



Main Street Microgrants:

Bridge Builders Main Street Microgrants offer small, one-time grants of up to \$5,000 for collaborative, creative projects in Michigan Municipal League member communities ([link here](#)). Microgrants fund projects that bring together local artists and businesses in Michigan downtowns. Each project should build bridges across your community by bringing people together. This year, 4 microgrants of up to \$5,000 each will be awarded across Michigan.

Each application must include:

1. An artistic element led by an artist. Artists can be visual, performing, 3-D artists, poets, dancers, or any other artist recognized as an “artist” by a museum or by their mother. Artists must be compensated fairly for their time and expertise.
2. A project location within the community’s downtown or business district
3. At least 2 locally owned, brick and mortar, for-profit businesses that are located within that same downtown or business district
4. A letter of support from one of the community’s government leaders such as a manager, mayor, or council member
5. Details about how the project celebrates the neighborhood’s (or greater community’s) diversity such as generational, racial, cultural, economic, and/or ability
6. A start date of July 15 or later.

Who May Apply:

- Downtown Development Authorities
- Commercial Improvement Districts
- Municipal governments
- Local businesses

Who May Not Apply:

- Past recipients of Bridge Builders funding
- Non-local businesses
- Non-profits

What Kinds of Projects “Fit” This Program:

- Placemaking activities that bring together residents, businesses, and artists to transform a space
- Placemaking activities that elevate cultural traditions using arts and creative expression to bring people together
- Participatory, interactive projects that engage residents and promote their wellbeing
- Performative pieces (e.g. theater in parking lots, street musicians)



- Art, window front, sign, or other installations that engage residents
- Tours (self-guided or otherwise) that celebrate local history, culture, art, businesses, etc.
- This is not an exhaustive list. Get some inspiration here:
<https://mmlfoundation.org/projects/bridge-builders-microgrants/program-impact-and-history/>

What Doesn't "Fit":

- Legislative or partisan political activities
- Events or activities that require participants to pay to participate or attend (including fundraisers)
- Loans
- Typical business expenses such as rent and payroll
- Routine maintenance of public spaces
- School art shows
- Protests (The MML Foundation fully supports the right to protest, however, we cannot fund protests.)
- Anything that glorifies violence or promotes hate, discrimination, or exclusion

Bridge Builders Main Street Microgrants Application 2023

Bridge Builders Main Street Microgrants offer small, one-time grants of up to \$5,000 for collaborative, creative projects in Michigan Municipal League member communities ([link here](#)). Microgrants fund projects that bring together local artists and businesses in downtowns across Michigan. Each project should build bridges across your community by bringing people together. **Downtown Development Authorities/Commercial Improvement Districts, municipal governments, and local businesses are eligible to apply.** This year, 4 microgrants of up to \$5,000 each will be awarded across Michigan.

Each application must include:

1. An artistic element led by an artist. Artists can be visual, performing, 3-D artists, poets, dancers, or any other kind of artist recognized as an "artist" by a museum or by their mother. Artists must be compensated fairly for their time and expertise.
2. A project location within the community's downtown or business district.
3. At least two locally owned, brick and mortar, for-profit businesses that are located within that same downtown or business district.
4. A letter of support from one of the community's local government leaders such as a manager, mayor, or council member.
5. Details about how the project celebrates the neighborhood's (or greater community's) diversity such as generational, racial, cultural, economic, and/or ability.
6. A start date of July 15 or later.



Screening Questions:

If you answer “no” to any of the following questions, your project will not be eligible for application in 2023.

1. Will your project take place in a MML member community? [Click here](#) to view the full list of eligible communities.
2. Are you a Downtown Development Authority (DDA), Commercial Improvement District (CID), a municipal government, or small business?
3. Will your project take place in a downtown or business corridor?
4. Will your project include a lead artist who has already been identified and agreed to participate?
5. Is the applicant (a DDA/CID, municipal government, or local business) prepared to receive and track any awarded funds?
6. Would the applicant (a DDA/CID, municipal government, or local business) be a first-time recipient of Bridge Builders funding?
7. Will your project start on July 15 or later?

About the Applicant:

The category selected here will determine where grant funds are sent, if awarded. This means that if you apply as a DDA/CID or government, that entity will receive the funds. If you apply as a local business, that business will receive the funds.

- 1) Are you applying as....
 - a. A DDA or CID?
 - i. What is the entity’s name?
 - ii. What downtown area or business corridor does it serve?
 - iii. What is the entity’s contact info?
 1. Mailing address?
 2. Website?
 3. Email address?
 4. Phone number?
 - a. Relevant social accounts to share? (tip: list the account where project updates will be shared!)
 - iv. What is the name of the primary contact for this entity’s application/project?
 - v. What are their preferred pronouns?
 - vi. Is the primary contact information (phone number and email address) different from the primary entity’s contact information?



- b. A municipal government?
 - i. What is the entity's name?
 - ii. What is the entity's contact info?
 - 1. Mailing address?
 - 2. Website?
 - 3. Email address?
 - 4. Phone number?
 - 5. Twitter, Facebook, Instagram handles (Tip: list the account where project updates will be posted!)
 - iii. What is the name of the primary contact for this entity's application/project?
 - iv. What are their preferred pronouns?
 - v. Is the primary contact information (phone number and email address) different from the primary entity's contact information?

- c. A small business?
 - i. What is the entity's name?
 - ii. What services or goods does it provide?
 - iii. What is the entity's contact info?
 - 1. Mailing address?
 - 2. Website?
 - 3. Email address?
 - 4. Phone number?
 - 5. Twitter, Facebook, Instagram handles (Tip: list the account where project updates will be posted!)
 - iv. What is the name of the primary contact for this business's application/project?
 - v. What are their preferred pronouns?
 - vi. Is the primary contact information (phone number and email address) different from the primary entity's contact information?

About the Project: (Page Two)

In this section, you will tell us about your project idea including who you will work with and where it will take place. You'll also explain your budget.

- 2) Where will the project take place? (please include city/village too)
- 3) What is the project's name? (Tip: make this catchy, it will be used heavily if awarded!)
- 4) Anticipated project launch date: (Note: project launch dates must be between July 25, 2023 and December 31, 2023 to be considered for funding.)
- 5) Briefly describe your project idea including your role and any project partners.
- 6) How do you plan to spend the \$5,000 microgrant? Please list and explain the items, services, fees, expertise, etc. that you plan to purchase.



- 7) Will your project require special permits? For example, anything that requires a street closure or installing a permanent art piece will likely require a special permit from your local governing body or zoning board. If your project is funded, the MML Foundation is happy to advise on that process. ***Please note that all applicants must obtain any necessary permits for their projects, if selected for funding.***

About the Community: (Page Three)

Please tell us about how this project will meet the community's needs and what other resources you may have to help meet your goals.

- 8) Why does your community need this project?
9) How will you engage your community in this project?
10) What do you hope to achieve through this project? Be as specific as possible!
11) How will the project celebrate the community's diversity? Diversity can include different ages, races, cultures, socio-economic statuses, abilities, and more.
12) What resources do you already have to make this project successful? Resources could include things like time, partners, expertise, donated goods/materials/space, matching funds, and more.
(Maximum 300 characters with spaces)

About the Artist: (Page Four)

In this section, please tell us about the project's artistic element.

- 13) Who is the artist?
a. First and Last Name?
b. Preferred pronouns?
c. Website?
d. Email address?
e. Phone number?
f. Relevant social accounts to share?
- 14) Describe the artist's or artists' work. This is not about credentials – what do they do as an artist?
(Maximum 200 characters with spaces)
- 15) How will the artist be involved in this project?
- 16) Are there other artists involved in this project? (yes or no)
If yes...
- a) What are their names and what sort of art form do they practice?
b) How will they be involved in the project?



About The Partners: (Page Five)

In this section, you'll do two things: 1) tell us a little bit about your business partners and how they'll be involved in the project and 2) upload your letter of municipal support.

17) Please list your first project business partner including contact information.

- a) Business name:
- b) Business type:
 - i. Restaurant
 - ii. Retail
 - iii. Service
 - iv. Other: (with comment box)
- c) Owner First and Last Name:
- d) Physical Location Address:
- e) Phone number:
- f) Email Address:
- g) Social media accounts:

18) How will this partner be involved in the project?

19) Please list your second project business partner including contact information.

- a) Business name:
- b) Business type:
 - i. Restaurant
 - ii. Retail
 - iii. Service
 - iv. Other: (with comment box)
- c) Owner First and Last Name:
- d) Physical Location Address:
- e) Phone number:
- f) Email:
- g) Social media accounts:

20) How will this partner be involved in the project?

21) Do you have additional partners (business, non-profit, etc.)? (Yes or No)

If yes...

- a) What are their names?
- b) What role(s) will they have in the project?
- c) Are they located within the same downtown or business district as the project?

22) Will your local municipal government be involved in the project? If so, how?

23) Please upload a letter of support on letterhead for your project from your local governing body (mayor, city/village manager, city/village council member). If you have any questions, please contact grants@mmlfoundation.org.



Photos: (Page six)

Please upload up to five photos/images that highlight your project. We would like at least 1 and up to 5 images of “before” photos of the site(s) where your project will happen. Cell phone photos are acceptable. These pictures will be used on the Michigan Municipal League Foundation website, social media, and other communication platforms if your project advances to the semifinal round so JPEG or PNG is best. If taking photos is an issue for you, please contact grants@mmlfoundation.org.

- a) Image Upload (1-5): Click to view
- b) Note: two images and captions are required to submit the application.

Acknowledgements: (Page Seven)

- I agree that we will obtain any necessary permits from our city/village/township to execute our project.
- I agree that the specified point of contact will be responsible for communicating status updates and messages from the MML Foundation to all the project partners.
- I agree that each artist will be appropriately paid for their time, expertise, and contributions to this project.
- I have read all requirements for this grant.