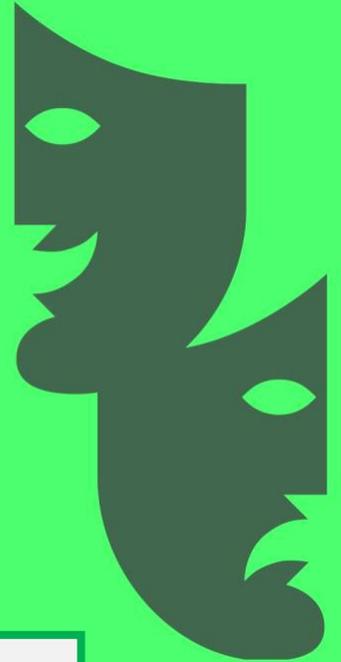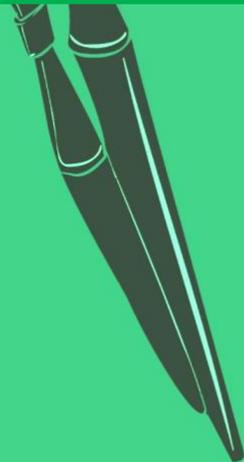# SALEM COUNTY
CULTURAL & HERITAGE COMMISSION
DEPARTMENT OF ECONOMIC DEVELOPMENT, CULTURAL AFFAIRS & TOURISM

NEW JERSEY STATE COUNCIL ON THE ARTS
RE-GRANT PROGRAM
GUIDELINES AND APPLICATIONS

Salem County
DISCOVER THE
POSSIBILITIES

DEPARTMENT OF ECONOMIC DEVELOPMENT, CULTURAL AFFAIRS & TOURISM

THIS APPLICATION IS AVAILABLE IN MICROSOFT WORD
BY REQUEST: Kathleen.Mills@salemcountynj.gov

NOTE: Applications consisting of one (1) original, three (3) copies and all required support materials must be delivered or mailed to Kathy Mills at the Salem County Cultural & Heritage Commission on or before September 26, 2019.

Funding has been made possible by the New Jersey State Council on the Arts / Department of State, the National Endowment for the Arts, the Salem County Board of Chosen Freeholders and the Salem County Cultural & Heritage Commission.

SALEM COUNTY CULTURAL & HERITAGE COMMISSION

Department of Public Information & Tourism

NEW JERSEY STATE COUNCIL ON THE ARTS
RE-GRANT PROGRAM

TABLE OF CONTENTS

GUIDELINES

INTRODUCTION

Thank you for your interest in the Salem County Cultural & Heritage Commission's re-granting program. The charter of the Commission is clearly defined in its name: it is the organization charged by the county to recommend and administer programs to increase the visibility and impact of local and county history, arts, cultural values, goals and traditions of the community. It serves as an advisory agency to the Board of Chosen Freeholders and aids the Freeholders in seeking available State and Federal funds to develop and support cultural and heritage programs.

The Commission administers Local Arts Program (LAP) funding provided by the New Jersey State Council on the Arts (NJSCA). NJSCA reviews the applications for LAP funding and based on the perceived quality of the proposed programming and the anticipated value to the community, they allocate funds from their annual budgets to the County. Using the same criteria, the Commission then re-grants the funding to individual group applicants for implementation of their programs.

Should you have any questions as you are working on this application, contact Kathy Mills at (856) 935-7510, kathleen.mills@salemcountynj.gov.

The New Jersey State Council on the Arts is the State agency charged with promoting interest in arts programs throughout the state. A portion of NJSCA's funding may come from the National Endowment for the Arts, and it is important to keep in mind that proposals submitted to the Commission and by the Commission must comply with guidelines established by all funding entities. It is therefore imperative that all information requested be supplied. Failure to do so will result in disqualification.

Please note that all applicants must complete the ADA checklist. **Long Range Plans** are only required for General Operating Support Grants. These documents are essential parts of your application.

IMPORTANT POINTS TO REMEMBER

- *The maximum grant request for Special Projects and General Operating Support is $7,500.*

- *Matching funds for Special Projects and General Operating Support grants (1:1) can be cash or a mix of cash and in-kind donations, however, at least 50% of the match must be cash.*

- *Special Project and Mini-Grant applicants do not need to submit the list of their Board members.*

- *ADA information MUST be filled out in its entirety.*

- *Starting this year, all contracts submitted by awardees must be accompanied by a general liability certificate of insurance.*

<u>**CATEGORIES OF FUNDING**</u>

There are three categories of funding under the Commission's re-grant program. <u>Applicants may apply in only one category annually.</u>

Special Project (SP): Funding is for any nonprofit group, regardless of the intent of its charter, to sponsor a special arts project. This Special Project funding is intended to allow, for example, a civic organization to incorporate the arts into its economic development promotions, a social service organization to develop an arts enrichment program for young people, or a library to sponsor a special exhibition.

General Operating Support (GOS): This funding is for groups whose charter is primarily arts related. It is designed to provide general operating support for groups that increase exposure to art in the community. This would include, but is not limited to: community theater groups, dance companies, not-for-profit museums or galleries, orchestras, and vocal groups who exist primarily to create and/or perform arts programs. General Operating Support funding is more stringent in its requirements and more detail is required in substantiating fiscal responsibility. **General Operating Support requests are limited to 20% or less of the previous year's cash income, but not to exceed the maximum grant request of $7,500.**

Mini-Grant (MG): Mini-grants are designed to help smaller organizations with modest budgets to successfully apply for grant funding. The program focuses on projects that support three goals of the New Jersey Arts Plan: economic development and the arts; life-long arts education; and broadening and deepening access to the arts by all people.

All applicants must complete the application checklist, signature page and ADA Checklist. You should complete the Narrative and Budget Forms pertaining only to the category of funding you are requesting.

<u>**ELIGIBILITY**</u>

- Any non-profit group is eligible, including libraries, civic organizations, Y's, educational institutions (for non-standard extracurricular funding only), museums, historical groups, festival programs, arts councils and commissions, and creative groups in all disciplines. **Non-arts groups can apply for Special Project or Mini-Grant funding, but <u>only</u> to support arts-related projects.** Any proposal that does not clearly support the arts, no matter how well prepared, will be denied funding.

- Arts as used in these guidelines includes: visual arts (painting, sculpture, drawing, etc.), music, dance, theater, opera/music theatre, crafts, media arts, photography, design arts, folk/traditional arts and literature. The Commission is open to other kinds of arts programming, but strongly recommends that you discuss the suitability of your project with the Director before beginning work on a proposal.

- The State Council on the Arts does not permit county agencies to award fellowships. Individual artists should apply directly to the NJSCA.

- All proposed projects must take place within Salem County.

- Projects must commence no sooner than January 1, 2020 and must be completed on or before December 31, 2020 for compliance with the NJSCA grant cycle.

- Capital expenses or equipment needs. Any material with a three year or longer life expectancy (i.e. **photocopier, fax machine, a/v equipment, equipment leases, musical instruments, real estate, building repairs or improvements, etc.) are considered capital expenses for the purposes of this grant.**

  Note: Reusable materials such as theater sets, exhibition supplies or sheet music are not considered capital expenditures.

- Deficit reduction or for the replacement of funds normally budgeted for the agency's activities.

- Fundraising events or components of fundraising events; income from such events, however, can be included as part of the applicant's matching funds.

- Hospitality. Food, beverage and related expenses for entertaining; these expenses, however, can be shown as part of the applicant's matching funds.

- Expenses incurred prior to the grant period.

- Scholarships and Fellowships.

- Note that because of the limited scope of Mini-Grants, grant-restricted expenses are more targeted.

FUNDING LEVEL

Applicants for Special Project and General Operating Support can apply for a maximum grant of $7,500, Mini-Grants for a maximum of $1,000, and must demonstrate a match for the amount requested (see below). It is important to understand that grants are competitive and the final awards are based on artistic merit, documentation of past arts programming and/or organizational capacity to support arts programming, financial and administrative capability, the quality of the project, and prior funding histories, if available and applicable. The completeness and correctness of the application is essential to a successful proposal.

Given the limited grant resources available applicants must use good judgment when completing the budget information and should submit budgets that accurately reflect their needs. Inflated budgets will be flagged, and may adversely affect funding decisions at all levels of review. Although the Commission often has more requests than funds, every effort is made to award appropriate funding. It is not our intent to restrict your vision, but rather to encourage fiscal responsibility.

MATCHING REQUIREMENTS

Each organization must match the funding requested on at least on a 1:1 basis. The match may consist of cash or a mix of cash and in-kind contributions. At least 50% of the match must be cash. Cash sources may include other government agencies (excluding the Commission, NJSCA or other county cultural and heritage agencies), private contributions, membership fees, admission to programs, other grants, organization cash resources, etc. Salaries and benefits for organizational employees may be considered as cash match for the part of their job that is related to the project in question.

ATTACHMENTS

Required attachments are specified according to the type of grant on the application checklist.

DEADLINE

Applications consisting of one (1) original and three (3) copies of the application and all support materials must be delivered or mailed to Kathy Mills at the Salem County Cultural & Heritage Commission on or before September 26, 2019.

CULTURAL & DISCIPLINE CODES

The following codes are required by NJSCA and must be specified on the signature page of your grant application. The Cultural Code that applies is the one that best represents the predominant composition of your board and/or staff. If the program itself is targeted at a special constituency to promote cultural diversity, that should be noted in the narrative.

Cultural Codes:

A	Asian	**B**	African-American
H	Hispanic	**N**	Native American / Alaska Native
W	White, not Hispanic	**P**	Native Hawaiian / Pacific Islander
G	General (no single race represents more than 50%)		

Discipline Codes:

01	Dance	**08**	Photography
02	Music	**09**	Media/Arts
03	Opera, Musical Theatre	**10**	Literature
04	Theatre	**11**	Interdisciplinary
05	Visual Arts	**12**	Folk Arts
06	Design Arts	**14**	Multidisciplinary
07	Crafts	**17**	Presenters

REVIEW PROCESS

At the beginning of each grant cycle, a Grant Workshop is held to provide applicant organizations the opportunity to meet with staff, and ask questions. All organizations planning to submit a proposal are encouraged to send a representative to the meeting, preferably the person responsible for organizing the proposal and writing the narrative.

Once the final submittal is made, staff prepares review packets for the Grants Review Panel. All applications are carefully reviewed by this independent panel of arts professionals. The proposals are evaluated for artistic merit, the manner in which the proposals address the needs of the community and the NJ Arts Plan Goals, compliance with local, state and federal law, the applicant's administrative capabilities and prior program and funding history, where available.

The panel will make recommendations to the Commission regarding which proposals should be funded and at what level. The Commission reviews the recommendations and submits their report to the Board of Chosen Freeholders for final approval. At any point in this process questions may be referred back to the review panel. The process is implemented in accordance with the County's Code of Ethics.

APPEAL PROCEDURE

Applicants may appeal the decision of the Commission upon receipt of the Panel's determination letter. **Please note: Appeals can be made only on the grounds that the application was misinterpreted or misunderstood. No appeal will be heard based solely on disagreements with the recommended funding level.** No new information will be accepted for consideration and additional segments cannot be added to increase the funding. **Applicants will have two weeks from receipt of the determination letter to file a written appeal with the Commission.**

<u>**AWARDS**</u>

Awards will be made by letter in December. Groups should not begin projects dependent on SCCHC funds until they have received official notification of the award amount.

<u>**PAYMENT SCHEDULE**</u>

Grant funds are distributed in three payments. All payments are paid once state funds are received and close as possible to the following schedule. The first payment will be made after the terms and specifications of the award are met and contracts are signed. This process includes notification of the final amount of the award. If there were reductions in funding at this time you will be required to submit a revised budget reflecting **the actual grant award. The first payment is 50% of the full award amount. Please note that no payments are processed until the contract has been correctly completed and submitted and all necessary payment vouchers are returned. The second payment of 25% is made in** *late* **summer, after a BRIEF interim report is due.**

The third and final payment of 25% is made *after* the Final Report is submitted in January. Final Reports may be submitted after the project is completed, but no later than January 10, 2021. Receipt of the final payment is dependent on several factors:

1) Programs must be completed and funds utilized in strict compliance with the plans outlined in the proposal;
2) Any changes in the program must be discussed with Commission staff *prior* to implementation and must be reported in the Final Report;
3) A short interim report is required to update the commission on program progress by 6/30/20.
4) A Final Report must be on file at the Commission office;
5) The Commission and the State Council on the Arts must have been properly credited in all advertising and print and on-line materials;
6) The organization must have provided and documented the required matching funds (cash or a mix of cash and in-kind contributions).

All or part of the final payment may be withheld if the above conditions are not met, or if other requirements that may be stipulated by the Commission or NJSCA during the contract period are not met. The extent of the monies that are withheld will be based on the individual circumstances.

<u>Organizations may not receive grants from both the Salem County Cultural and Heritage Commission and the New Jersey State Council on the Arts in the same funding cycle.</u>

<u>**ACKNOWLEDGEMENT**</u>

The Salem County Cultural and Heritage Commission and the New Jersey State Council on the Arts must be credited in promotional literature (posters, flyers, programs, etc.) and press releases using the following language: **Funding has been made possible in part by the New Jersey State Council on the Arts / Department of State, the National Endowment for the Arts, the Salem County Board of Chosen Freeholders and the Salem County Cultural & Heritage Commission.**

Re-grantees are required to use the "Salem County: Discover the Possibilities" logo in publications and advertising and on websites. Logos and instructions for their use are outlined in the contract.

Salem County Cultural and Heritage Commission

Arts Grant Application
APPLICATION CHECKLIST

Required with all applications

APPLICANT ORGANIZATION	

- *This checklist (completed, printed, signed and dated) must accompany the original and three (3) copies of the application.*
- *The checklist items represent the order in which the application should be packaged.*
- *Check the column pertaining to the type of grant you are submitting:*
  Special Project (SP); General Operating Support (GOS); Mini-Grant (MG)
- *Check the shaded areas only if they pertain to your specific project.*

SP	GOS	MG	DESCRIPTION
			Application checklist
			Signature page
			ADA Checklist/ ADA plan completed
			Narrative
			Budget (Expense and Income Charts)
■		■	Organizational Financial Overview
			Brief Bios or Resumes of Key Staff (include information about artists, consultants and/or staff to be hired as appropriate; if an individual has not been selected for the position provide a job description and requirements)
■		■	List of Board Members with terms and lengths of service
■		■	Copy of Audit or Financial Review
■		■	Copy of Board-approved Long Range Plan
			For collaborative projects: a letter of commitment from the partnering school, organization or institution
			For publication projects: writing sample from manuscript, representative illustrations, and production bid sheet from printer
			For exhibition projects: exhibition outline, photos of representative objects with captions
			Optional support materials: brochures, press clippings, programs, flyers etc., limit of 2 samples

Salem County Cultural and Heritage Commission

Arts Grant Application
SIGNATURE PAGE

APPLICANT ORGANIZATION	
ADDRESS	

PHONE #		**FAX**		**E-MAIL**	
CONTACT PERSON				**TITLE**	
ADDRESS					
PHONE #		**FAX**		**E-MAIL**	

FEDERAL ID #	
TAX EXEMPTION #	
NJ CHARITIES REGISTRATION # **	

CULTURAL CODE (see p. 7)		**DISCIPLINE CODE** (see p. 7)	

GRANT TYPE *Check box*	**Special Project (SP)**		**General Operating Support (GOS)**		**Mini Grant (MG)**	

PROJECT/PROGRAM SUMMARY (100 words or less)

GRANT REQUEST SUMMARY	
Total grant request	
Total cash match (cash expenses)	
Total in-kind match (in-kind expenses)	

AUTHORIZING SIGNATURE		
I/We hereby certify that the information in this application is true and correct and authorize its submission.		
Name and Title of Representative	Signature	Date

** New Jersey non-profit organizations raising more than $10,000 a year must register with the NJ Division of Consumer Affairs, Charities Registration Bureau, 124 Halsey St., PO Box 45021, Newark, NJ 07101 (http://www.state.nj.us/oag/ca/charity/charfrm.htm)

Arts Grant Application
ADA CHECKLIST
Required to be filled out completely by ALL applicants
Attachments, where applicable, MUST be included in the application packet.

APPLICANT ORGANIZATION	

This checklist covers only very basic accessibility issues and ADA (Americans with Disabilities Act) requirements. A comprehensive self-assessment is recommended for an organization to better understand its full obligations under the law. A Self-Assessment Survey tool has been developed by the Cultural Access Network of New Jersey and is available at www.culturalaccessnetwork.org/resources/. Although designed for arts organizations, the guidelines are applicable to cultural facilities and programming generally.

Throughout the checklist reference is made to sections in the self-assessment survey tool where you can find very specific, helpful information about the various issues addressed in this checklist, such as full facility guidelines, information on programmatic accommodations, sample non-discrimination policies, methods for training personnel, and sample grievance procedures. Most issues of compliance, such as adopting a non-discrimination policy or grievance procedure, or providing sensitivity training can be quickly and easily accomplished with the resources provided in the self-assessment tool. In addition, the Commission periodically offers workshops and will publicize workshop opportunities elsewhere as they are learned of.

Re-grant recipients will be required to have a copy of their current board-approved ADA Plan on file with the Commission. All ADA Plans are reviewed by the Commission's ADA Committee for compliance.

ADA Plan

Does your organization have a board-approved ADA Plan? (**If yes, include copy**)	Yes
If no, please describe why not and what you are doing to develop or update a plan.	No
Expected Date of Finished Plan:	

Facilities: Your organization is legally responsible for the facility where you present your project and programs, regardless of whether you own it, rent it or use it rent-free. (See Self-Assessment Survey – Facilities Section)

Please check the response applicable to your facility.   Facility Name:

	Our facility/facilities and/or the facilities we will use for our project/program(s) is accessible to people with disabilities. We can assure this because (check one):
	Our organization conducted a comprehensive survey of the facility/facilities.
	A qualified architect or other professional conducted a comprehensive survey of the facility/facilities.
	We have received a completed physical assessment from the venue we are using, which indicates that the site is accessible.
	Other – explain:
	Our facility/facilities and/or the facilities we are using for our project/program(s) is not currently accessible, however, we/the venue offer the following reasonable accommodations to provide accessibility.
	Describe the accommodations:

Programmatic Accommodations/Marketing:
Our organization will convey in all materials promoting the event that we will provide the following programmatic accommodations (see Self-Assessment Survey – Effective Communication and Programs & Services Sections):

Accommodation	Check if you will provide accommodation or service without prior request	Check if you will provide accommodation upon request. If so, include length of advance notice required	Check if not applicable for this type of program or project.
Assistive listening system			
Sign interpretation			
Audio description			
Open captioning			
Tactile exhibits			
Braille publications			
Large print publications			
Publications on audio cassette			
Other:			

Has your organization budgeted to provide for programmatic and service access accommodations? Note that you may use grant funds for cost of accommodations, except those related to facility renovation/construction or purchase of equipment.
If no, please explain why budgeting is not required.

Yes
No

Employment: Does your organization have a board-approved policy that states it will not discriminate against potential staff, volunteers, artists or others due to a disability in the engagement of services (see Self-Assessment Survey – Management Practices Section/Employment)? **If yes, include copy of policy**.

Yes
No

Sensitivity Training: Have/will key personnel having contact with the public been/be provided with appropriate information/training in disability awareness and service to audiences with disabilities (see Self-Assessment Survey – Management Practices Section/Policies)? **If yes, date of last training:** _____

Yes
No

Grievance Procedure: Does your organization have a procedure for addressing grievances or complaints in regard to accessibility for people with disabilities (see Self-Assessment Survey – Management Practices section/Grievance Procedure and Appendix for Sample Grievance Procedures)? **If yes, include copy of procedure.**

Yes
No

Name/Title of your organization's designated Access Coordinator:

Name	Title

We understand that in accepting any grant funds from the Salem County Cultural & Heritage Commission and the New Jersey State Council on the Arts our organization must be in full compliance with all pertinent federal and state laws and regulations including the Americans with Disabilities Act.

APPLICANT ORGANIZATION	

Please answer the following questions in the boxes provided if you are requesting Special Project funding. The Salem County Cultural and Heritage Commission Grants Review Panel will use the information provided herein to form its opinion of the value of the project and the appropriate funding level. Please provide enough detailed information to help the panel fully understand your project and your organization's ability to carry it out. <u>The text boxes will expand to accommodate your responses</u>. **Do not exceed eight (8) pages. Do not change the font provided in text boxes (Times New Roman, 12 pt.).**

1. Provide the mission statement and a brief history of your organization. Arts organizations should briefly describe arts projects/programs they have presented <u>within the past 12 months</u>. Non-arts organizations should discuss how arts programming fits within their mission as well as recent arts projects they've presented, if any.

2. Describe in detail your project, its goals, activities and content. Where will the project take place? How does the project relate to the NJ Arts Plan (see Appendix)?

3. Why is this project important? How will it benefit the community? How will your project broaden, deepen and/or diversify participation in the arts?

4. List the artists and their qualifications that will be involved in your project. If you have not yet identified specific artists, provide a list of the qualifications required to fulfill this role and how they will be recruited.

5. What is the timeline for your project? Please include planning, publicity and evaluative components.

Month	Activity

6. Describe your intended/target audience/s. How many people do you expect to serve? What is the anticipated demographic composition of your audience? Describe how you intend to reach and meet the needs of special constituencies (minorities, handicapped, seniors, etc.) including facilities access and special services. Include strategies you have used that have been successful in the past

7. How do you define success? What methods will you use to evaluate your project beyond attendance statistics (e.g. audience surveys, intercept interviews, on-line surveys, outside evaluators, independent critical reviewers, etc.)? How does your organization use evaluative data?

8. Describe in detail your publicity plan. Be specific about how and where you will credit the Cultural and Heritage Commission and the New Jersey State Council on the Arts. Refer to examples of past publicity and why they were effective in reaching and growing your audience.

9. Will your project involve any noteworthy partnerships or collaborations (e.g. with other arts organizations, non-arts organizations including social service agencies, educational institutions, businesses or government other than SCCHC)? If so, please describe. If not, leave blank.
There is no penalty for leaving this question blank.

10. Check which, if any, of the descriptors below comprise a significant portion (**50% or more**) of the grant resources/funded activities. *If none apply, or if the below descriptors apply to a small or indeterminate portion of your funding/activities, do not check any boxes. There is no penalty for not answering this question if it does not apply to your project.*

	Accessibility – increasing access for people with disabilities
	International – grantees visiting other countries, foreign artists visiting the US, cultural exchange programs, linkages with artists/organizations in other countries, and other international programs
	Presenting/Touring – movement of artists and artworks for performances, screenings, exhibits, etc. in different geographic areas as either the presenter or touring group
	Technology – for creation or dissemination of artworks or for organizational management
	Youth at Risk – programs designed primarily to serve at-risk youth, including drug, violence, alcohol, crime intervention
	Older Adults – programs involving older adults as the primary artists, participants, or beneficiaries as well as programs in elder care settings, senior centers, or retirement residences
	Health/Healing – programs using the arts specifically to promote good physical or mental health or to aid in healing, serving individuals, institutions or communities, e.g. in response to natural disasters or tragedies
	Economic Development – use of the arts as an economic development tool
	Cultural Heritage Tourism – activities that promote cultural events specifically to tourist populations and/or use arts, heritage or history offerings as traveler destinations and integration of culture into tourism development plan

11. Does your organization have a written disaster preparedness plan? _____ Yes _____ No

SPECIAL PROJECT BUDGET

PROJECT EXPENSES

Category of Expenditure	SCCHC Grant Funds	Matching Funds*		TOTAL
		Cash	In-kind**	
Personnel				
Administrative salaries				
Artistic salaries				
Technical/Production salaries				
Fringe Benefits				
Outside Fees and Services				
Artistic				
Other				
Equipment Purchased (list; insert rows as needed)				
Operating Expenses				
Space rental				
Marketing (includes advertising, public relations, etc.)				
Travel/Transportation				
Phone				
Postage				
Printing				
Insurance				
Rentals				
Supplies/Materials				
Hospitality				
Other (list)				
TOTAL				

* Each organization must match the funding requested from the Commission's Grant program at least on a 1:1 basis. Match may consist of cash or a mix of cash and in-kind contributions. 50% of the match must be cash.
** In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value. You may include the value of volunteers' time.

Arts Grant Application
SPECIAL PROJECT BUDGET

PROJECT INCOME

Description	Cash	In-kind*	TOTAL (Cash & In-Kind)
Earned Income			
Admission fees, ticket sales, registrations			
Merchandise, concession, ad sales			
Fundraising activities, events			
Other (list)			
Corporate Contributions (please itemize, insert rows as needed)			
Foundations (please itemize, insert rows as needed)			
Government Grants (other than SCCHC; please itemize, insert rows as needed)			
Other Income			
Private contributions			
Endowment, interest income			
Organization cash reserves			
TOTAL ORGANIZATION INCOME**			
SCCHC Grant			
TOTAL PROJECT INCOME			

* *In-kind contributions must equal in-kind expenses outlined on previous page.*
** *Total Organization Income must equal or exceed the SCCHC Grant request*

BUDGET NARRATIVE

Explain how grant funds will be spent. Tell us how you arrived at the amounts entered in each expense category you completed.

Examples: If you are hiring an artist for $200, in the narrative explain that the artist will work for 4 hrs @ $50/hr. If your printing total was entered as $500, the detail might read 1,000 color brochures @ .50/each. Be sure to explain how the expenses relate to and support your project. Discuss principal income sources and how those amounts are projected.

APPLICANT ORGANIZATION	

Please answer the following questions in the boxes provided if you are requesting General Operating Support funding. The Salem County Cultural and Heritage Commission Grants Review Panel will use the information provided herein to form its opinion of the value of the project and the appropriate funding level. Please provide enough detailed information to help the panel fully understand your organization and its work and make a valid decision. <u>The text boxes will expand to accommodate your responses</u>. **Do not exceed eight (8) pages. Do not change font provided in text boxes (Times New Roman, 12 pt.).**

1. Provide a history of your organization, including mission, goals, objectives and major programming. How do your organization's activities relate to the NJ Arts Plan? What makes your organization important?

2. Describe the programs and services you offered the public during the previous 12 month period and how they benefited your community. How do your programs and services broaden, deepen and/or diversify participation in the arts?

3. What are you planning for the upcoming grant year? Discuss in detail new programming and ways you are planning to improve current offerings and why.

4. Describe in detail the intended use for GOS funds. How will GOS funding advance your organization's mission, goals and objectives? How will it strengthen your programs and services?

5. Discuss the principal artists involved in your organization/programs and their qualifications. Include staff, consultants and guest artists.

6. Describe your audience. How many people have you served in the past 12 months and how many do you expect to serve during this grant period? What is the anticipated demographic composition of your audience? Be sure to describe how you reach and meet the needs of special constituencies (minorities, handicapped, seniors, etc.), including facilities access and special services. What strategies have you employed that have been successful in the past?

7. How do you define success? What methods do you use to evaluate your programs beyond attendance statistics (e.g. audience surveys, intercept interviews, on-line surveys, outside evaluators, independent critical reviews, etc.)? How do you utilize evaluative data?

8. Describe in detail your proposed publicity plan. Be specific about how and where you will credit the Cultural and Heritage Commission and the New Jersey State Council on the Arts. Refer to examples of past publicity why they were effective in growing your audience.

9. Check which, if any, of the descriptors below comprise a significant portion (<u>50% or more</u>) of your organization's activities. Check all that apply. *If none apply, or if the below descriptors apply to a small or indeterminate portion of your funding/activities, do not check any boxes. There is no penalty for leaving this question unanswered.*

	Accessibility – increasing access for people with disabilities
	International – grantees visiting other countries, foreign artists visiting the US, cultural exchange programs, linkages with artists/organizations in other countries, and other international programs
	Presenting/Touring – movement of artists and artworks for performances, screenings, exhibits, etc. in different geographic areas as either the presenter or touring group
	Technology – for creation or dissemination of artworks or for organizational management
	Youth at Risk – programs designed primarily to serve at-risk youth, including drug, violence, alcohol, crime intervention
	Older Adults – programs involving older adults as the primary artists, participants, or beneficiaries as well as programs in elder care settings, senior centers, or retirement residences
	Health/Healing – programs using the arts specifically to promote good physical or mental health or to aid in healing, serving individuals, institutions or communities, e.g. in response to natural disasters or tragedies
	Economic Development – use of the arts as an economic development tool
	Cultural Heritage Tourism – activities that promote cultural events specifically to tourist populations and/or use arts, heritage or history offerings as traveler destinations and integration of culture into tourism development plan

10. Describe any noteworthy partnerships or collaborations (e.g. with other arts organizations, non-arts organizations including social service agencies, educational institutions, businesses or government other than SCCHC) in which your organization is or will be involved. If you are not currently engaged in any collaborations, leave blank.
There is no penalty for leaving this question blank.

11. Does your organization have a written disaster preparedness plan? ____ Yes ____ No

Arts Grant Application
GENERAL OPERATING SUPPORT BUDGET

EXPENSES

Category of Expenditure	SCCHC Grant Funds	Matching Funds*		TOTAL
		Cash	In-kind**	
Personnel				
Administrative salaries				
Artistic salaries				
Technical/Production salaries				
Fringe Benefits				
Outside Fees and Services				
Artistic				
Other				
Equipment Purchased (list; insert rows as needed)				
Operating Expenses				
Space rental				
Marketing (includes advertising, public relations, etc.)				
Travel/Transportation				
Phone				
Postage				
Printing				
Insurance				
Rentals				
Supplies/Materials				
Hospitality				
Other (list)				
TOTAL				

* Each organization must match the funding requested from the Commission's Grant program at least on a 1:1 basis. Match may consist of cash or a mix of cash and in-kind contributions. 50% of the match must be cash.
** In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value. You may include the value of volunteers' time.

Arts Grant Application

GENERAL OPERATING SUPPORT BUDGET

INCOME

Description	Cash	In-kind*	TOTAL (Cash & In-Kind)
Earned Income			
Admission fees, ticket sales, registrations			
Merchandise, concession, ad sales			
Membership dues			
Fundraising activities, events			
Other (list)			
Corporate Contributions (please itemize, insert rows as needed)			
Foundations (please itemize, insert rows as needed)			
Government Grants (other than SCCHC; please itemize, insert rows as needed)			
Other Income			
Private Contributions			
Endowment, interest income			
Organization cash reserves			
TOTAL ORGANIZATION INCOME**			
SCCHC Grant			

* *In-kind contributions must equal in-kind expenses outlined on previous page.*
** *Total Organization Income must equal or exceed the SCCHC Grant request*

BUDGET NARRATIVE

Tell us how you arrived at the amounts entered in each expense category you completed. Be sure to explain how grant funds will be spent.
Examples: If you are hiring an artist for $200, in the narrative explain that the artist will work for 4 hrs @ $50/hr. If your printing total was entered as $500, the detail might read 1,000 color brochures @ .50/each.

If your projected budget shows a deficit, how will that situation be addressed?

Arts Grant Application

GENERAL OPERATING SUPPORT BUDGET – FINANCIAL OVERVIEW

CASH EXPENSES

Category of Expenditure	2016 Actual	2017 Projected
Personnel		
Administrative salaries		
Artistic salaries		
Technical/Production salaries		
Fringe Benefits		
Outside Fees and Services		
Artistic		
Other		
Equipment Purchased (list; insert rows as needed)		
Operating Expenses		
Space rental		
Marketing (includes advertising, public relations, etc.)		
Travel/Transportation		
Phone		
Postage		
Printing		
Insurance		
Rentals		
Supplies/Materials		
Hospitality		
Other (list)		
TOTAL EXPENSES		

Arts Grant Application

GENERAL OPERATING SUPPORT BUDGET - FINANCIAL OVERVIEW

CASH INCOME

Description	2016 Actual	2017 Projected
Earned Income		
Admission fees, tickets, registrations		
Merchandise, concession, ad sales		
Membership dues		
Fundraising activities, events		
Other (list)		
Corporate Contributions (please itemize, insert rows as needed))		
Foundations (please itemize, insert rows as needed)		
Government Grants (Please itemize, insert rows as needed)		
SCCHC Grant		
Other Income		
Private contributions		
Interest, endowment income		
Organization cash reserves		
TOTAL INCOME		
TOTAL EXPENSE *(Transfer from previous page)*		
SURPLUS [DEFICIT]		

Discuss your organization's financial health, especially any significant variations in income and/or expenses in your 3-year income and expense budgets. Discuss any surpluses or deficits, if applicable. If there have been deficits, how are they being addressed?

APPLICANT ORGANIZATION	

Please answer the following questions in the boxes provided if you are requesting Mini-Grant funding. The Salem County Cultural and Heritage Commission Grants Review Panel will use the information provided herein to form its opinion of the value of the project and the appropriate funding level. Please provide enough detailed information to help the panel fully understand your project and make a valid decision. <u>The text boxes will expand to accommodate your responses</u>. **Do not exceed four (4) pages. Do not change font provided in text boxes (Times New Roman, 12 pt.).**

1. Provide the mission and a brief overview of your organization, including its principal programs, services and activities. How does this project relate to your mission? *Do not assume that the reviewers know anything about your organization or its services.*

2. Mini-grants are designed to support projects that focus on at least one of the following three goals of the New Jersey Arts Plan. Check the goal or goals that most pertain to your project.

	Economic and Community Development – growing thriving and vibrant communities through the arts
	Arts Education – providing lifelong arts education
	Access and Participation – broadening, deepening and diversifying cultural participation

3. Tell us about your project. What are its goals and purpose? When and where will it take place? Describe in detail the program or activities that will take place. Why is this project important?

4. Who will be responsible for designing and implementing the project for your organization? Who in your organization will be in charge and what experience do they have? Who are the artists that will be involved in the project and why are they appropriate? *Be sure to include resumes or brief bios for key staff and artists.*

5. Describe your intended/target audience/s. How many people do you expect to serve? What is the anticipated demographic composition of your audience? Describe how you intend to reach and meet the needs of special constituencies (minorities, handicapped, seniors, etc.).

6. How will you define success? What methods will you use to evaluate your project beyond attendance statistics (e.g. audience surveys, intercept interviews, on-line surveys, outside evaluators, independent critical reviewers, etc.)? How will you know that your project was effective in reaching its goals?

7. Does your organization have a written disaster preparedness plan? _____ Yes _____ No

MINI-GRANT BUDGET

PROJECT EXPENSES

Category of Expenditure	SCCHC Grant Funds	Matching Funds*		TOTAL
		Cash	In-kind**	
Personnel				
Organizational salaries & fringe				
Outside Fees and Services				
Artistic				
Other				
Equipment Purchased (list; insert rows as needed)				
Operating Expenses				
Space rental				
Marketing (includes advertising, public relations, etc.)				
Travel/Transportation				
Phone				
Postage				
Printing				
Insurance				
Rentals				
Supplies/Materials				
Hospitality				
Other (list)				
TOTAL				

* Each organization must match the funding requested from the Commission's Grant program at least on a 1:1 basis. Match may consist of cash or a mix of cash and in-kind contributions. At least 50% of the match must be cash.
** In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value. You may include the value of volunteers' time.

Arts Grant Application

MINI-GRANT BUDGET

PROJECT INCOME

Description	Cash	In-kind*	TOTAL (Cash & In-Kind)
Earned Income			
Admission fees, ticket sales, registrations		▮▮▮▮	
Merchandise, concession, ad sales		▮▮▮▮	
Fundraising activities, events			
Other (list)			
Corporate Contributions (please itemize, insert rows as needed)			
Foundations (please itemize, insert rows as needed)			
Government Grants (other than SCCHC; please itemize, insert rows as needed)			
Other Income			
Private contributions			
Endowment, interest income		▮▮▮▮	
Organization cash reserves		▮▮▮▮	
TOTAL ORGANIZATION INCOME**			
SCCHC Grant		▮▮▮▮	
TOTAL PROJECT INCOME			

Donated goods and services may come from individuals, businesses and other organizations. Make sure that in-kind contributions equal in-kind expenses as outlined on previous page. For example, if ABC Company provided free use of their copier to make copies worth $500 in printing, you should enter $500 in-kind expense on the expense page and $500 in-kind corporate income on this page. In-kind expenses and income then balance. Likewise if you listed $500 worth of volunteer time as an in-kind contribution, you should enter $500 as a private in-kind contribution.
**Total Organization Income must equal or exceed the SCCHC Grant request*

MINI-GRANT BUDGET NARRATIVE

Tell us how you arrived at the amounts entered in each expense category you completed. Be sure to explain how grant funds will be spent.

Examples: If you are hiring an artist for $200, in the narrative explain that the artist will work for 4 hrs @ $50/hr. If your printing total was entered as $500, the detail might read 1,000 color brochures @ .50/each. This helps the reviewers understand the costs of your project more clearly and how grant funds will be spent.

APPENDIX

ARTS PLAN NJ
GOALS & STRATEGIES

(detailed descriptions can be accessed at www.artsplannj.org)

- **Goal 1. Economic and Community Development** – growing thriving and vibrant communities through the arts

- **Goal 2. Arts Organization of Tomorrow** – building the very strongest arts community possible

- **Goal 3. Arts Education** – providing lifelong arts education

- **Goal 4. Support for Artists** – fostering a strong network of support for artists

- **Goal 5. Access and Participation** – broadening, deepening and diversifying cultural participation

- **Goal 6. Technology** – advancing the arts by the effective application of the most modern technology, from the creation of art to marketing, operations, advocacy accessibility and state of the arts facilities