



Dennis Levinson
County Executive

Atlantic County
Board
of Freeholders

ATLANTIC COUNTY LOCAL ARTS PROGRAM GRANT FISCAL YEAR 2012 GRANT GUIDELINES & APPLICATION

The Atlantic County Office of Cultural & Heritage Affairs (ACOCHA) is a unit of County government founded in 1975 to foster the growth and development of the local arts community. The ACOCHA offers through the NJ State Council on the Arts (NJSCA) a program of Local Arts Grants to Atlantic County organizations that provide programs that are artistically excellent, provide public benefit, and are accessible to the public. Organizations must be able to complete all reporting necessary for these public funds, including the application, contract and final report.

FUNDING PERIOD: January 1, 2012 – December 15, 2012

DEADLINE TO APPLY: Wednesday, August 24, 2011 - 6:00 p.m.

Need assistance in developing your proposal? Office staff will be available to discuss one-on-one, Wednesday, August 17, 2011 at the Atlantic County Library/Ventnor from 10:00 am to 12 noon and again from 6:00 pm to 8:00 pm at the Atlantic County Library/Mays Landing. Specific questions may be emailed at any time to: cmasonpurdie@aclsys.org

IMPORTANT NOTE: MANDATORY WORKSHOPS

Any organization wishing to apply to this grant program must have a representative participate in the following workshops. Applications from organizations that have not participated will not be considered for funding. **Proposal Prep 101 & 102 to be presented on two Wednesdays: July 13 and July 20 at 7pm** in the Atlantic County Library in Mays Landing. (If your organization had a representative signed-in at the previous Proposal Prep workshops held in March and April – you are exempt from the July sessions.) A third mandatory workshop “Measuring and Evaluating Success” is still being planned and will take place after the application deadline.

Table of contents for guidelines and application:

The Guidelines – pages 1-9	Suggestions	page 4	The Application – pages 10-15
Eligibility	Application process	page 5	Application Checklist
Types of grants	Timeline	page 5	page 10
Grant period	Budget definitions	page 6	Applicant information
Award amounts	Budget definitions	page 7	page 11
NJSCA priorities	Audience survey	page 7	Applicant signatures
ADA compliance	Building participation	page 8	page 11
Tax exempt status	Prepare for final report	page 9	Narrative instructions
			page 12
			Activities Chart
			page 13
			Finance chart #1 – expenses
			page 14
			Finance chart #2 – income
			page 15

1 signed original and 2 copies of the application should be mailed or hand-delivered to:
Atlantic County Office of Cultural & Heritage Affairs, 40 Farragut Avenue, Mays landing, NJ 08330

This Application is available in Large Print upon request.

This and other programs of the Atlantic County Office of Cultural & Heritage Affairs (ACOCHA) are made possible in part through funding from the NJ State Council on the Arts/Dept. of State, a Partner Agency of the National Endowment for the Arts. Please note that revenues for this grant program have been reduced and the application process is competitive. The Local Arts Grant Program offered by the NJ State Council on the Arts/Department of State through designated agencies in each County provides the people of New Jersey access to quality arts experiences in their own neighborhood, making the arts an integral part of people's lives and the life of their communities.

ATLANTIC COUNTY /NJSCA 2012 LOCAL ARTS GRANT - GUIDELINES

APPLICANT ELIGIBILITY:

- Applicant organizations must be:
 - based in Atlantic County, NJ
 - incorporated in the State of New Jersey as a non-profit corporation.
 - Up to date with NJ Charities registration
 - tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c) 3 or (c) 4.
- Applicant organizations must comply with all pertinent state and federal regulations including, but not limited to:
 - Fair Labor Standards (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions),
 - the Civil Rights Act of 1964,
 - section 504 of the Rehabilitation Act of 1973, as amended;
 - Title IX of the Education Amendments of 1972;
 - the Age Discrimination Act of 1975;
 - the Americans with Disabilities Act of 1990 (all barring discrimination on among other things, the basis of race, color, national origin, disability, age or sex); and
 - the Drug –Free Workplace Act of 1988; and Section 1913 of 18 U.S.C.

THIS GRANT WILL NOT FUND:

- Capital improvements and acquisitions
- Hospitality costs and foreign travel
- Deficits or replacement of funds normally budgeted for the activity.
- Student publications and scholarships.
- Projects in educational or religious institutions which are exclusive to students or members and do not involve the public at large.
- Fundraising events

TYPES OF GRANTS:

General Operating Support (GOS): to support the overall operations of non-profit organizations with: missions devoted exclusively to the arts; fully developed Long Range Plans and a demonstrated history of organizational and programmatic strength. Funds are for a 3 year period. **** GOS Grants match: one dollar for every dollar awarded (1:1).** ****dependant on funding availability from NJSCA**

General Program Support (GPS): to support the costs of full-time, on-going arts programs presented by non-profit organizations, agencies, or institutions. These programs should have their own mission and goals and be considered permanent within the sponsoring institution and contain multiple events or activities. **GPS Grants must be matched two to one (2:1).**

Special Project (SP): to support the costs of an arts project or event presented by a non-profit agency, organization or institution. A special project is defined as an activity and/or service that is event-oriented, occurring either one-time or periodically for a short duration. **Arts organizations: SP grants match: one dollar for every dollar awarded (1:1).** **Non-arts organizations SP Grant match: two dollars for every dollar awarded (2:1).**

Technical Assistance (TA): up to \$2,000 for emerging/developing, minority arts, or special constituency organizations that demonstrate promise, and the ability to realize organizational stability through targeted financial assistance. TA grants are also available to existing arts organizations wishing to address a specific development problem within an organization. **TA Grants require a dollar for dollar cash match of at least 80% of the request with the remainder match of in-kind goods and services.**

- *NOTE: Applicants should select one category and may not be funded by ACOCHA and State Council on the Arts at the same time, except for allowable grant program advertised by the State. In some instances an applicant may be allowed to apply for a TA grant in addition to a GOS, GPS or SP application.*

ATLANTIC COUNTY /NJSCA LOCAL ARTS GRANT - GUIDELINES

GRANT PERIOD: January 1, 2012 – December 15, 2012

General Operating Support Grant Cycle: Year 1 January 1, 2012 – December 15, 2012
Year 2 January 1, 2013 – December 15, 2013
Year 3 January 1, 2014 – December 15, 2014

AWARD AMOUNTS: Between \$500 and \$6000. Amounts are contingent on awarded amounts to the ACOCHA from the NJSCA. *This is a competitive grant; an award for one year does not guarantee an award for the next year.*

CRITERIA FOR ALL APPLICANTS: Awards are highly competitive, based on:

- Artistic Excellence
- Broad public benefit – Participation and visibility
- Accessibility to the public
- Accountability - Fiscal soundness with broad support and accountability of public funds including the ability to complete *by deadline* the grant application, contract and final report

YOU MAY BE ELIGIBLE FOR DIRECT FUNDING FROM THE NJSCA: Any organization which has a significant regional or multi-county impact and has been in existence for more than three years is strongly encouraged to investigate a direct application to the NJ State Council on the Arts. (NJSCA)

NJSCA PRIORITIES: The NJ State Council on the Arts has set forth this list of priorities for funding the arts in NJ. Atlantic County applicants should demonstrate how the programs and services for which these public funds are being sought address any or all priorities.

1. Serving the needs of artists, particularly New Jersey artists with exemplary programs, opportunities, services or presentation of their work.
2. Presenting new works that strive to make significant contributions to advancement of the art form.
3. Preserving and conserving art forms and cultural heritage through public presentation.
4. Promoting cultural diversity and diversifying cultural participation through program marketing and outreach to culturally diverse audiences and communities; programming that is responsive to community needs; providing audiences with access to culturally diverse programming; support of arts organizations whose composition reflects the community served and/or the art forms produced; and supporting ethnically specific arts and expression.
5. Advancing and advocating for arts education in schools and life-long learning in and through the arts.
6. Demonstrating and promoting the public value of the arts.
7. Broadening, deepening or diversifying participation among arts stewards (trustees, donors, and volunteers), art creators (artists) or arts audiences by addressing the practical, perceptual or experiential impediments to arts participation especially among underserved communities.
8. Promoting accessibility to the arts for people with disabilities.
9. Forging new and expanded partnerships and collaborations that connect the arts to other sectors in more effectively addressing community issues and challenges including, but not limited to economic development, tourism, social services, law and public safety, health and healing, etc.
10. Adhering to the highest standards and innovative practices of operational excellence including governance, management, planning, use of technology and resource development
11. Demonstrating exemplary contribution to the implementation of one or more strategies in the Arts Plan New Jersey.

ATLANTIC COUNTY /NJSCA 2012 LOCAL ARTS GRANT - GUIDELINES

ADA COMPLIANCE: Ensuring that programming is available to the widest possible audience is a high priority. This includes access for people with disabilities. Accessibility includes the physical performance/exhibition space (whether owned, rented or free), programming, audience marketing, personnel training, audience development and printed materials. All grant applications must include a Project Accessibility Checklist for compliance with the Americans with Disabilities Act which can be downloaded from the NJ State Council on the Arts website: www.njartscouncil.org. Click Accessibility ADA Materials to access the Checklist. The Self-Assessment tool is very useful before doing the Checklist.

TAX EXEMPT STATUS: All organizations should be incorporated in the State of New Jersey as non-profit corporations. All organizations must have 501(c) 3 tax exempt status from the Internal Revenue Service. New applicants must submit copies of incorporation papers and an IRS letter of tax exempt determination. All applicants must have IRS letter of determination of tax exempt status on file with the office. (*Organizations that do not have tax exempt determination may apply for a Technical Assistance grant to help them with legal or accounting costs to apply for and acquire this determination.*) Also note: organizations with gross contributions greater than \$10,000 must be registered with the New Jersey Charities Registration: www.state.nj.us/oag/ca/charity/charfrm.htm

“PAINTING THE FULLEST PICTURE” Develop the best presentation of your organization and the work it does.

- Include no more than 15 items such as press clippings, programs, advertisements, press releases etc. If funded in the past, highlight the funding statement and logos in materials.
- CDs, DVDs or images can be critical to evaluating the artistic quality of your project or program. Submissions MUST be clearly labeled with the following information: Name of Organization, Title of Performance, Length of Performance, and date of Performance. Panelists will review any and all materials submitted. If you want them to listen or view a specific segment or image, clearly mark where they should begin. You should include a brief summary of the piece to be viewed. Include programs, guest artist's resumes and any information related to the performance submitted. Photographic images can be printed onto pages of the application – please make the image at least 4” by 6” and provide a caption to explain the content. Images copied to a CD or DVD should be saved with an identifying name or numerical order: “island art center dance wkshp.jpeg” or “island art center 1.jpeg” and provide a sheet of paper with more information about the images using the image's saved name to help identify. (Also mark the actual CD or DVD with the name of your organization.)
- Have someone outside your organization read through your narrative especially and make sure it is clear. Please write about your organization and its work as if describing it to complete strangers. Panelists are most often from outside Atlantic County and probably are strangers to your work.
- Resumes of persons involved in the coordination of the project are required. There are many online samples of what a simple resume looks like for your use. In it a person can list not only any type of paid position but also volunteer committees where they organized programs or took leadership roles which can speak to their abilities in coordinating the project being requested. The story of how you personally became interested in the arts belongs, perhaps, in the history of how the organization was developed but probably not. This funding is for organizations not individuals.
- It should go without saying... applications containing typos and grammatical problems don't paint a picture of professionalism. Incomplete and sloppy applications make it very difficult for the panel to evaluate the proposal. It is to your advantage to make the application as clear, concise, organized and as easy to read as possible since panelists are reading between 20-30 grants.
- Refer to checklist for what needs to be included in a complete application. Submit one primary application (with original signatures in blue ink) and two copies of the signed primary application.

ATLANTIC COUNTY /NJSCA 2012 LOCAL ARTS GRANT - GUIDELINES

APPLICATION & EVALUATION PROCESS:

Step 1: Atlantic County Office of Cultural & Heritage Affairs (ACOCHA) applies for funding to NJ State Council on the Arts.

Step 2: Local groups submit funding proposals to ACOCHA. Staff reviews for completeness and forwards only complete proposals to a panel of independent arts experts who review and evaluate them based on stated criteria. No one involved with ACOCHA, the advisory board or Atlantic County government is involved with the review and evaluation. Reviewers are consultants, not employees, of the ACOCHA and are selected after a review of their backgrounds that includes education and experience. Effort is made to select backgrounds reflecting the arts disciplines of the proposals being reviewed.

Step 3: Panelists meet to review and rank the proposals according to how well they meet the stated criteria and priorities, come to a consensus and recommend full funding, partial funding or no funding. Recommendations are submitted to the Advisory Board's Grants Committee. At this time ACOCHA staff is asked to submit information about current filing and reporting status of applicants. The grant committee prepares the final decisions of dollar amounts. If the amount awarded to ACOCHA is less than the amount recommended for funding, an across the board formula established by staff and approved by the Advisory Board is implemented.

Step 4: Recommendations for funding are approved as a whole by the Advisory Board and forwarded to the County Executive. Award letters are prepared by ACOCHA, signed by the County Executive and mailed out. A copy of the panel comment, an agreement sheet and vouchers are sent under separate cover from ACOCHA staff. (Or a general meeting of the grant recipients is held at which time all materials are disbursed.)

Step 5: Unsuccessful applicants receive a letter from the ACOCHA. They may appeal the decision in writing, but only on the grounds that the original proposal was misinterpreted or misunderstood, no new information will be accepted for consideration. An applicant will have ten days from the date of the notification letter in which to submit an appeal. Decisions on appeals are final.

Step 6: Funding is disbursed in two payments (75% and 25%). The first payment is released by County Finance after the agreement sheet and vouchers have been received by ACOCHA and forwarded to County Finance. Final payment is made upon approval of the Final Report by ACOCHA staff. The Final Report includes financial documentation, attendance figures, a description of what was accomplished, images and samples of completed evaluation forms. *Please note new requirement: Long Range Planning as stated on grant checklist.

Step 7: Final reports must be submitted by December 15, 2012. Reports for TA, SP and GPS can be submitted as soon as the funded project is completed.

TIMELINE FOR APPLICATION AND EVALUATION PROCESSES:

- Emails are sent to arts organizations with application attached in Word and PDF format the week of June 28. Press releases about the availability of the grant are sent to all media at the same time. Application and guidelines are posted and available online at the same time.
- Grant workshops: July 13 & 20, 2011. One-on-one sessions available to be scheduled on August 17, 2011.
- Application submission deadline: Wednesday, August 24, 6:00 PM
- Packages sent to review panel: September 1, 2011
- Grant review panel convenes for final review on October 6, 2011 and submits recommendations to Advisory Board grants committee and ACOCHA staff. Staff prepares informational package about past and current performance in the grant program of recommended applicants with regard to reporting and successful project completion and submits to Advisory Board Grants Committee.
- Grant review panel recommendations are submitted for approval by the grants committee for vote by the full board at Atlantic County Cultural & Heritage Advisory Board meeting of Oct. 18, 2011. List of approved awards are submitted to the Atlantic County Executive for award letter notification week of November 1, 2011.
- General meeting with award recipients on during week of November 28, 2011 for signing of agreement sheets, invoices and receipt of panel comments.

ATLANTIC COUNTY /NJSCA 2012 LOCAL ARTS GRANT - GUIDELINES

BUDGET EXPENSE DEFINITIONS

Personnel-Administrative-Payments for salaries, wages, and benefits including payroll taxes specifically identified with the project/organization, for executive and supervisory administrative staff, program directors, managing directors, business managers, press and agents, fundraisers; clerical staff such as secretaries, typists, bookkeepers; and supportive personnel such as maintenance and security staff, ushers, and other front-of-the-house and box office personnel.

Personnel-Artistic-Payments for salaries, wages, and benefits specifically identified with the project/organization, for artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers, etc.

Personnel-Technical/Production-Payments for salaries, wages, and benefits, specifically identified with the project/organization, for technical management and staff, such as technical directors; wardrobe, lighting, and sound crew; stage managers, stagehands; video and film technicians, exhibit preparatory and installers.

Outside Artistic Fees & Services-Artistic-Payments to firms or persons for the services of individuals who are not normally considered employees of "Applicant," but consultants or the employees of other organizations, whose services are specifically identified with the project/organization. Include artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, folklorists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc., serving in non-employee/non-staff capacities.

Outside Fees & Services-Evaluator Expenses-Payments to persons engaged to evaluate grant applications, conduct on-site evaluations or serve in other evaluative capacities.

Outside Fees & Services-Other-Payments to firms or persons for non-artistic services of individuals who are not normally considered employees of "Applicant," but consultants or the employees of other organizations are whose services are specifically identified with the project/organization.

Space Rental-Payments specifically identified with the project/organization for rental of office, rehearsal, theatre, hall, gallery, and other such spaces.

Marketing-All costs for marketing/ publicity/promotion specifically identified with the project/organization. Do not include payments to individuals or firms that belong under "Personnel," or "Outside Fees & Services." Include costs of newspaper, radio, and television advertising, printing and mailing of brochures, flyers, and posters, and food, drink, and space rental when directly connected to promotion, publicity or advertising. For fundraising expenses, see "Remaining Operating Expenses."

Travel-All costs of travel directly related to the travel of an individual or individuals and specifically identified with the project/organization. For transportation not connected with the travel of personnel, see "Remaining Operating Expenses." Include fares, hotel, and other lodging expenses, food, taxes, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping or hauling expenses see "Remaining Operating Expenses."

Remaining Operating Expenses-All expenses not entered in other categories and specifically identified with the project/organization. Include scripts and scores, lumber and nails, electricity, telephone and telegraph, storage, postage, interest charges, photographic supplies, public purchases, sets and props, food consumed on premises, equipment rental, insurance fees, non-structural renovations or improvements, trucking, shipping, and hauling expenses not entered under "Travel," and fundraising expenses.

In-Kind Services or Contributions-The value of materials or services specifically identified with the project/organization which are provided to the organization by volunteers or outsider parties at no cash cost to the organization.

For the purposes of this application, do not include depreciation as an expense.

ATLANTIC COUNTY /NJSCA 2012 LOCAL ARTS GRANT - GUIDELINES

BUDGET REVENUE DEFINITIONS

Government Support–Federal–Cash support derived from grants or appropriations given to this agency by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to the agency.

Government Support–State/Regional–Cash support derived from grants or appropriations given to this agency (other than this grant request) by agencies of the state government and/or multi-state consortia of state agencies, or a proportionate share of such grants or appropriations allocated to this agency.

Government Support–Local–Cash support derived from grants or appropriations given to this agency by city, in-state regional and other local government agencies, or a proportionate share of such grants or appropriations allocated to this agency.

Corporate Support–Cash support derived from contributions given for this agency by businesses and corporations, corporate foundations, or a proportionate share of each contribution allocated to this agency.

Foundation Support–Cash support derived from grants given for this agency by private foundations, or a proportionate Share of such grants allocated to this project/organization.

Other Private Support–Cash support derived from cash donations given to the organization. Do not include corporate, foundation or government contributions and grants. Include gross proceeds from fundraising events.

Earned Income would be from the following three areas:

Admissions–Revenue derived from the sale of admissions, tickets, subscriptions, memberships, etc., for events attributable or prorated to the project/organization.

Contracted Services Revenue–Revenue derived from fees earned through sale of services. Include sale of workshops, etc. to other community organizations, government contracts for specific services, performance or residency fees, tuition, etc. Include foreign government support.

Other Revenue–Revenue derived from sources other than those listed above. Include catalog sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

Applicant Cash–Funds from the organization's present and/or anticipated resources that the organization plans to provide to the program that is neither earned nor received during the grant period.

MEASURING ARTS PARTICIPATION: Every organization should develop an evaluative survey to help them better understand the levels of participation, interest and success of their programs and projects.

Build Your Audience Survey Online: Every organization should develop an evaluative survey to help them better understand the levels of participation, interest and success of their programs and projects. ArtPRIDE NJ has an online resource to help you easily develop and print out a survey. The mission of ArtPRIDE's MAP (Measuring Arts Participation) Project is to help non-profit arts groups better understand arts participation so they may develop informed marketing and development strategies that broaden, deepen and diversify audiences. The survey tool can be found at: www.artpridenj.com/cgi-bin/start.cgi/map/mapIntro.html

REMINDER NOTE: A minimum of five random samples of completed surveys (completed by program audience and/or participants) are mandatory for the Final Report.

HELPING TO BUILD AUDIENCES & PARTICIPATION: BROADENING, DEEPENING & DIVERSIFYING

- **diversify participation** - attracting different kinds of people than the regular audience to your programs.
- **broaden participation** - attracting more people or a larger number of people than your usual participation rate.
- **deepen participation** - increasing the current participants' levels of involvement in your program and/or your organization.

Each participation goal is appropriate for a specific target population and this specific target population determines which factors are relevant in devising effective tactics, in example:

- Efforts to diversify participation** are most appropriate for individuals not inclined to participate. These people believe the arts are not likely to be of benefit to them and thus must be persuaded of the benefits they could derive from participation. They are at the stage in the decision making process where perceptual factors are most relevant.
- Efforts to broaden participation** are most appropriate for individuals already inclined to participate but not currently doing so. These individuals must be provided with information on what types of programs are available, when, and at what prices, and on why these programs might interest them. In other words, this group is at the stage of the decision making process where practical factors are most relevant.
- Efforts to deepen participation** are most appropriate for individuals currently participating. For these people, the challenge is to convince them to become more involved, which means making their participation more rewarding. The key goals here are to increase these people's knowledge of the art form relevant to them and to instill in them a sense of belonging to the institution's community. In other words, this group is at the stage where the experience factors are most relevant.

SOME EFFECTIVE TARGET TACTICS:

- To increase participation among people not inclined to participate (**to diversify participation**) the greatest challenge is to overcome the perceptual barriers and change their attitudes toward the arts. As long as these people view the arts as exclusive, elite, abstract, or otherwise not related to their lives, they will not consider participating. The aim here is thus to make them see the arts as accessible, tangible, and more closely related to their everyday lives. Specific outreach tactics might include programming that relates to their particular interests, sending artists into their communities to discuss art, and helping them recognize the continuum between entertainment forms they may be familiar with (e.g., commercial films, religious music) and the more traditional nonprofit arts (e.g., theater and music). To reach this group, organizations may need to send representatives to non-arts venues where these individuals spend their time and feel comfortable. Another tactic is to emphasize the social aspects of the arts, which might entail approaching individuals through their own social groups and emphasizing the opportunities the arts offer for social interaction.
- To increase participation among the population inclined to participate but not currently doing so (**to broaden participation**) the key is to overcome the existing practical barriers. The main barrier for this group is likely to be lack of information about an organization's programs and what they offer. Other barriers are inconvenience of the programs, high prices, lack of access to program venues, and childcare problems. The aim here is to understand the life-styles of these people and to adjust accordingly. Getting the needed information to these people may involve first determining the channels they use to get information (the media; personal recommendations from friends, relatives, or community groups; presentations at workplaces, direct mailings, etc.) and the types of messages best for reaching them (messages that emphasize aspects likely to resonate with particular age or ethnic groups or that highlight the creative aspects of the arts). Similarly, to help overcome the practical barriers to this population's participation, program schedules and locations might be varied, transportation provided, and programs and activities priced more affordably.
- To increase the level of involvement of current participants (**to deepen participation**) the key is to make the arts experiences of these individuals as rewarding as possible. One tactic for doing this is to increase this population's knowledge about the arts by providing special events, seminars, workshops, and pre and post-performance discussions. Another tactic is to enhance the social dimension of the arts experience by offering social events before or after programs, the aim being to develop in these people a sense of belonging to a community.

PREPARING FOR YOUR FINAL REPORT: (due December 15, 2012)

Keep in mind that your final report must include the following:

Narrative:

Talk about your project:

When and where did it take place, did you accomplish what you intended?

Participant information:

Artists: how many, how many from NJ, age and other demographic breakdowns

audience: how many, age and other demographic breakdowns

Financial documentation: – copies of cancelled checks, etc. to document how both the funding and the cash match were spent. This should agree with what was indicated in your grant application and/or the financial page of your signed agreement sheet. *(The latter would be used especially if the award was less than anticipated in the grant application.)*

- *(If for any reason, as your project or program proceeds, you find you must make changes to your original request, you must contact the staff of the Atlantic County Office of Cultural & Heritage Affairs as soon as possible through email or a certified letter. A new agreement sheet and financial page will have to be drawn up. No changes will be accepted after October 30, 2012.)*

Audience/Participant Surveys: 5 random filled out surveys (See page 14 for help in developing a basic survey)

Photographs: (minimum of 4)

Save as a jpeg (minimum 300 dpi) and copy onto a CD

Supply information about who/what included in the photograph

Include the consent forms (copy can be found on webpage)

Brochures, ads, flyers, etc. (a minimum of 4)

Include materials that show the correct funding credit line (see below)

THE CORRECT WORDING FOR THE FUNDING CREDIT LINE:

"This program" or "This project" has been funded... or "Funding has been provided..."

...in part by the NJ State Council on the Arts/Department of State, a partner Agency of the National Endowment for the Arts through the Local Arts Grant administered by the Atlantic County Office of Cultural & Heritage Affairs."

Images of the NJSCA's logo are available for download at www.njartscouncil.org/resource_la.cfm

INCORRECT WORDING:

An organization may not include the NJSCA or the ACOCHA in any reference to SPONSORS. In legal terms sponsorship conveys a different circumstance than what is being conveyed per a funding award from this grant program.

ATLANTIC COUNTY /NJSCA 2012 LOCAL ARTS GRANT - APPLICATION FORM - CHECKLIST

Organization Name: _____

CHECKLIST: Assemble application as follows in a two pocket folder with name of organization clearly marked on the front of the folder. Complete applications include four folders – one containing the primary application and support materials with original signatures signed in blue ink and the other three folders containing copies of the primary along with support materials.

RIGHT POCKET: Required for both the primary and the three copies

- This Checklist
- Local Arts Grant Application Forms (pages 11 through 15)
- Narrative (no more than 4 pages with at least 11 point type)

LEFT POCKET: Required for both the primary and the three copies

- List of Board Members and affiliations
 - Resumes of Key staff
 - Biographies/Resumes of Professional Artists that are a part of your project
 - Financial Statement for all organizations
 - Audited Financial Statement for organizations with gross receipts over \$100,000
 - IRS 990 (or 990EZ) for organizations with gross receipts over \$25,000
 - Long Range Plan *(Any organization applying for grants other than TA that does not have a Long Range Plan will be required to attend planning sessions during 2011 and will need to submit at least the first draft of a plan with the final report in order to meet requirements for the final 25% of the grant award.)*
 - Photographic images
 - Performance CD or DVD
 - Press clippings, reviews, flyers, brochures, programs, posters, etc. (No more than 15 pieces)
- *Enclose self-addressed stamped envelope if you would like photographs, CD's, slides, audio and/or videocassettes returned.

RIGHT POCKET: Required in primary application only. Should be placed behind materials listed above.

- IRS Tax Exempt Determination Letter (not the NJ sales tax form)
- ADA Accessibility Checklist (online: www.njartscouncil.org/accessibility_tfa.cfm)
Fill it out online and print it out. GOS applications must include the self assessment survey and all others must include the project checklist.

RE: INCOMPLETE APPLICATIONS: Any material submitted past the deadline will not be accepted. Please review your application before submitting it and make sure it contains all the requested materials and gives complete information and the full picture of your organization and the project for which you are requesting funds. All applications are reviewed by Office of Cultural and Heritage Affairs staff before forwarding to the grant review panel. This review is only to check for all the required materials and documents. Incomplete applications, those lacking any of the required materials as stated in the checklist above, will not be forwarded to the review panel.

GRANT PROPOSAL APPLICATION FORM: NJSCA/ATLANTIC COUNTY LOCAL ARTS GRANT FY2012

Organization Name: _____

PURPOSE OF FUNDING: For publication purposes, state in 50 words or less what this funding will help to support. The statement should illustrate both what will be made possible through the grant and its public benefit. GOS and GPS applicants should encompass the entire operation or program. Project applicants should describe the entire project. It will be used in press releases and other public inquiries. Begin with "This grant will help support..."

NARRATIVE INSTRUCTIONS:

Answer the following questions. Use additional sheets of paper to submit a maximum of 4 narrative pages (with the organization's name labeled at the top of each.) Please include the numbered questions and type your answers under each question. Please use no smaller than 11 point type. Non-arts organizations should describe structure and activities relevant to the arts project and indicate the relationship of the arts to their organization's mission.

1. **TALK ABOUT YOUR ORGANIZATION:** include information on the mission, goals and artistic philosophy. Describe how, when and why your organization was formed and by whom. Describe how many people are involved in the management of your organization. Based on the last two years of programming, describe your usual participants (both types: "the artist/presenter/performer/teacher" and "the audience/student/viewer/listener")
2. **PROGRAM FOR WHICH YOU SEEK FUNDING:** (GOS should give outline of general program for the year for which you are seeking operating support.) Describe the components of your program/project. What is the timeline? How will it be managed and by whom? Where will it take place? How do you propose to maintain artistic quality? Detail the qualifications of the key artists involved. What is the potential benefit your program/project brings to the public? How will you know the project is successful or has brought public benefit?
3. **DOES THIS FULFILL ANY PRIORITIES?** Refer to page 3 of the guidelines. Describe how your proposed project or program satisfies any of the priorities that the NJSCA has set forth for its funding programs.
4. **HOW WILL THE PUBLIC KNOW?** Describe what methods you now use and/or plan to use to reach your regular audience/participants and the public at large?
5. **PARTICIPATION:** Refer to page 8 of the guidelines. What efforts have you taken to broaden, deepen and diversify participation in the arts and to reach culturally diverse communities? Describe methods you plan to use to reach out to new audiences and/or special targeted audiences. Describe how you will attempt to break through the reasons or barriers that block full participation in the arts. (These reasons or barriers could be, among many things, physical, economic, geographic, cultural, language and transportation.)
6. **EDUCATION:** A key ingredient of audience development is education. It is expected that all projects and programs have an educational element. This element can run the gamut from hands-on classes to more in-depth descriptions in program booklets. Describe the educational component of your project. Does your program/project advance arts education in school, after school or in life-long learning?
7. **SUCCESS:** how will you measure or evaluate that your program or project is successful
8. **MATCHING FUNDS:** Discuss how you will raise the funds that provide the match for this proposal. Address anything that could be an issue in your organizational audit or financial statement, particularly any surplus or deficit.
9. **OTHER:** There may be something very unique about your organization or other information or concerns about which your organization would like the grant review panel to be aware. Describe here.

GRANT PROPOSAL APPLICATION FORM: NJSCA/ATLANTIC COUNTY LOCAL ARTS GRANT FY2012

Organization Name: _____

LOCAL ARTS FINANCE CHART # 1

EXPENSES

Please round to the nearest dollar. If you have received funding before, record in the first two columns the expenses from your FY 2010 Final report and your current FY 2011 project based on award amount. First time applicants need to fill out only the last column. (If the project or program has a financial history it is to your benefit to show past expenses even if you have not received funding in the past.) Breaking down your expenses on a separate sheet can only help to further clarify these numbers for the reviewers.

	FY 2010 Actual (1/2010-12/2010)	FY 2011 Ongoing (1/2011-12/2011)	FY 2012 Projected (1/2012-12/2012)
PERSONNEL			
Administrative			
Artistic			
Technical/Production			
OUTSIDE FEES & SERVICES			
Artistic			
Other			
OTHER OPERATING EXPENSES			
Space Rental/ mortgage payments			
Marketing (advertising, public relations, etc.)			
Travel & Transportation			
Phone & Postage			
Facility Maintenance			
Rentals			
Supplies & Materials			
Insurance			
Technical Production (non-personnel)			
Other (itemize if over 5% of total)			
TOTAL CASH EXPENSES			B.
TOTAL CASH INCOME (from Chart #2)			
Total Annual (Deficit)/Surplus (Income minus expenses)			

GRANT PROPOSAL APPLICATION FORM: NJSCA/ATLANTIC COUNTY LOCAL ARTS GRANT FY2012

Organization Name: _____

LOCAL ARTS FINANCE CHART #2

INCOME

Please round to the nearest dollar. Applicants who have received prior funding record in the first two columns the income from your FY 2010 Final report and your FY 2011 ongoing project. For groups applying for the first time you need to fill out only the last column. However if the project or program has a financial history it is to your benefit to show past income even if you have not received this funding before. Breaking down the amounts listed here on a separate sheet can only help to further clarify these numbers for the reviewers. **Under Contributed Income/Private Sources & Government, list the two largest contributors, and then provide a total of all other contributors on the third line.**

EARNED INCOME	FY 2010 Actual (1/2010-12/2010)	FY 2011 Ongoing (1/2011-12/2011)	FY2012 Projected (1/2012-12/2012)
Admissions			
Contracted Service Revenue			
Other (include sales and all investment income to be spent)			
CONTRIBUTED INCOME/PRIVATE:			
Corporations			
1)			
2)			
All others			
Foundations			
1)			
2)			
All others			
Individuals & Other Private Sources			
CONTRIBUTED INCOME/GOVERNMENT:			
Other than this grant:			
1)			
2)			
All others			
APPLICANT CASH (include carry-forward surplus, parent institution cash**, and other unearned and non-contributed income)			
LOANS used to support the activities			
REQUEST – AWARDED FY 10, AWARDED FY 11, AMOUNT REQUESTED FY 2012			A.
TOTAL CASH INCOME			

** Parent institution cash may include both any line item appropriation for the project and the pro-rated value attributable to the project cash appropriated to the salary and operating accounts of the unit sponsoring the project.