



2021 NON-PROFIT FUNDING APPLICATION

Name of Organization: Madison Area Arts Council

Address: 820 N Washington Ave

Phone Number: 5639204762 Email Address: christophercfrancis@hotmail.com

Funding Request: \$ 10,000.00

Have you received funding from the City of Madison in the past? yes no

Are you a South Dakota registered non-profit 501(c)3 organization government entity
 other _____

Please complete this application in its entirety. To be eligible, recipients must be organizations or present projects whose work constitutes a public purpose with a mission supporting the public and for the good of the residents of Madison.

1. What purpose will the requested funds fulfill?

These funds from The City of Madison will help provide for the Madison Area Arts Council (MAAC) operating budget, accounting for about half of our annual budget. Each year, we host numerous musicians, artists, filmmakers, writers, historians, and speakers often at our downtown venue, The BrickHouse Community Arts Center. We also help support several community programs such as picnics and benefits, as well as other special projects.

2. When will the funds be used?

These funds will be used during our 2021/22 fiscal year to support our ongoing efforts.

3. How will the activity/project benefit the City of Madison? What target population will be served by this funding? Approximately how many people will benefit from this activity/project? *These funds must be used to benefit residents of the City of Madison.*

With the City of Madison support we maintain our downtown home of 11 years, The BrickHouse, and provide of over 30 community programs annually, always free of charge. Our community-oriented programming spans generations, from Madison Middle School art receptions to live music concerts to film screenings to hosting authors. Last year, we saw over 1,200 attendees primarily from Madison throughout our shortened season.

4. How, specifically, does your organization intend to use the funds requested? Do you have other funding sources to address this need? If this is a new program/initiative, how will you assure future funding sources?

Our organization is volunteer organized and led, so these funds will provide for our venue costs, artist fees, and the day-to-day costs of running an arts organization. Each year, we apply for and receive matching grant support from the National Endowment for the Arts (NEA) and the South Dakota Arts Council (SDAC). This current year we have received 2 matching grants worth \$7,500. We also worked with Dakota State University this past year to secure a programming grant worth \$6,000 from the National Endowment for the Humanities (NEH) and the South Dakota Humanities Council

5. What are your plans for evaluation? What will you measure in order to determine success of the program or initiative being funded?

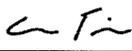
Each season, MAAC collects audience feedback, attendance numbers, and reviews that information to better inform our future programming choices. We measure the success of our programs and efforts through that feedback and attendance, and by the quality of our programs itself. We have a reputation as one of the best listening rooms in the upper Midwest as we host artists from across the world sharing their talents with

Please feel free to attach any supporting documentation.

As a condition of funding, the following must accompany your completed application:

- completed Form W-9
- copy of the most current certified audit report and/or financial statement

Name/Title of Person Completing Funding Request: Chris Francis

Applicant's Signature: 

This application and supporting documentation are due to the Finance Office by 5:00pm on Wednesday July 15, 2020. Submit to 116 W Center St, Madison, SD, 57042 or jennifer.eimers@cityofmadisonsd.com. The Board of Commissioners will review all requests, invite organizations to formally present their requests and/or suggest budgeted appropriations by Tuesday, September 8, 2020.

For questions regarding this application process, please contact the Finance Office at 605-256-7500 Option 3.