



# MotorCities Community Grant Program

## MOTORCITIES GRANT PROGRAM GOALS

The MotorCities National Heritage Area Community Grant Program is designed to encourage, support and grow community-based automotive heritage and labor based initiatives within the National Heritage Area. The main objective of the MotorCities Community Grant Program is to support the implementation of our General Management Plan (GMP). The Grant Program funds projects that accomplish one or more of the following MotorCities Grant Program Goals:

1. **Expands educational opportunities** for K-12 students and institutions of higher learning associated with the region's auto industry.
2. **Encourages revitalization** efforts that preserve and promote our rich automotive and labor heritage.
3. **Inspires interpretation** of historically significant people, places and ideas that made our industry and region great.
4. **Increases tourism** that is tied to the auto industry and its history and heritage.

## ELIGIBLE APPLICANTS

Eligible applicants include active members of the MotorCities Stewardship Communities and Affiliates. A Stewardship Community is a collaborative effort among non-profit organizations, educational institutions, local or regional governmental organizations, and other interested parties. Eligible Grant projects must physically reside within one of the MotorCities identified Stewardship Communities and/or Affiliates. Applications shall propose activities that fulfill the goals of the Grant program. Applicants must be organizations described in Section 501 (c) (3) of the Internal Revenue Code that are not private foundations within the meaning of Section 509 (a). In appropriate circumstances, the use of fiscal agents will be considered.

## RANGE OF AWARDS

Requests for grant funds may be no less than \$1,000 and no more than \$10,000. It is MotorCities intent to fund projects within each of the four MotorCities Program Areas: Education, Revitalization through Preservation, Interpretation and Tourism. In all signs, film, printed media, or press releases associated with funded projects, the Grant Recipient shall clearly identify MotorCities National Heritage Area and the MotorCities Community Grant Program as a supporter.

## ELIGIBLE PROJECTS

MotorCities Grant Funds may be used for a variety of projects including:

- Feasibility Studies
- Educational Programs, Projects or Products (field trips excluded)
- Interpretation Products or Materials
- Marketing Tools,



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- Events and Programs
- Bricks and Mortar Projects

## INELIGIBLE PROJECTS

Grants will not be made for the following types of projects:

- Projects that do not support the implementation of the approved MotorCities General Management Plan or current activities
- Projects not located within the service areas of the recognized Stewardship Communities and/or Affiliates
- General Operating Expenses
- Computer and/or computer systems
- Buildings or Equipment, unless a part of a rehabilitation project of a historic building
- Off-site costs associated with school field trips, including but not limited to bus rental expenses and venue admissions;
- Endowments
- Requests from individuals
- Conferences and Annual Meetings

## MATCHING FUNDS

Projects funded through the MotorCities Community Grant Program for FY 2010 must document the ability to provide matching funds on a minimum one-to-one basis at the time of application. For instance, if the entire cost of the proposed project is \$5,000, the applicant may request up to \$2,500 in funds from the MotorCities Grant Program. To fulfill the matching requirements, the recipient or a third party source must provide an in-kind or cash match of \$2,500. Grant proposal submissions must include a written letter of commitment for all matching funds.

Preference shall be made to projects with at least ten percent (10%) of the matching funds in the form of cash. With the application, please provide a letter signed by the applicant's financial officer or authorized representative documenting the amount of matching funds, including cash, available and able to be contributed to the proposed project. Those applicants that are able to demonstrate a higher level of local match, over the one-to-one requirement, shall receive additional consideration.

In-kind contributions must be expenses that are directly attributable to the proposed project. Documentation of personnel time of employees, volunteers and consultants as well as contributions of services, materials, and supplies must be provided. Expenses not eligible for the match include regular operating expenses of sites/organizations and routine maintenance and/or repair costs.



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## Application Check-list

### I. Application Form

Completed and signed application form.

### II. Narrative

On less than three typed pages, please answer the nine questions that are included in the application. Write or type out each question before answering it.

### III. Budget

Include a detailed budget providing sources of revenue and uses of funds (i.e. staffing, marketing, printing, operating). Matching funds must be clearly identified and cash contributions must be verified with a letter from an authorized Treasurer or Financial Agent.

### IV. Partnership Resources

Include letter(s) from organization(s) actively involved in and supporting the implementation of the proposed project.

Prior to preparing the grant application, the applicant is *strongly* encouraged to contact MotorCities staff to discuss the nature of the proposed application. Staff will be happy to answer any questions and can be reached at (313) 259-3425.

All applications must be postmarked no later than **February 8, 2010; May 1, 2010; August 1, 2010; October 1, 2010.**

Use only a paper clip or clamp to bind the original completed application.  
Please enclose the **original signed application:**

2010 Community Grant Program  
MotorCities National Heritage Area  
200 Renaissance Center, Suite 3148  
Detroit, MI 48243



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## 2010 GRANT APPLICATION COVER

Date of Application \_\_\_\_\_

Legal Name of organization applying \_\_\_\_\_  
(should be same as on IRS determination letter and as supplied on IRS Form 990.)

Year Founded \_\_\_\_\_ Current Operating Budget \$ \_\_\_\_\_

Executive Director \_\_\_\_\_ Phone number \_\_\_\_\_  
(include area code)

Contact person/title/phone number \_\_\_\_\_  
(if different from executive director)

Address (principal/administrative office) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Fax Number \_\_\_\_\_ E-Mail Address \_\_\_\_\_

If applicable, please state your organization's mission \_\_\_\_\_

Project Title \_\_\_\_\_

Purpose of Grant (one sentence) \_\_\_\_\_

Date of the Project \_\_\_\_\_ Amount Requested \$ \_\_\_\_\_

Total Project Cost \$ \_\_\_\_\_

Geographic Area Served \_\_\_\_\_

Stewardship Community Membership \_\_\_\_\_  
(Required for Grant Applicants)

\_\_\_\_\_  
Signature, Chairperson, Board of Directors      Date

\_\_\_\_\_  
Typed or Printed Name and Title      Date

\_\_\_\_\_  
Signature, Director      Date

\_\_\_\_\_  
Typed or Printed Name and Title      Date



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## APPLICATION INSTRUCTIONS

### I Application Form

Please complete the attached one page application form, which may be used as the application's cover. An authorized representative must sign the application. By signing the application, the signatory certifies that to the best of his or her knowledge and belief, data within the document is true and correct, including commitment of local resources; and that the application has been duly authorized by the organization.

### II Narrative - Please answer the following:

- 1) Describe the proposed project
- 2) Describe how the proposed project fulfills the goals of the MotorCities National Heritage Area Grant Program. Please specifically indicate which *one* program area your project *most strongly* fulfills.
- 3) Provide a proposed timeline for the implementation of the project. Describe your staff and or volunteers who are to be involved and their qualifications relative to the proposed project. Attach resumes or biographies. Please outline the project tasks including the beginning and ending dates for each major task or initiative.
- 4) How will the proposed project benefit the participant and or the residents of the MotorCities Stewardship Community? Describe the long-term impacts of this grant to your organization.
- 5) After completion of the Project, describe how the applicant proposes to evaluate the success of the Project while encouraging participant/public feedback. What outcomes should develop from the proposed project?
- 6) How does this project impact the economic, social, environmental, or educational development of the MotorCities region? How does this project relate to or leverage recommendations of community or regional Master Plans or regional initiatives (including US 12 State Heritage Route, Woodward Ave. National Scenic Byway, Detroit River American Heritage River Initiative, and/or regional greenways efforts).
- 7) Describe how the proposed project will promote collaboration within or between MotorCities Stewardship Communities and or develop grass-roots involvement with MotorCities.
- 8) Describe any past successes that the applicant has had with projects or programs that are similar to the proposed grant project.
- 9) Provide evidence of ability to complete the project within an 18-month timeline from the date of grant award. If the project is a long-term project that is expected to



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continue past the grant term, please describe the strategy for continued funding beyond the grant period.

### III Budget

Applications shall include a detailed budget providing sources of revenue and uses of funds (i.e. staffing, marketing, printing, operating). The budget shall include all project related costs as well as those funds supported by the applicant or third party cash or in-kind contributions. If necessary, please include a Budget Explanation sheet to further explain budget items. In the event that MotorCities is unable to meet your full request and the proposed project allows, please prioritize items in the draft budget.

### IV Partnership Resources

Please submit letter(s) from organization(s) that will be actively participating in the implementation of the proposed project. In the letters, these partners must clearly describe their participation in the project. How they will be involved and what their role is in the proposed project. In addition to Partnership Resources, letters of support from: organizations, municipalities, press clippings, resolutions of support, etc. may also be included.

## PROCEDURE FOR REVIEW OF APPLICATIONS

Grant applications shall be postmarked no later than **February 8, 2010; May 1, 2010; August 1, 2010; October 1, 2010**. MotorCities Grant Review Committee shall review the applications and rank them according to their completeness, overall quality, and ability to address the criteria described above. Announcements will be made regarding selected applications in approximately 60 days after due date. Notification letters shall be sent to those organizations awarded grants and those whose applications were not awarded.

If the grant is not completed within the 12-month time limit, MotorCities retains the right to cancel the grant or invite the recipient to apply for an extension during the next available grant period. With grant closeout, the Grant Recipient shall provide a final accounting of the project up to the point of grant cancellation.

## DISBURSEMENT PROCEDURES

Formal grant agreement documents shall be distributed to the successful applicants, and they must be executed and returned to MotorCities within 45 days. Once a signed agreement has been executed, recipients may submit reimbursement documentation on a monthly basis. Reimbursements will be made based on 50% of eligible expenses up to the awarded grant amount. Within 45 days of the completion of activities associated with the project, Grant Recipients shall provide a detailed *Close-out Report* of all expenses associated with the project, and provide a copy of all final work products to MotorCities. An amount of 10% of the grant award will be reserved until a closeout report has been submitted. Current grant applicants must be within Grant Program guidelines in order to be considered for future grant cycles.