

Make/Shift
for Makers who shift culture.



Pitch Haus

What to Know

Who can apply?

Applicants must be a culture maker - an artist, business or non-profit entity engage in creating culture in Michigan. Collaborations are welcome! Applicants must be based in Michigan.

When are applications due?

Wednesday, November 5 at 11:59PM.

What do you win?

\$25,000 cash grant AND host and activate the "Pitch Haus" in your community.

So what is the Pitch Haus exactly?

It's a fully tricked out shipping container that serves as your blank canvas for a multi-functional art activation. It has built in lighting, AV capabilities and plenty of electrical outlets. It has massive windows that slide open so you can transform it into a stage. It has blank walls to hang art or do projection mapping. You could technically park a car in it. Technical specs coming soon.

When can activations be executed?

Any time between January 1 and September 30, 2026.

How long can we host the Pitch Haus?

It could be a weekend, a week, a month or more. You tell us. We may need to adjust your proposed hosting schedule to accommodate other winners. We'll discuss in advance.

What makes a compelling pitch?

Your application will be scored based on three criteria:

#1 - THE VISION. Tell us how you'll bring the Pitch Haus to life. How will you use the Pitch Haus to showcase creativity in your community? (40 points)

#2 - YOUR COMMUNITY. Who will you engage at Pitch Haus and how will you engage with them? How will this experience leave a lasting impression or impact on your community? (30 points)

#3 - YOUR EXPERIENCE. Who is the creative curator leading the project and who are you working with? How have they made their communities more creative, more livable and more engaging? (30 points)

Where can we host the Pitch Haus?

Anywhere in Michigan. Hosting the Pitch Haus outside is probably your best bet. Find a piece of prime real estate with flat ground and get permission for temporary use. If you're planning to host Pitch Haus inside a building or structure, make sure you can get a shipping container in and out.

Any guidance for putting together a budget?

Grant funding must be used the host and activate the Pitch Haus. Activation can be inside, outside, adjacent or virtual, it's all fair game.

The majority of funding must be allocated to creatives and creative programming.

If you're integrating the Pitch Haus into an existing event or project, that's great. We love to leverage cultural work already happening in communities. Tell us how the \$25K will amplify your event or project.

When will grants be awarded?

Our goal is to:

1 - Select winners by November 14, 2025.

2 - Complete grant agreements and disburse funds by December 31, 2025.

3 - Complete your projects and activations from January 1, 2025 to September 30, 2026.

Who is administering the competition?

The Make/Shift Pitch Haus competition is hosted by the Michigan Growth Office, which is part of the Michigan Economic Development Corporation.

The Michigan Growth Office is partnering with the dynamic team of Creative Place Consulting and Studio M Detroit to lead the design and execution of Make/Shift Pitch Haus competition.

Can I get help on my application?

The Pitch Haus project team will host information sessions where you can learn more about the project and ask the team questions. Sign up at makeshiftmichigan.com.

Information sessions:

Wednesday, October 22 @ 3PM

Monday, October 27 @ 6PM

Thursday, October 30 @ 4PM