



Maia Maiden Productions

Flexible Support FY22 Sample Grant Application

Group's Purpose

Maia Maiden Productions is a Twin Cities based presenter of performing arts. Our mission is to provide an equitable and engaging platform for Hip Hop, people of color(BIPOC), women and youth through performing arts. Maia Maiden Productions has a strong history. Since 2009, over 1,200 artists have been presented in ROOTED: Hip Hop Choreographers' Evening and Sistah Solo|Being Brothas. ROOTED and Sistah Solo|Being Brothas are the brainchild of Maia Maiden, whose vision and energy have made it a watched-for, sold-out event since their inception. Award-winning ROOTED is the first and only choreographers' evening focused exclusively on dance under the Hip Hop umbrella and its roots. Sistah Solo|Being Brothas is a multidisciplinary presentation focused on highlighting the performing art of women and men of color. From youth to seasoned professionals, the unique voices of women and men of color are uplifted and celebrated through their solo work.

Grant Number & Project Name

FS22-1-196 Maia Maiden Productions-Organizational Capacity Development

Project/Program Description

Funding to strengthen organizational capacity through marketing and corporate sponsorship development.

Project or Program

The inability to gather due to COVID-19 significantly impacted the performing arts community at large. Our community and organization were no different. With the cancellation of performances and battles (competitions) financial and visibility opportunities were halted. An unexpected result was the impact it had on traditional marketing platforms like neighborhood newspapers and city pages. With the closure of

several important marketing resources, Maia Maiden Productions lost key opportunities to support artists and build audiences-not to mention the loss of relationships cultivated over many years. In addition, as ticket sales are a significant part of our funding, the limited capacities in person have caused us to think about our financial support long term.

In 2022, Maia Maiden Productions (MMP) looks to strengthen our organizational capacity by expanding our marketing platform and building opportunities for corporate sponsorship to support our programming. Over the course of six months we seek to develop a strategic digital marketing plan and create a corporate sponsorship package. As we look to remain relevant to our artists and audience, our ability to adapt to the new landscape COVID has created is crucial. For us this means creating a sustainable model with expert knowledge and partnerships to build a foundation to work from with the ability to make changes based upon the needs of the future. This project will greatly impact our organization as we plan, create and implement strategies to uphold artists and commitment to community.

Our timeline is as follows:

-January 2022: Research and connect with consultants focused on digital marketing and corporate sponsorship.

-February 2022: Hire two consultants; Kickoff meeting, review current challenges and goals, overview of strategy.

-March 2022: Align corporations with MMP; Create sponsorship package and content schedule for social media(Facebook, Instagram), email, and the web(YouTube, Google Marketing).

-April 2022: Implement advertising campaigns and corporate outreach, make adjustments.

-May 2022: SEO, website updates and integration of digital marketing.

-June 2022: Evaluate success and refine the strategic plan.

Ongoing: Assignments and tasks will be given to MMP team at each month.

Community

MMP was created to give BIPOC and youth/young adults (artists) an equitable and engaging platform to express personal ideas and experiences through their art, provide opportunities and to transition the balance of gender dynamics seen in performing arts. Our foundation is Hip Hop culture, as such, we are especially committed to ensure that women are represented in our Hip Hop programming, because historically women have not been. The Minnesota Hip Hop dance community is an eclectic mix of individuals and crews (individuals who form a group to dance at competitions or performances, etc.) from various backgrounds and experience levels to practice and cultivate a variety of styles under the Hip Hop umbrella. These styles include breaking, popping, locking, waacking, freestyle, new jack swing, house, waving and more.

We remain committed in supporting our community as the continuously changing environment impacts art of expression, creativity and representation. Our programming shows the ability for people to connect through experience, identity, community and/or culture. Both artists and audience comprise wide racial, ethnic backgrounds and socio-economic status. Our team consists of Maia Maiden (Curator and Director), Ashuna Moore (Production Manager) and Corina Seusasoukseng (Media Producer). Maia is a highly respected leader and mentor in the local Hip Hop community and the arts community at large for over 20 years. Her passion for cultural representation in the arts has led to the creation of innumerable powerful performances including ROOTED: Hip Hop Choreographers' Evening and Sistah Solo | Being Brothas. Maia is the recipient of the 2018 Ordway Sally Award for Initiative. In 2019, Maia was selected as one of twelve American Express NGen fellows from around the country. She is experienced (12 years) in leading her team in the presentation of successful shows, as evidenced by sold-out shows every year since its inception. With an eye for fashion and keen business sense, Ashuna is a 2019 Kent State University graduate from The Fashion School with a degree in Fashion Merchandising-Fashion Media minor. As the Production Manager of MMP, her role includes stage management and artist liaison. Corina is an emerging Lao-American multidisciplinary artist in the mediums of dance, choreography, visual art and digital multimedia. As a contemporary film maker, she is honing her artistry with a multi-dynamic focus. As the Media Producer of MMP, her role includes photography and videography. Ashuna and Corina are veterans of ROOTED 2014. Receiving a Minnesota Sage Award nomination for Outstanding Ensemble, they were practitioners for 6 years. As a team we hold space to work together with consultants to determine roles and responsibilities and delegate assignments/tasks through the duration of the project.

Proposal Budget

Project Budget Expenses

\$6450: MMP Team(\$2150 for total of 6 months x3, approx. 15 hours per month)

\$5000: Consultants

\$2500: Technology Tools/Website Upgrades

\$1050: Fiscal Sponsor Fee

Total Project Cash Expenses

\$15,000.00

Amount Requested

\$15,000.00

Project Budget Income

\$15000: MRAC Flexible Support Grant

Total Project Cash Income
\$15,000.00

***(Important!)* Additional Fields Required**

Please note that in the full application there are additional fields that will need to be completed and are not shown to panelists.