



Enhancing our Region's
Quality of Life

Community Enhancement Program 2022 Grant Program Application

The mission of the Community Enhancement Grant Program is to support efforts that serve public purposes (common good) and will have enduring positive effect on the quality of life and economic vitality of the greater Holland/Zeeland community.

Eligibility

Who: There are no restrictions on who can submit an application. The project proposed must occur within the MACC area.

What: No restrictions. The intent is to fund projects that foster regional cooperation and cohesion. The greater the impact as demonstrated by geographical area served, number of partners, inclusion of regional assets, etc. the better. The following have been identified as regional assets. Applications that incorporate one or more of these are encouraged.

- Windmill Island and Gardens
- Big Red Lighthouse
- Felt Mansion
- Holland Area Arts Council
- Dekker Huis Museum
- New Groningen School Museum
- Ottawa Beach Pump House Museum
- Holland Symphony/Holland Chorale
- Macatawa Greenway Network
- Rural Community (recognition/education/appreciation of rural/ag. contributions to area)
- Nonmotorized Pathway Network
- Harbor Dredging/Waterfront Enhancements

Purposes/Uses of Funds: No restrictions except awards are not to be used for ordinary/routine operating expenses (day-to-day costs of running organizations) or program expenses (day-to-day costs of operating existing programs). Religious programs that advocate specific religious doctrines are also not eligible. Preference will be given to requests for funding physical items as opposed to staffing, and requests that are for less than 33% of the total project/program cost.

Matching Funds: Not required but encouraged.

Funding Limit: No limit. A typical award is anticipated to be approximately \$5,000.

Demonstration of Collaboration: Applications must clearly demonstrate how the requested funding fosters regional collaboration and cohesion within the MACC area.

Scoring Criteria: Applications will be evaluated using the following criteria:

- Demonstration of Regional Cooperation (area served, # of partners, inclusion of regional assets) – 50 pts
- Project Description (sound action plan, leveraging funding, anticipated outcomes) -25 pts
- Capability/Qualifications of Applicant (experience, past successes, MACC area based) – 25 points

Due Date: Completed applications must be received by 5:00 pm on:

- January 4, 2022
- March 4, 2022
- July 4, 2022
- October 4, 2022

Awards will be made at the quarterly meetings held in January, March, July, and October.

Grant applications are reviewed and evaluated by the CEP Board with support from MACC staff. Final grant determinations are made by the CEP Board. The CEP Board reserves the right to skip one or more funding cycles. The CEP Board consists of the following individuals:

- Sally Gruppen (chair) – City of Zeeland
- Russ TeSlaa (vice-chair) – Holland Charter Township
- Gary Dewey – Laketown Township
- Stephen Spoelhof– Park Township
- Jay Peters – City of Holland

WHERE TO SEND YOUR PROPOSAL

Please mail, email or deliver application to:

Judy Visscher
Macatawa Area Coordinating Council
301 Douglas Avenue
Holland, MI 49424
jvisscher@the-macc.org

Questions: If you have questions regarding the application or the community enhancement grant program, please contact Judy Visscher at jvisscher@the-macc.org or (616) 395-2688.

Thank you for your application!

APPLICATION INSTRUCTIONS

The application process consists of two parts:

1. Completion of application form (attached below)

2. Completion of a narrative describing the project.

Please provide the following information using the headings indicated and in the order requested. The narrative shall be no more than two single-spaced pages. 11 pt. font size or larger shall be used.

I. Executive Summary

- Briefly explain the proposed project/program, the anticipated outcomes, proposed use of funds and organizational capacity

II. Statement of Need

- Describe the community need or issue to be addressed and why it is important for the MACC area

III. Project Description

- Describe the project's action plan from start to completion
- Describe the community benefits that will result from CEP's investment in this project/program

IV. Demonstration of Collaboration

- List any collaborative partners in the project and explain how the project strengthens regional collaboration and cohesion

V. Evaluation

- Describe how success will be defined and measured

VI. Budget/Financial Information

- Describe how CEP grant dollars will be expended and, if applicable, how your organization plans to obtain the necessary additional funding to implement the project



Enhancing our Region's
Quality of Life

Community Enhancement Program 2022 Grant Program Application

Date of Application: ___/___/___

Name of organization applying: _____

If applying as a collaborative, please provide name of collaborative: _____

Address: _____

City/State/Zip: _____

Contact Person/Title: _____

Phone: _____ Fax: _____ Email: _____

Project Name:

Purpose of Grant (2-3 sentences):

Date(s) of the Project: _____

Amount Requested: _____ Total Project Cost: _____

I approve the submission of this grant request and certify that the information contained herein is accurate and correct.

Signature

Title

Date