

# Bridge Builders 2021 Main Street Microgrants

Eligibility, Application Info, & FAQs

April 23, 2021 – 12:00 PM ET

Zoom Webinar



**BRIDGE  
BUILDERS  
MICROGRANTS**



**foundation**  
michigan municipal league

# Overview

- About the MML Foundation
- About Bridge Builders
- Eligibility
- Timeline
- Application Information



# Today's Presenters

**Helen Davis Johnson**

MML Foundation President



**Danielle Beard**

Associate Program Officer

# About the MML Foundation

- The Michigan Municipal League's philanthropic arm
- Creating the pre-conditions for community wealth building



# Community Wealth Building

- Not just economic growth
- An ideal end state where communities have the resources and will to ensure the well-being of all residents





# BRIDGE BUILDERS MICROGRANTS



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## What is the Bridge Builders Project?

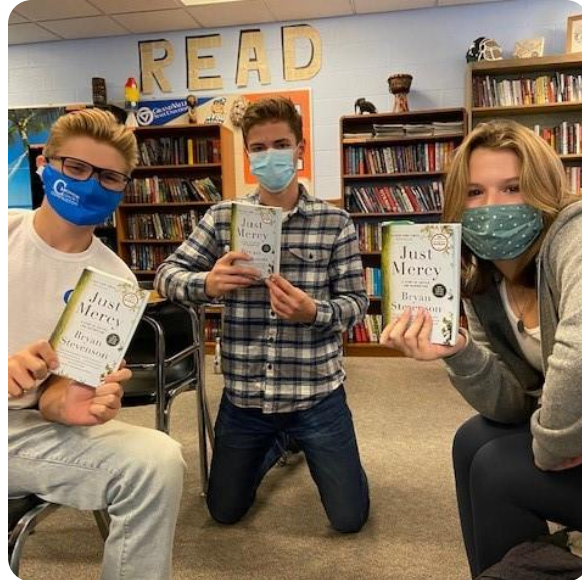
- 2020 microgrant pilot
- Trust and belonging
- Civic engagement
- Agency



rd Vaughn, chairman of Forum '66 and owner of Vaughn's Book headquarters for the Convention, propagandizes for the program.

DIGEST June 1967

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# Who are Bridge Builders?

People who intentionally and creatively bring people together across divides to celebrate our shared humanity and the places that we call 'home.'



# Funding Categories



**BRIDGE BUILDERS**  
neighborhood microgrants



**BRIDGE BUILDERS**  
main street microgrants

**DTE** Foundation

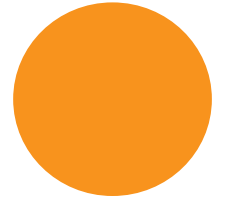


# Eligibility

- Where:
  - UP
  - West Michigan
  - Southeast Michigan
  - Northern Lower Peninsula
- Who:
  - DDAs, Chambers, Commercial Associations, Corridor Improvement Districts
  - Groups of businesses & artists

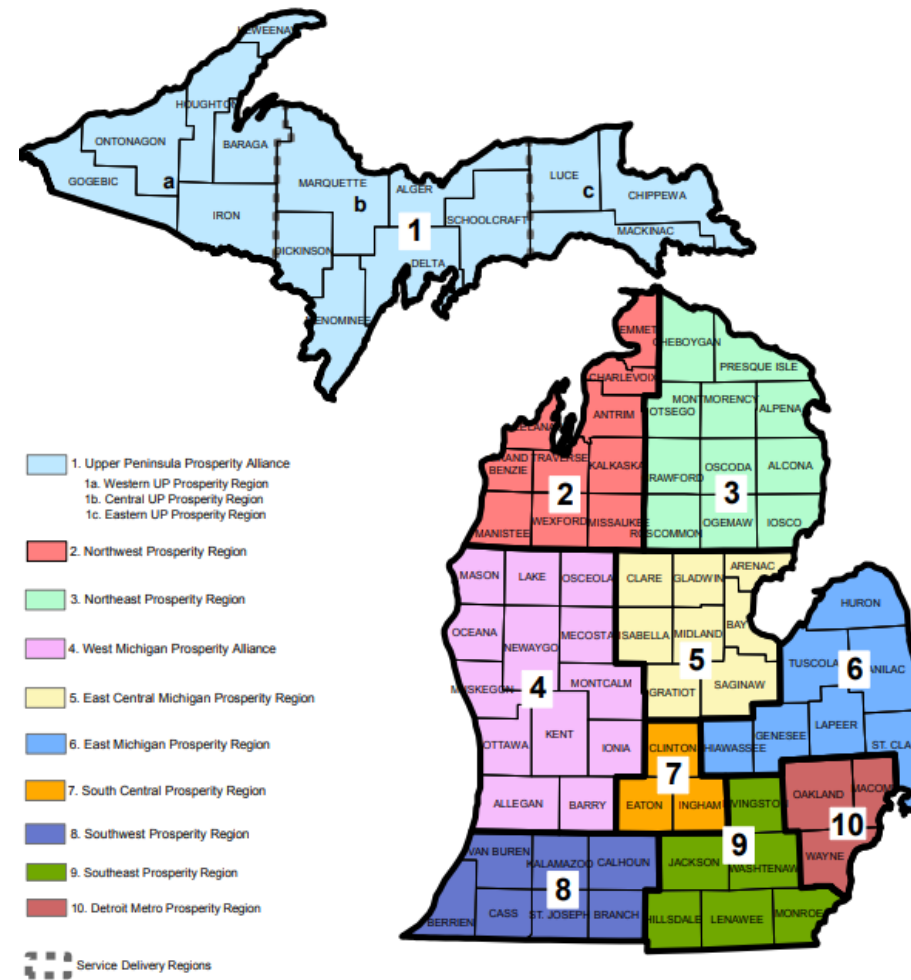


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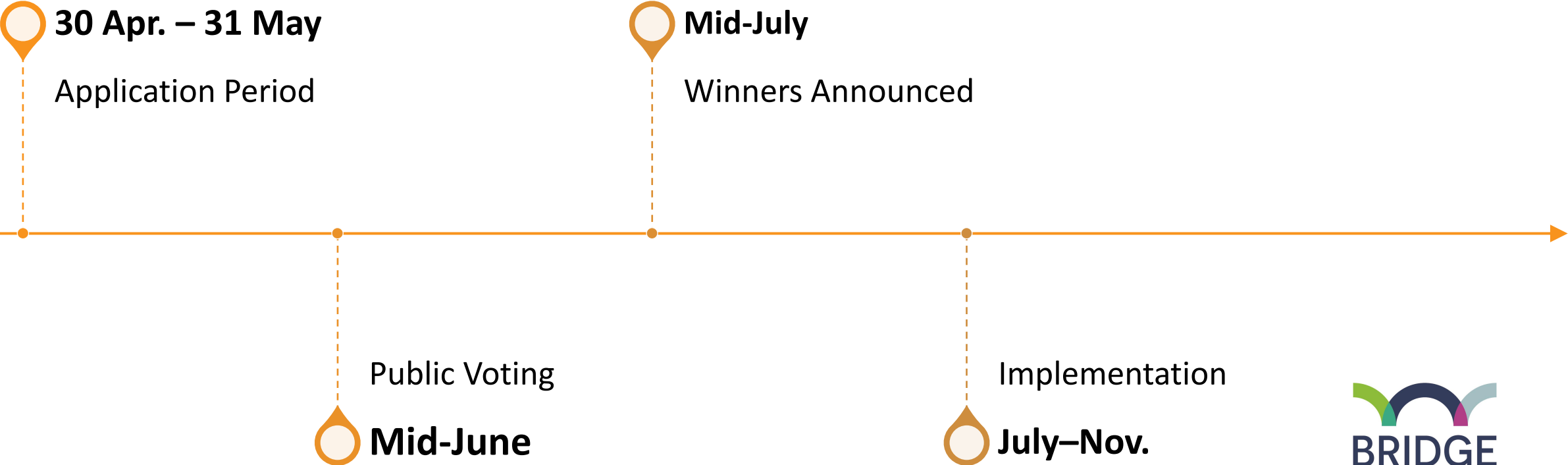


# Main Street Microgrant Regions

## State of Michigan Prosperity Regions



# Timeline



# Applications

- April 30 through May 31
- Separate applications for each category
- Demonstrate feasibility, partnership, and creativity



# What makes a good project?

- Community-driven, bottom-up approach
- Impact
- Inclusion
- Celebration
- Unification
- **Safety precautions for COVID-19**





# Forming Your Application Team

## **MUST HAVE:**

- 3 (or more!) locally-owned business within a 4-blocks of one another
- At least one artist
- Optional: DDA/Commercial Association/Chamber of Commerce



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Semi-Finalists



## Semi-Finalists & Voting

- 4 semi-finalists per region will be selected & notified
- Voting will take place online
- Voting allowed once per day per person



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# How Projects will be Scored

## Process



Step 1: Internal Review



Step 2: Public Voting



Step 3: External Review

## Criteria

- Innovation and Creativity
- Community Impact
- Addresses Equity Issues in Community
- Overall Feasibility
- **Weighted Votes**



Keep it Legal

## Main Street Microgrants

- MUST secure letter of support from local unit of government
- Most projects will require permits of some kind
- **Please secure all proper permits if you are awarded. Start talking to your local planning/zoning staff now.**



# Application Questions – About You

- Application point of contact
- Basic information for all project partners



# Application Questions – About your Project

- Project Summary – How would you describe your project to someone?
- What outcomes do you hope to achieve through this project?
- What resources do you already have to make this project successful?
- “Before” Photos



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Questions?

