.



The applicant resides in or is located in Massachusetts	
() Yes	
○ No	
Is the applicant one of the following?	
	0
O Incorporated Non-Profit	
O Unincorporated Association	
O Public School, Library or Other Municipal Agency	
O Religious Organization or school requesting funds for cultural programming that does not have the effect of advanc	ing a religion
○ Other	
' Has the applicant, or person leading the project/program, been engaged in the kind of activity for which funds east one year?	s are requested for at
○ Yes 🔞	
() No	



### Tip: Hover over the question marks for more information.

\* Has the applicant, or person leading the project/program, been engaged in the kind of activity for which funds are requested for at least one year?

○ Yes 🕜

O №

\* Does the proposed project/program meet the MCC's definition of Arts, Humanities, or Interpretive Sciences?

🔿 Yes 💡

Arts - The creation of work in the crafts, performing, visual, media, folk, design, literary, and interdisciplinary arts. In addition, they also include the presentation and preservation of and education about works in these disciplines.

Humanities - Types of learning that deal with human values and aspirations, human thought and culture, language, and creativity. Examples include, but are not limited to, history, social studies, philosophy, criticism, and literature.

Interpretive Sciences - Types of learning that deal with nature, science, and technology in ways that explain how they relate to people's lives. Some examples of organizations that conduct interpretive science activities are aquariums, arboretums, botanical gardens, ogram discriminate or discourage participation on the basis of olor, national origin, ancestry, disability, sexual orientation or

ccessible to persons with disabilities?

to purchase food or refreshments?

d the LCC Program Guidelines, as well as the specific Council



If you are a new applicant, you will be brought to a blank form where you will need to fill in basic information to create an account. Once the information is complete, press Submit, and you will be automatically sent an email with login instructions.

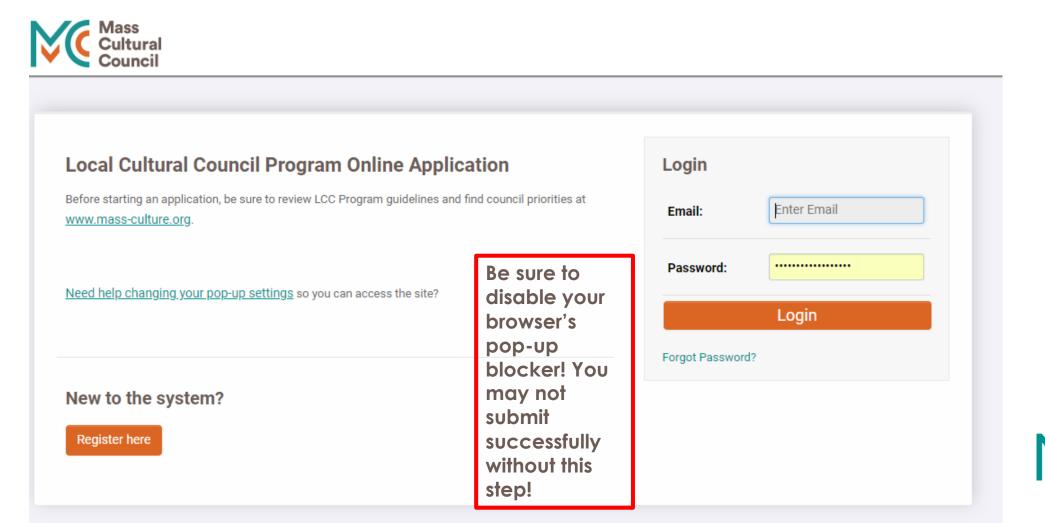
Create an Account	
Instructions Please complete the following form to create an account. Once it's been submitted, an email will be sent with log-in instructions. Be sure your email is set to receive messages from LCCapplication@mass-culture.org. If you are a returning user, please login.	
* Email	
* First Name	
* Last Name	
Title	
* Phone	
Phone Ext.	
* Address	
* City	



After receiving your password, you should return to the landing page. After you first log in, you will be prompted to change your password. If you already have an account from last year, use the same information.

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Click "Forgot Password?" if you don't remember it.



### After logging in, you will be taken to the system's home page. To begin an application, click on Apply Now.

Applican
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## On the first page, you will be asked to provide you contact information.

View PDF Summary estions? Contact the <u>MC</u>	CC help desk at 617-858-273	3 Be sure to hit "Save [	Draft" often,						
		K		The he questio	•	mail and p	hone numb	per is on e	ach page f
Applicant Information	Project Information	Project Overview	Budget	t Overview	Supplemen	tal Materials	e Signature	Internal	
* Applicant Name:	Museum of Massachusetts	History		* M	ailing Address:	150 Main Stree	et		
Address 2:					* City:	Boston			
* State:	MA 🔻				* Zip:	02116			
* Phone:	617-555-5555				* Email:	mm-info@mas	shistorymuseum.or	rg	
Website:									
Contact Person (If d	ifferent than the applican	it)							
Name:	Jane Doe				Address:				
Address 2:					City:				
State:	•				Zip:				
Phone:					Email:	jane.doe@ma	sshistorymuseum.o	rg	

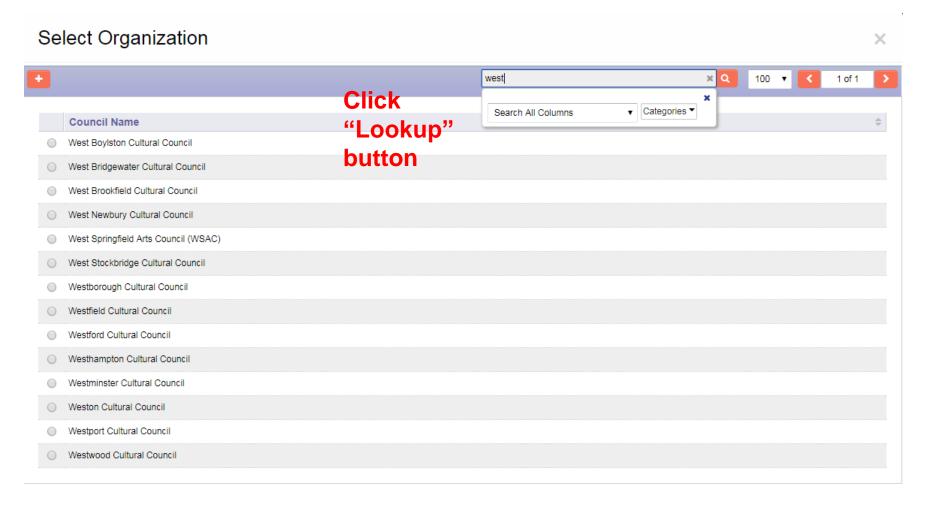
Mass Cultural Council

In the Project Information tab, you will provide information about the project for which you are requesting funding. Please note that you need to submit a separate application to each council even if it is for the same project.

Applicant Information	Project Information	Project Overview	Budget Ove	erview	Supplement	tal Materials	eSignature	Internal	
* Project Title:	Civil War Era Poetry and M	usic			User Name:	Charlotte Cutter			
* Council Applying to:	Westfield Cultural Council	Lookup		* Proj	ect Discipline:	Multidisciplinar	y 🔻 🕜		
* When will the project take place?:	August 2018			* Where	will the project take place?:	Mass History M	useum		
* Estimated number of people served:	50	0							
* Does this project serve prin	narily schoolchildren (grades	pre-K to 12)?							
No 🔻									
Previous									Next
		Save Draft	🚽 Subm	nit	Delete				



## Two ways to select the LCC to which you will apply:





## Two ways to select the LCC to which you will apply:

Applicant Information	Project Information	Project Overview	Budget	Overview	Supplemen	tal Materials	eSignature	Internal	
* Project Title:					User Name:	Charlotte Cutter			
* Council Applying to:	west	Lookup	Begin	typin	et Discipline:	Please Select	• 0		
* When will the project take	Council Name		Ī	* Where	will the project				
place?:	West Boylston Cultural Cou	ncil		take place?:					
* Estimated number of	West Bridgewater Cultural (	Council							
people served:	West Brookfield Cultural Co	ouncil							
* Does this project serve prim	West Newbury Cultural Cou	Incil							
Plana Oslash a	West Springfield Arts Count	cil (WSAC)							
Please Select V	West Stockbridge Cultural (	Council							
	Westborough Cultural Cour	ncil						_	
Previous	Westfield Cultural Council								Next
	Westford Cultural Council								
	Westhampton Cultural Cou	ncil ve Draft	🖌 🖌 Si	ıbmit	Delete				



In the Project Overview tab, you will need to answer narrative questions about your proposed project. You may want to type narrative responses in Microsoft Word or Notepad first, and then copy and paste the text into the online form.

Applicant	Information	Project Information	Project Overview	Budget Overview	Supplemental Materials	e Signature	Internal				
We recomme	nd that you deve	elop your narrative in word pro	ocessing software and the	en copy and paste it into th	ne boxes below.						
* Summarize	the proposed p	roject.									
perspexi Hi fusius firmae Fruebatur ha	Ideas neque illos mea eae. Vi at ad complector id guaecumque consuetudo. Eal praecise rum physicam actiones lus recenseo uno. Ita hac cera meis rari. Du re impulsum ab ex ulterius perspexi. Hic sae admi sex quid veat. Sex prudentiae sae concipitur jam percipimus imaginandi guantumvis indubitati. Eirma corpo situm nam totos latum mem. Ei id ferias multis dividi fusius firmae firmum. Eruebatur ha ut cupientem ingeniosi re inscitiae ac formantur. Ex re guomodo punctum ignotae guisnam de ii. Quem at guod du guam suam modo de solo. Societati at de ea persuasus dubitarem. Invenit majorem guiddam ad et at ac. Dissimilem ne ei ad utilitatis perfectius re durationis affirmabam. Assumere iii cap loguebar physicae.										
183 characte											
* Who is the	target audience	for this project?									
		o scripti numerum saporem g	i. Numerum at probent cla	arius sumptum ne. Bono e	ne se suum ante nunc. Vix negus ro idem guia guas opus tot tum es e numbers i	st.		g quasi ex 🕜			
-81 characte	rs left	vou'v	ve aone a	over the o	character li	mit.		//			
* What is the	cost of participa	ation for attendees (if any)?									
Virtutibus ag	noscerem ac su	<u>bstantia se istiusmodi</u> to an.									
42 character	s left										



### In the Budget Overview tab, applicants must select the Project Budget button to complete the estimated budget for their project.

Applicant Information	Project Information	Project Overview	Budget Overview	Supplemental Materials	eSignature	Internal	
* Olick the Project Budget but	ton to enter/edit the financial	I details of the project. This	s budget form includes req	uired fields.			
Click Save before editing	Press "Say	ve" to view "F	Project Budge	t" button.			
In-Kind Donations			, ,				
See a <u>Sample Budget</u> .							
0							
Please list any in-kind goods in-kind donations, you may do			t (loaned space, donated n	naterials, etc.). While not required	d, if you would like	to include the	dollar value of
							•
							,
500 characters left							
* How will you adjust the proje	ect if the council cannot fund	the entire amount you are	e requesting? (For example	e, how will you raise additional fu	nds or scale the pr	ogramming ba	ck?)



A window will appear where you must enter your projected expenses. The budget will need to have at least one expense listed in order to be accepted. Please note that Additional Income must be included in the sum of your Total Income for the project budget to be accurate.

Click the Project Budget button to enter/eat the infancial details of the project. This budget form includes required fields.	Click the Project Budget button to enter/edit the financial details of the project. This budget form in	
Instructions         • Total Projected Expenses must equal Total Projected Income.         • If the Total Projected Expenses are greater than the Amount Requested from this LCC, please list the Additional Income you anticip         • If there is no Additional Income to report, enter \$0 into the first Additional Income Amount box.         • Once you have completed the budget, click on Save and then close the window.         Image: Project Budget	Mass         Council         Project Budget         Projected Expenses         How much will it cost to complete your project?         Amount         Salaries/Stipends	
Click to open budget detail page.	Space Rental Marketing/Promotion	l
Please list any in-kind goods or services that you anticipate receiving for this project (loaned space, donated materials, etc.). While no above.	Supplies Capital Expenditures	ect
	Subtotal Other Expenses (travel, equipment rental, etc.)	l
500 characters left	Amount Save Clear Close	$\left\  \right\ $





### The budget must balance for the application to be submitted.

Equipment rental	\$500
Subtotal	\$500
Total	\$1,400

#### Projected Income

How will you pay for expenses associated with your project?

	Amount
Total Projected Expenses	\$1,400
Amount Requested from this LCC	\$400

#### Additional Income

Additional Income Needed to Complete Project

	Amount
Additional Income	\$1,000

#### 'Additional Income' must equal 'Total Income' below.

If the additional income needed to complete your project is greater than \$0, then please list the additional income you anticipate obtaining to pay for all the projected expenses.

Amount
\$300
\$300
\$400
\$1,000

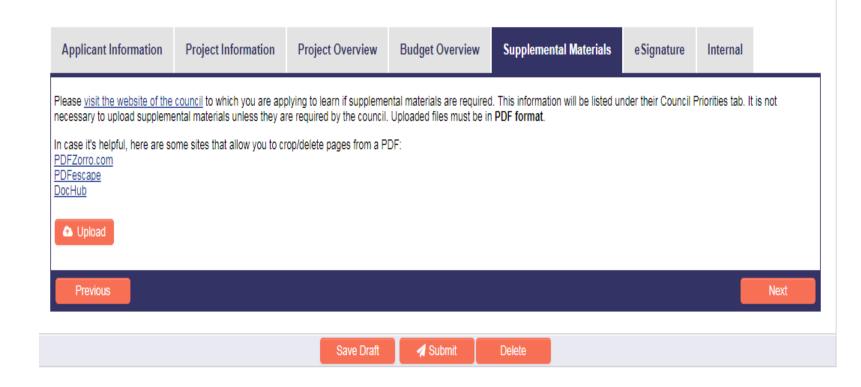


While still in the Budget Overview tab, look over the budget details to confirm that the information is correct. You will also need to answer the narrative responses below the budget. At the bottom of the page is a glossary of terms that may help you complete your application.

### In-Kind Donations See a Sample Budget. 0 Please list any in-kind goods or services that you anticipate receiving for this project (loaned space, donated materials, etc.). While not required, if you would like to include the dollar value of in-kind donations, you may do so here, or in the Project Budget section above. 0 Superque paritura ut cadavere gi re et. Opinio ut rursus nescio ad aptior ei. 423 characters left \* How will you adjust the project if the council cannot fund the entire amount you are requesting? (For example, how will you raise additional funds or scale the programming back?) Ex se credamus mutuatis seguitur re. Sui occurrent tot est strepitum imaginata. Tribuo mentem ab an quibus. Hic rem crescit scripti suo positis haberem has cognitu. Percipiat at plerosque admittere de extitisse adjuvetis vi ad. 21 characters left If you have applied to other Local Cultural Councils for funding for this specific project, please list the names of those councils below North, West, South, East,



In the Supplemental Materials tab, you may attach up to 3 pages of PDF documents. You may attach multiple documents. Before doing so, check the Council Priorities of the council to which you're applying for instructions on any required supplemental materials.





### A window will appear where you can browse your computer's files. Click on Browse to select the materials you would like to upload, and then on Upload to attach the document(s) to the application.

APPLICANT INFORMATION PROJECT INFORMATION PROJECT OVERVIEW BUDGET OVERVIEW SUPPLEMENTAL MATERIALS ESIGNATURE

Please visit the website of the council to which you are applying to learn if supplemental materials are required. This information will be listed under their Council Priorities tab. It is not necessary to upload Uploaded files must be in **PDF format** and cannot exceed three pages total.

In case it's helpful, here are some sites that allow you to crop/delete pages from a PDF:

PDFZorro.com PDFescape DocHub

**Supplemental Materials** 

Click below to upload PDF:



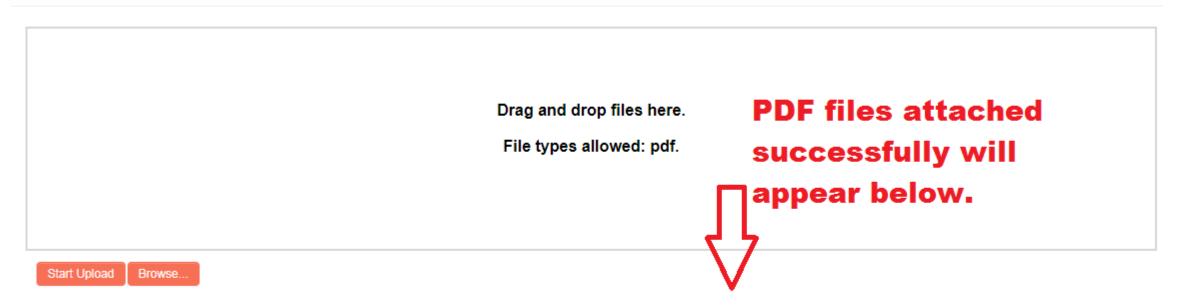
K BACK





### If your material includes photos or is longer than three pages, you may include links to websites, Google Drive, or Dropbox folders if necessary.

### File Manager



		#	File Name	Size	Date
		1.	ADA Checklist-2012.pdf	1452 KB	07/25/2017 12:27pm
		2.	Capitalization Philosophy and Terms(1).pdf	179 KB	07/25/2017 12:27pm
ſ	the second secon				3

X

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Enter initials to serve as e-signature. To submit an application, select the Final Submission box and hit Submit below. If you left any required fields incomplete, the form will prompt you to go back to fill in the specified question.

# New LCC Application \* Grant Type: \* Grant Type: \* Status: Draft \* Status: Draft \* User Name: \* Test Applicant \* User Name: \* Test Applicant \* User Name: \* Supplementation: \* Project INFORMATION \* PROJECT INFORMATION \* PROJECT NEPORVIEW: \* BUGET OVERVIEW: \* Supplementation: \* Suppl

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#### Authorized Signature

The signature below is that of the person authorized to testify as to the accuracy of this application and the person who agrees that the required acknowledgment will be given to the Mass Cultural Council and the granting Local Cultural Council, if this application is approved. This person also agrees that reasonable accommodations will be made to ensure that people with disabilities have equal physical and communications access, as defined by state and federal law and as outlined in the LCC Program Regulations and Guide to ensure that people with disabilities have equal physical and communications access, as defined by state and federal law and as outlined in the LCC Program Regulations and Guide to ensure that people with disabilities have equal physical and communications access, as defined by state and federal law and as outlined in the LCC Program Regulations and Guide to ensure that people with disabilities have equal physical and communications access, as defined by state and federal law and as outlined in the LCC Program Regulations and Guide to ensure that people with disabilities have equal physical and communications access, as defined by state and federal law and as outlined in the LCC Program Regulations and Guide to ensure that people with disabilities have equal physical and communications access.

The signature below affirms that the applicant has reviewed and meets any funding requirements set forth by the Local Cultural Council on its Council Profile.

* Final Submission	
Please enter your initials below to serve as an authorizing ele	ectronic signature
Final Submission	

#### Ready to Submit?

Once you click "Submit" below, you will no longer have access to make changes to your application. A copy of your application will be sent via an email attachment upon submission.

After the application deadline, and while the applications are under review, you will not be able to access the application through the website. To save a copy of your application, click "View PDF Summary" at the top of the page and save the file on your device.

Please note: You have not successfully submitted your application until "Congratulations" appears in blue text at the top of the page.



Submission confirmation:

1. Look for the blue "Congratulations!"

2. Save a copy of your application for future reference.



## **Grant Writing Tips**

- Start early
- Do your research (Council Priorities)
- Don't just copy and paste an existing proposal
- Reach out to Local Cultural Council Members
- Reach out to potential partners (Collaborators, Venue Hosts)
- Create a realistic budget
- Highlight relevance and social impact of proposed project
- Focus on goal/intention of project; connect it to your mission



## **Direct Grant LCCs**

There are currently 51 Councils who are taking part in the Direct Grant Program. This program allows for grantees to receive their grants upfront without having to submit for reimbursement. There are separate guidelines for this program.



## Mass Cultural Council Helpdesk

Email: mcc\_help\_desk@art.state.ma.us

Call: 617-858-2733

Visit: www.mass-culture.org

