

# Unlocking Arts Funding: Navigating Regional and National Grant Opportunities

Iowa Arts Summit



## ► Today's Session

Dig into arts funding beyond Iowa's borders and take advantage of opportunities in the broader arts funding ecosystem. In this workshop, representatives from Arts Midwest and the National Endowment for the Arts will walk you through opportunities available at the regional and federal levels.

Learn about the United States Regional Arts Organizations and how these unique arts service organizations can support your work.

Hear from the National Endowment for the Arts about federal initiatives and how your organization may benefit.

Attendees will gain insights into the art of successful federal grant applications and leave equipped with databases and tools to help them explore new grant opportunities.

# Our Agenda

- 1 Overview: The Public Arts Funding Ecosystem
- 2 National Endowment for the Arts
- 3 Arts Midwest
- 4 Regional Arts Organizations
- 5 Resources + Q&A



## Alana Horton

### Communications Officer, Arts Midwest

Alana Horton (she/her) has been working at Arts Midwest since 2020 and is the Communications Officer. Before that, she oversaw communications at The Cedar Cultural Center, a nonprofit all-ages world music venue, and Bedlam Theater, a hybrid event space focused on radical works of theater.

At Arts Midwest, Alana spends her days amplifying storytelling, communications, and marketing efforts across the organization. She collaborates across Arts Midwest teams on all public-facing messaging, including annual reports, program and grant announcements, podcasts, and more. She also works closely on the Creativity News Desk, a program that commissions stories and gives grants for projects that amplify the power of arts and creativity in the Midwest. She does this by using her skills in content creation, writing, website administration, graphic design, and press outreach gained through 10 years of working in arts communications.



## ▀ Lara Holman Garritano

### State & Regional Partnerships Program, National Endowment for the Arts

Lara Holman Garritano serves as the State and Regional Partnerships Manager at the National Endowment for the Arts, working with state arts agency and regional arts organization partners in 50 states, 6 jurisdictions, and 6 regions to extend the reach of federal investment in the arts.

Lara originally joined the National Endowment for the Arts in 2016 as the Local Arts Agencies Specialist, managing the NEA's city and county level component of the Partnership portfolio. Her background prior to the NEA includes nearly 30 years of experience in the field. Lara has worked on arts and culture policy and programming at the local level in Washington State and Colorado.



# Understanding the Federal Arts Funding Ecosystem

# Public Funding For the Arts

NATIONAL



National Endowment for the Arts

REGIONAL



Regional Arts Organizations  
(Arts Midwest)

STATE



State Arts Agencies  
(Iowa Arts Council)

CITY &  
COUNTY

Local Arts Agencies  
(60+ in Iowa)

# State Arts Agencies

- When the Arts Endowment was established in 1965, five states had official arts agencies or councils. The Iowa Arts Council was created by the General Assembly in 1967.
- State arts appropriations are dependent upon state tax revenues, which are tied to the general economic conditions in the state.
- By federal legislation, the Regional Arts Organizations and the State Arts Agencies collectively receive 40% of the National Endowment for the Arts' budget.

## Iowa Arts Council Data

**\$2,088,839**

**Invested Across Iowa in FY23**

**226**

**Grants Awarded in Iowa in FY23**

**IOWA  
ARTS  
COUNCIL**



# Regional Arts Organizations

- The US Regional Arts Organizations (RAOs) are a national collective of six place-based nonprofit arts service organizations created by state arts leaders in the early 1970s to facilitate the exchange of artists across state lines.
- By federal legislation, the Regional Arts Organizations and the State Arts Agencies collectively receive 40% of the National Endowment for the Arts' budget.
- The Regional Arts Organization for Ohio is **Arts Midwest**

## Arts Midwest Data

**\$370,160**

**Invested In Iowa in FY23**

**19**

**Grants Awarded in Iowa in FY23**



# National Endowment for the Arts

Established by Congress in 1965, The National Endowment for the Arts is an independent federal agency that is the largest funder of the arts and arts education in communities nationwide and a catalyst of public and private support for the arts.

By advancing equitable opportunities for arts participation and practice, the NEA fosters and sustains an environment in which the arts benefit everyone in the United States.

## National Endowment for the Arts Data

**\$1.79 Million**  
Invested In Iowa in FY22

**14**  
Iowa Grants Awarded in FY22



## ▶ National Endowment for the Arts

# FEDERAL CULTURAL FUNDING LANDSCAPE

**NATIONAL  
ENDOWMENT** for the **ARTS**  
 arts.gov

**NATIONAL ENDOWMENT  
FOR THE ARTS**

 INSTITUTE of  
**Museum and Library**  
SERVICES

**INSTITUTE OF MUSEUM AND  
LIBRARY SERVICES**

 NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES

**NATIONAL ENDOWMENT  
FOR THE HUMANITIES**



SEPTEMBER 30, 2022

# Executive Order on Promoting the Arts, the Humanities, and Museum and Library Services

[BRIEFING ROOM](#)[PRESIDENTIAL ACTIONS](#)

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1. Policy. The arts, the humanities, and museum and library services are essential to the well-being, health, vitality, and democracy of our Nation. They are the soul of America, reflecting our multicultural and democratic experience. They further help us strive to be the more perfect

# Key Summit Announcements



NEA Chair Maria Rosario Jackson talks with U.S. Surgeon General Vice Admiral Vivek H. Murthy during the Summit.

- HHS and NEA announced a new **Federal Interagency Working Group on Arts, Health, and Civic Infrastructure**, chaired by NEA Chair Jackson and HHS Secretary Becerra.
- NEA announced a **\$5 million initiative** focused on supporting healing through the arts.
- NEA committed to strengthening civic infrastructure with a **\$2 million investment** to support United We Stand: Connecting through Culture projects.
- EPA announced its **inaugural Artist-in-Residence Program** in partnership with the NEA.

# NEA COMPETITIVE FUNDING OPPORTUNITIES

Program	Criteria	Award	Deadline
<b>CHALLENGE AMERICA</b>	Extend reach of arts to underserved communities; Project types include guest artist, public art, cultural tourism projects	\$10,000	April
<b>GRANTS FOR ARTS PROJECTS</b>	Project creation, presentation/ exhibition, education, and services to the field	\$10,000 - \$100,000	February and July
<b>OUR TOWN</b>	Arts/culture-driven community development projects, creative placemaking; Requires partnership	\$25,000 - \$150,000	August
<b>RESEARCH GRANTS</b>	Research Grants in the Arts funds research studies on the impact of art	\$20,000 - \$100,000	March
	NEA Research Labs funds research teams yielding insights about the arts	\$100,000 - \$150,000	

- *Eligible entities: 501c3 nonprofit organizations (3-year history), units of government, federally recognized tribes*
- *1:1 Match required: in-kind or cash*

# ELIGIBILITY

Federal tax-exempt status:

- Nonprofit, tax exempt 501(c)(3), U.S. organizations (including colleges and universities)
- Units of state or local government
- Federally recognized tribal communities or tribes

Three-year history of arts programming

1-to-1 non-federal cost share/match

Meet reporting requirements



*Newport String Project*



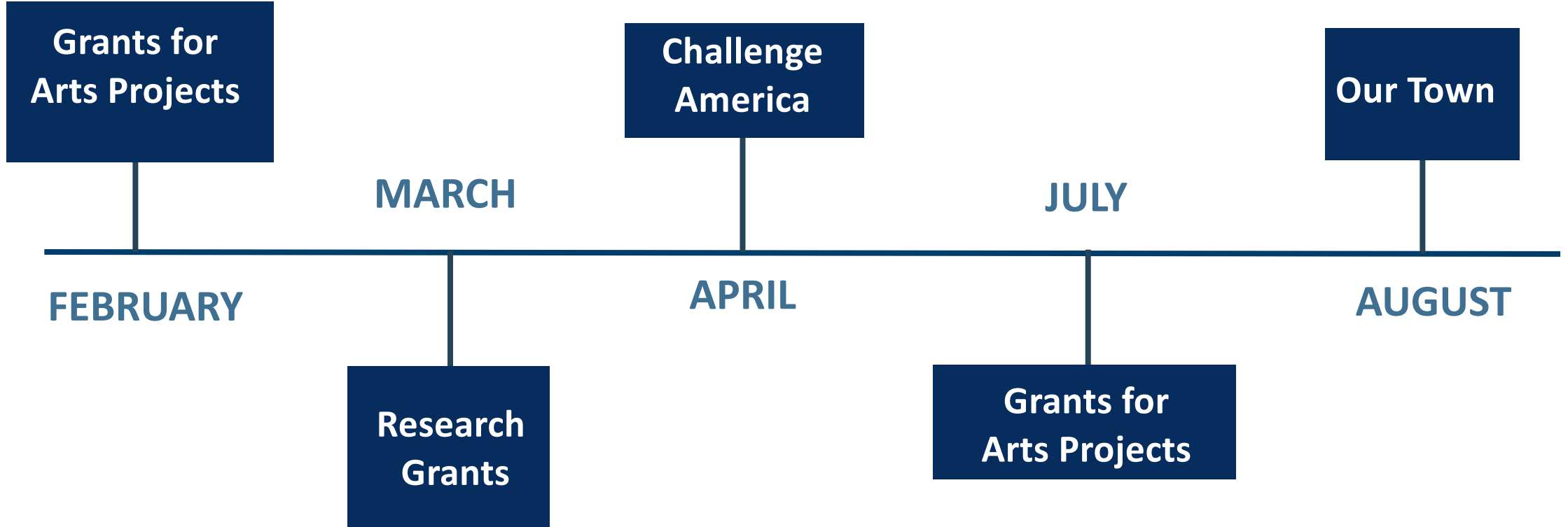
## WE FUND

- Nonprofit Organizations
- Local arts agencies
- Official units of state or local government
- School districts
- Colleges & universities
- Federally recognized tribal communities or tribes

## WE DO NOT FUND

- General operating support
- Creation of new organizations
- Academic degrees
- Facility construction, purchase, or renovation
- Individuals (except in Literature)
- Individual schools
- Commercial, for-profit enterprises
- Fiscal sponsors

# NEA COMPETITIVE GRANT APPLICATION TIMELINE



# CHALLENGE AMERICA

- Primarily small organizations
- Projects extend the reach of the arts to populations that are underserved
- Grants are all **\$10,000**
- Abbreviated application
- Robust technical assistance
- Yearly in April



Red Can Graffiti Jam  
Cheyenne River Youth Project  
Photo by Richard Steinberger



**Festival**

**Colorado Dragon Boat Festival  
Challenge America**

# GRANTS FOR ART PROJECTS

- Submit to one of 15 artistic disciplines
- Grants include funding for creation, presentation/ exhibition, education, and services to the field
- Two application deadlines:  
February and July
- Grants generally range from **\$10,000 to \$100,000**



# Artistic Disciplines

Artist  
Communities

Arts Education

Dance

Design

Folk &  
Traditional Arts

Literary Arts

Local Arts  
Agencies

Media Arts

Museums

Music

Musical Theater

Opera

Presenting &  
Multidisciplinary  
Works

Theater

Visual Arts

# Areas of Particular Interest

Arts projects with a focus on advancing the health and well-being of individuals and communities.

Technology-centered creative practices across all artistic disciplines and forms.

Projects that address, develop creative work exploring, or reflect on the impacts of artificial intelligence (AI), in a way that is consistent with valuing human artistry.

Programming marking the 250th anniversary of the United States through arts projects that educate and engage communities in dialogue about the past, present, and future of our nation.

Full list: **Program Description** link on the website

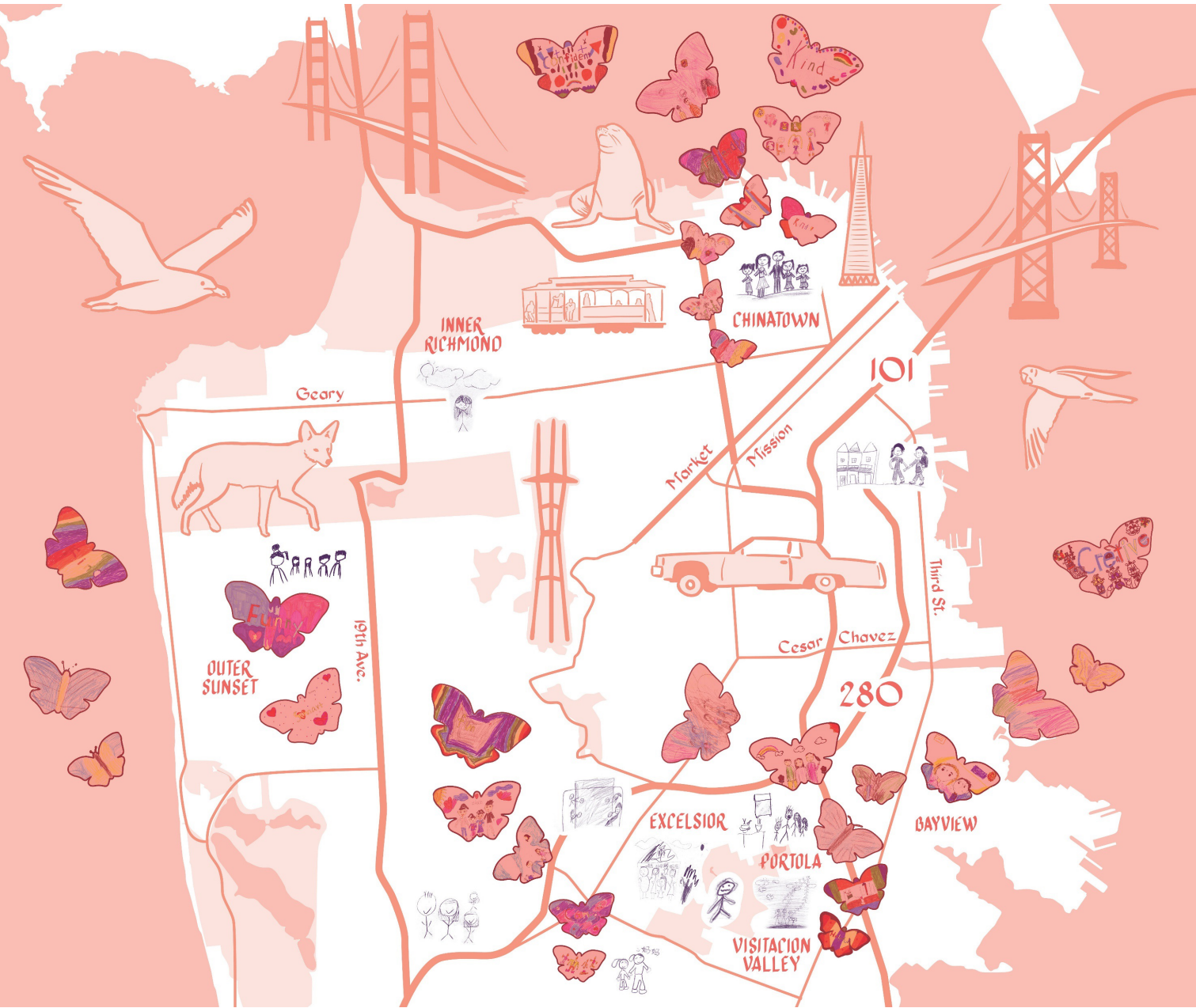


Opera performance at the Mid Autumn Festival in Philadelphia's Chinatown. Photo by Joe Piette from Flickr

**Arts Festival**

**Asian Americans United  
Folk & Traditional Arts**





Christine Wong Yap with contributors, *Map of Young Newcomers' Feelings of Home and Positive Qualities*, 2022, digital design with artworks by students at Edwin and Anita Lee Newcomer School

Exhibition

California College of the Arts  
Visual Arts

# OUR TOWN

- Creative Placemaking projects
- Focus on economic, physical, and/or social change that can lead to systems change
- Requires partnership between nonprofit 501c3 and local or quasi government org (1 partner must be arts/culture/design organization)
- \$25,000-\$150,000 grants
- Deadline August



Appalachian Artisan Center  
Hindman, KY

Photo courtesy [appalachianluthiery.org](http://appalachianluthiery.org)



Creative placemaking is when the arts, culture, and design integrate into efforts that **strengthen communities** by advancing local economic, physical, and/or social outcomes through partnerships with other sectors such as agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, and workforce development.



Example of Ranat drum and artist-created bamboo fencing to be installed in downtown Art Park. Images courtesy of Town of Killingly.

**Arts Programming/Economic Development**

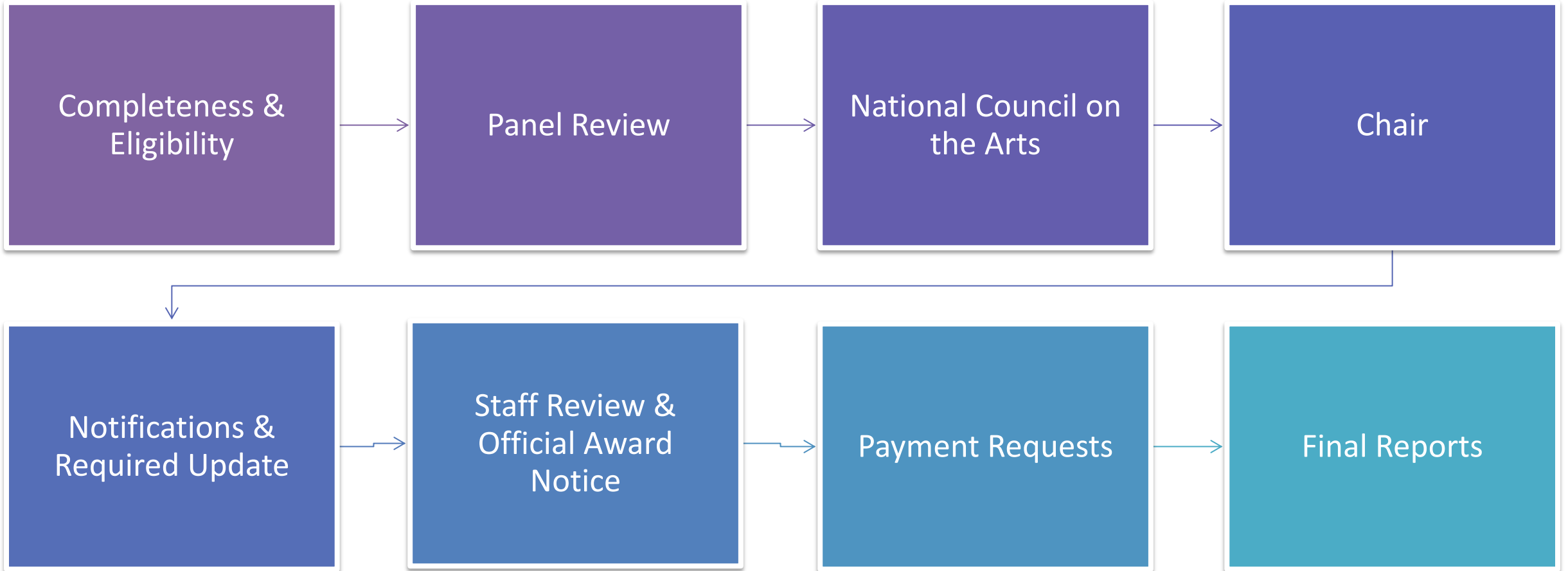
Town of Killingly, CT  
Laos Cultural Community of Connecticut

# REVIEW CRITERIA

Artistic  
Excellence

Artistic Merit

# REVIEW AND FUNDING PROCESS



# PANELIST OPPORTUNITIES



- Year-round recruitment
  - Modest stipend payment
  - Professional development
- 
- [Arts.gov](#) | [Grants](#) | [Volunteer to Be an NEA Panelist](#)

# STAY CONNECTED



Sign up for our newsletters and magazine

<https://www.arts.gov/>





## Arts Midwest Offerings

## Our Region – The Midwest

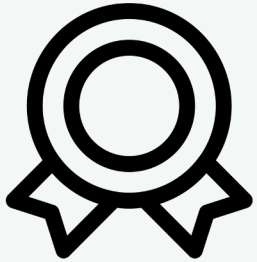


Arts Midwest supports, informs, and celebrates arts organizations and creative communities.

We focus on Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, Wisconsin, and the 42 federally-recognized Native Nations that share this geography.

## Our Impact + Reach

SINCE OUR FOUNDING IN 1985:



**6,000+**

Grants Awarded



**\$60 Million**

Invested Across America

**\$4.7 Million**

Invested Across America in 2022

**562**

Grants Awarded in 2022

**396,000**

Individuals Served in 2022

*Arts Midwest's Impact in FY2022*

# Three Focus Areas



## Support

We invest time, funds, and resources in the form of grants and programs in organizations that advance creativity. Our programs use the arts and creativity to bring people together and build community.



## Inform

Through our Ideas Hub, we offer free, curated articles and tools that help creative leaders foster growth within their organizations. Podcasts such as Filling the Well nourish, provoke, and inspire creative changemakers.



## Celebrate

We provide fellowships, scholarships, and awards that celebrate creative leaders in the Midwest and offer regional recognition for their accomplishments. We also celebrate art and culture through our Creativity News Desk.

# Pitch Us Your Iowa Stories!

## Recent Stories Include:

- Keith Haring Left His Mark on Iowa City. Thirty-Five Years Later, It Will Go On Public Display for the First Time.
- Small Town, Global Stage: Farah Siraj Offers Up Artistic Exchange in Oskaloosa
- Meet Akwi Nji, an Iowan Spoken-Word-Turned-Visual Artist
- Rural Iowa Monks Combine Craft and Ecology to Make Caskets
- Murals Bring Hampton Latino Community Together
- 80/35 Powers Des Moines Music

We are always accepting pitches through our website!



**Left His Mark on  
Thirty-Five Years  
ago On Public  
Display for the First Time.**



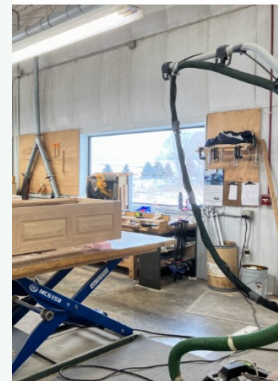
**Small Town, Global Stage:  
Farah Siraj Offers Up Artistic  
Exchange in Iowa**

IOWA



**Meet Akwi Nji, an Iowan  
Spoken-Word-Turned-Visual  
Artist**

IOWA

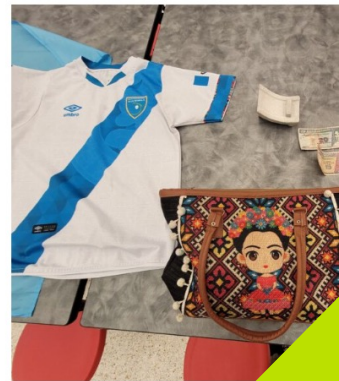


**Monks Combine  
Craft and Ecology to Make  
Caskets**



**Murals Bring Hampton, Iowa's  
Latino Community Together**

IOWA



**Tiny Town, Big  
Celebration  
One Rural  
Celebration**

IOWA

## ▀ GIG Fund

A grant of up to \$4,000 that helps nonprofit organizations to support programs and activities featuring professional artists.

GIG Fund grants help cover fees for touring or local artists. Funds may also be used for project costs such as accessibility accommodations and marketing.



## ► GIG Read Project Examples



### Arthaus (Decorah, IA)

Sensory Friendly Saturdays at ArtHaus provide a calm, low-stimulation environment for neurodivergent and sensory-sensitive artists. The GIG Fund supported classes with professional instruction, low lights, and breaks to foster creativity.



### Hearst Center For The Arts (Cedar Falls, IA)

The GIG supported an exhibition that invites Iowa artists to display tiny artworks in our main gallery. Free workshops will teach tiny art creation, available in-person and virtually. The public can vote and a jury will select the best piece, celebrating Iowan artists.



### Iowa City Poetry (Iowa City, IA)

The GIG Fund supported Danez Smith headlining Mic Check Poetry Fest, celebrating spoken word's power and featuring performances by Smith, Denice Frohman, and IC Speaks teens, plus workshops for adults and teens. Events were low-cost for adults and free for teens.

## NEA Big Read

A grant of up to \$20,000 that supports community reading programs designed around a single NEA Big Read book.

NEA Big Read programs vary and can be as short as a week or as long as several months.

Beyond discussions of the book, organizations may choose to include a kick-off event, invite the author for a visit, or have other events inspired by the content and themes of the book, including panel discussions, lectures, film screenings, art exhibitions, theatrical and musical performances, poetry slams, writing workshops and contests, and community storytelling events

**Applications open in the fall.**



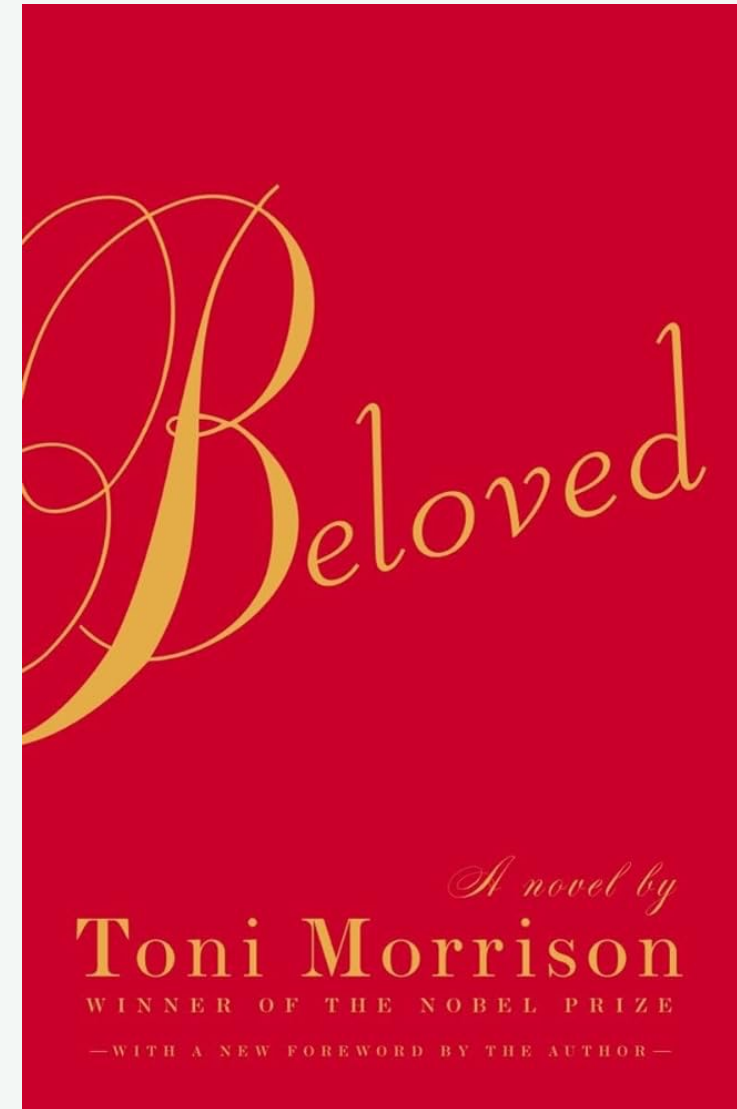


## NEA Big Read Project Example

### The University Of Iowa Stanley Museum Of Art

The Iowa City NEA Big Read is the premier program associated with the University of Iowa Stanley Museum of Art's exhibition on the Black Midwest, funded by the Terra Foundation for American Art.

Toni Morrison's "Beloved," together with the exhibition, brings the Iowa City community together to explore narratives of recovery, reproduction, and creation as they pertain to the Black Midwest.



# Shakespeare in American Communities

Grants of up to \$25,000 that connect young people across the country to Shakespeare's plays, and support performances and workshops in schools and in the justice system.

Applications open in the fall.



## Shakespeare Project Example

### Riverside Theater, Iowa City

Through partnerships with area community centers, schools, and libraries, Riverside will tour a trunk-show production of the preceding summer's Free Shakespeare in Lower City Park, adapted to ninety minutes and coinciding with artist-led Will Power workshops for middle and high-school students.

Riverside Theatre's Will Power Program marks the next stage of their two decades of Shakespeare education and outreach in Iowa. This program pairs teaching artists with classroom teachers to bring Shakespeare to life for students in our community. Working with teachers to schedule workshops to run in sync with when they are already teaching Shakespeare in their classrooms makes this program both engaging and relevant.



## ► Bonus: Peter Capell Award for Midwestern Creativity & Entrepreneurship

This \$2,500 award recognizes Midwesterners whose work demonstrates entrepreneurial thinking and business acumen.

Over nine years, the award will recognize an individual located in each of Arts Midwest's nine member states. In 2024, the state is Iowa.

Candidates' work must involve creative or cultural programming, and they must demonstrate entrepreneurial thinking and business acumen in expanding access to arts and creativity in their communities

Applications for Iowa will open on August 19, 2024.



## Coming Soon



### Cultural Sustainability Grants (Opens September 10)

Designed to provide general operating support for arts organizations of color with annual operating expenses under \$500,000.



### TBA: New Award for Folk Artists & Culture Bearers in the Midwest

Coming this July



### TBA: New National Folk Arts Grant for Organizations

Coming this Fall



## USRAO Offerings

# U.S. Regional Arts Organizations

The USRAOs leverage our combined geographic reach, networks, relationships, histories, and program portfolios to advance arts, culture, and creativity across the country.



**\$28 Million**  
Invested Across America in 2022

**2,750**  
Grants Awarded

**1,239**  
Communities Reached

*US Regional Arts Organizations Impact in FY2022*

# Opportunities Database

Each Regional Arts Organization offers distinct grants, opportunities, and resources. Explore our opportunities database to learn more!

[usregionalarts.org/opportunities/](https://usregionalarts.org/opportunities/)



## Selected Grants, Opportunities, and Resources

This tool showcases a selection of some of the national grants, opportunities, and resources provided by each Regional Arts Organization. Explore some of the opportunities that may be available to you, or go directly to your RAO to go deeper into opportunities customized for your area!

Your State or Jurisdiction: NATIONAL | Who is this for?: EVERYONE | Opportunity Type: ALL TYPES | Search: | Sort by: SORT RESULTS BY | Reset: X



Connect with Creative New England

### CREATIVEGROUND

#### Resource (For Individuals, Organizations)

CreativeGround is a community-generated and free tool that provides visibility, connection, and information to support a region-wide creative network. Spotlighting the stories, relationships, and data of the creative people and places at work in New England activates our creative community with more resources.

LEARN MORE



NEW ENGLAND FOUNDATION FOR THE ARTS



### ARTSHERE

#### Grant (For Organizations) – \$130,000

Through grants of \$65,000 to \$130,000 and peer learning opportunities, ArtsHERE invests in organizations that have demonstrated a commitment to equity within their practices and programming.

LEARN MORE



SOUTH ARTS



### NATIONAL LEADERS OF COLOR FELLOWSHIP

#### Opportunity (For Individuals)

The National Leaders of Color Fellowship is a strategic leadership development program for BIPOC leaders nationwide who are committed to the advancement of cultural equity in the arts.

LEARN MORE



WESTERN STATES ARTS FEDERATION



# Current Opportunities for Artists

## National Theater Project

Awards range from \$80,000 to \$130,000 and include touring allocations. Provides funds for creation and U.S. touring of artist-led, ensemble, devised projects. These grants are highly competitive and are awarded to ten projects annually.

## USArtists International

Up to \$15,000 Grants to support in-person performances by American artists at engagements at international festivals. Individual artists AND ensembles can apply

## National Dance Project

Awards of up to \$45,000 funding professional choreographers or companies for the creation and U.S. touring of a new dance project. Grants are highly competitive and are awarded to 20 projects annually.

## Jazz Road (Tours + Residencies)

Awards of up to \$40,000 are available to support a residency you propose & develop for artistic creation or connecting with audiences. Awards of up to Jazz \$15,000 are available to develop tours into communities across the country.

# Current Opportunities for Organizations

## Creative Forces Community Engagement Grant

Grants of up to \$50,000 for arts-based community engagement projects that engage targeted military-connected communities, intended for non-clinical programs taking place in healthcare, community, or virtual settings

## Performing Arts Global Exchange

Open to presenters nationwide, the Performing Arts Global Exchange (PAGE) is an annually curated roster of international performing artists. Each year, two countries are featured with a selection of artists across multiple disciplines. The program provides fee support directly to nonprofit presenters programming artists from the roster.



## Resources + Handouts

## What does my organization need in order to be eligible for Federal funds?

Due to government legislation, an organization needs to have their 501c3 status and a [UEI number from SAM.gov](https://sam.gov) to be eligible to apply for and receive grants for federally funded programs.

Arts Midwest administers a couple of grants that come from the National Endowment for the Arts, which is an agency of the United States federal government.

As of 2024, these federally-funded programs are [Shakespeare in American Communities](#), [NEA Big Read](#), and the [GIG Fund](#).

To apply for any of these grants, you'll need to have your 501c3 status and a UEI number from SAM.gov on hand.

If you apply to the National Endowment for the Arts directly, you will still need those same credentials.

## Get Your Free Unique Entity Identifier (UEI)

A UEI or Unique Entity Identifier is an ID your organization will need to apply for Federal grants and you can register to get one or look yours up at [www.SAM.gov](https://www.SAM.gov).

We've made a short guide that will walk you through the process to get a UEI.

# 10 Best Practices for Strong Grant Applications

- Read the guidelines thoroughly
- Determine if the the opportunity is a good fit
- Be as specific as possible
- Avoid tentative language
- Sourcing your matching funds
- Avoid unallowable expenses
- Make sure that your project budget matches your project description
- Schedule time to talk through your ideas and ask questions of the funder
- Leverage the strength of partners
- Back up your statements with data

# Other Resources for Assistance

## APEX Accelerators

- APEX Accelerators exist to help organizations get funding from the federal government, whether it's for contracts or grants.
- With over 300 local offices, APEX Accelerators form a nationwide network of dedicated procurement professionals working to help local businesses become eligible for funding.
- The best part is that they provide no-cost, one-on-one counseling. APEX Accelerators can be especially helpful in navigating the System for Award Management ([www.SAM.gov](http://www.SAM.gov)), where your organization will need to register to be eligible to receive Federal funds

## Federal Service Desk

- Another resource you can take advantage of when you are registering and encounter any problems is the Federal Service Desk ([fsd.gov](http://fsd.gov)).
- They can help with any technical issues you may have and assist with the SAM.gov registration process.

## Links to Helpful Resources

### Best Practices for Federal Grant Applications

This article provides a basic eligibility roadmap for non-profit organizations that are new to seeking federal funding

[Link](#)

### UEI Guide

This short guide will walk you through the process to get a UEI. A full SAM.gov registration is not necessary for the Federal awards Arts Midwest administers.

[Link](#)

### USRAO Opportunities Database

Each Regional Arts Organization offers distinct grants, opportunities, and resources. Explore our opportunities database to learn more!

[Link](#)

### Healing, Bridging, Thriving Summit

This first-of-its-kind national convening brought together leaders from across sectors.

[Link](#)

### First Time Grant Applicant Resource

This guide for first-time applicants walks you through key questions and what is required to pull together your application

[Link](#)

Learn More



[artsmidwest.org](http://artsmidwest.org)



[arts.gov](http://arts.gov)



[usregionalarts.org](http://usregionalarts.org)





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▶ Questions?