

A Service of the Union County
Board of Chosen Freeholders



UNION COUNTY
We're Connected to You!

2020 UNION COUNTY LOCAL ARTS GRANT PROGRAM

Funding Year: Jan. 1 – Dec. 31, 2020

REQUIREMENTS & INSTRUCTIONS

Application Deadline: Monday, July 29, 2019

Union County Office of Cultural & Heritage Affairs

Department of Parks & Recreation
633 Pearl Street, Elizabeth, NJ 07202
908-558-2550 • NJ Relay Users 711 • Fax 908-352-3513
culturalinfo@ucnj.org • www.ucnj.org/cultural

Available in large print upon request.



Funding for this program is made available
through the Local Arts Program of the
New Jersey State Council on the Arts

The Union County Board of Chosen Freeholders

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INSTRUCTIONS & GUIDELINES

2020 UNION COUNTY LOCAL ARTS PROGRAM GRANT

FY January 1 – December 31, 2020

CONTENTS INCLUDE:

- Overview & Details of LAP grant (G1–G8)
- Evaluation Criteria (G9)
- Application Materials (G10)
- Glossary of Financial Terms
- Narrative Questions (N1–N3)

Separate writable LAP Application contains:

- Application
- ADA Questionnaire - Self-Evaluation (A1–A3)
- ADA Glossary (A4–A6)
- Checklist of final application materials

Read the Instructions and Guidelines in this booklet before completing the Application.

Download the **writable LAP application** at ucnj.org/parks-rec/CH/grant-ops or request the form by emailing culturalinfo@ucnj.org.

Your FINAL application must be submitted as hard copies, however you must organize and save your application materials digitally.

For clarification about Guidelines or help with applying, contact Martha Sturm, Local Arts Program Coordinator, at 908-558-2552 (weekday) or email: culturalinfo@ucnj.org.

DRAFT REVIEW: New applicants are **required** submit a draft of the Narrative and budget pages for review by **Tuesday, July 2, 2019**. Submit to the email address above.

Although optional, repeat applicants may **submit a draft of the narrative and budget pages for review, observing the same June 7 deadline**. Staff will assist applicants to improve their application during the draft review period. Applications submitted without a draft are submitted to the review panel as is.

FINAL DEADLINE: Submit **one (1) original** and **four (4) copies** (total of 5) of the grant application to the Office of Cultural & Heritage Affairs by **Monday, July 29, 2019**. Please submit each copy in its own folder. In a folder labelled "Original," submit the original SIGNED (ink) application with one copy of documentation of IRS nonprofit status, completed Application Checklist, and other items listed on the Checklist.

LAP GRANT OVERVIEW

The Union County Board of Chosen Freeholders, through the Cultural and Heritage Programs Advisory Board and its Arts Grant Committee, and the New Jersey State Council on the Arts have made funds available to support local arts through a State/County block-grant partnership (re-grants) for non-profit arts and non-arts organizations located in and serving the residents of Union County, that demonstrate a high degree of professionalism in producing **arts activities**. This program is administered by the Union County Office of Cultural & Heritage Affairs ("OCHA"), Department of Parks and Recreation.

The OCHA Advisory Board recognizes, in particular, applications for programs addressing these areas of **special interest**:

- highlight the artistic excellence of New Jersey and contemporary artists
- incorporate diverse programming and artists
- demonstrate efforts to broaden or deepen arts audiences and reach underserved communities
- present programs that appeal to families
- promote high-quality, lifelong arts education (learning in and through the arts)

This grant program ("LAP") operates on a 12-month period. All applications must reflect arts activities taking place from January 01 to December 31, 2020. Adequate expenses must be paid during 2020.

This grant program is competitive. Complete the application with required documentation, support materials and a Narrative, reflecting the professionalism of your organization.

GOALS

Major goals of this program are to:

- create public recognition of the value of the arts
 - strengthen local arts organizations, artistically and administratively
 - foster and reward artistic excellence
 - increase the availability of quality arts experiences to the general public
 - increase accessibility to the arts through compliance with ADA (Americans with Disabilities Act)
 - broaden, deepen and diversify participation in the arts
 - foster collaborations and partnership-building
 - promote expanded public and private support of local arts activities
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ELIGIBILITY

Grants will be awarded to:

- non-profit Union County-based organizations whose activities take place in Union County
- organizations that are incorporated in the State of New Jersey for a minimum of two years
- organizations having IRS tax-exempt status, in accordance with Sections 501(c)3 or 501(c)4 or are pending the same
- libraries, schools and units of government

Organizations not meeting the first three criteria may apply as the Special Project of an "umbrella organization" for one year only.

Grantees under this program must comply with Labor Standards under Section 5(1) of the National Foundation of Arts and Humanities Act of 1965, the Civil Rights Act of 1964, Title IX of the Education

Amendments of 1972, Section 504 of the Rehabilitation Act of 1973 and the Americans With Disabilities Act of 1990 (which addresses accessibility issues); and may not discriminate on the basis of race, color, religion, national origin, sexual preference or disability.

THREE-YEAR GRANT CYCLE

OCHA offers a three-year funding cycle to qualifying grantees. The current cycle covers funding years 2018 – 2020.

Criteria for organization to qualify:

- must have received funding for five prior consecutive years
- must consistently demonstrate high standards of artistry, management and accountability, including timeliness in submitting required documents over time

Three-year status designates a commitment from OCHA for funding over the same three-year period during which the New Jersey State Council on the Arts provides funding to the County of Union through the Local Arts Program. Specific funding amount each year, however, depends on the award granted to the County of Union in each fiscal year; grants may be higher or lower than the initial year of the cycle, based on available funds and the number of worthy applicants.

With three-year status, an organization must complete a full application **ONLY** in the first year of the cycle. For the subsequent two years, the organization must submit only: (1) a signed Letter of Request, (2) Budget, and (3) Program/project description. Interim and Final Reports remain **required** for each year of the grant cycle.

CATEGORIES OF SUPPORT

Your organization may apply in **one** of these categories:

- **General Operating Support (GOS)** for arts organizations only
- **Special Project (SP)**, including Technical Assistance

The maximum amount you may request: **\$5,000**

Restrictions: Your organization cannot be funded in the same fiscal year by both Union County Local Arts Program and the New Jersey State Council on the Arts.

If your organization has applied for funding from the Union County HEART Grant Program or History Grant Program, your proposed Local Arts program must be separate and different from that HEART (or History) project.

If you are uncertain where to apply, contact OCHA to discuss your options.

FUNDING CATEGORIES

GENERAL OPERATING SUPPORT (GOS) - This category is for arts organizations only. Requests cannot exceed 20% of the organization's annual expense budget. This grant is not project-specific. Applicants should discuss the full range of their organization's operations and must demonstrate high standards of artistry and management.

General Operating Support (GOS) budget expenditures include, but are not limited to:

- ♦ Staff salaries ♦ Consultants ♦ Professional development
- ♦ Internet, phone or other utilities ♦ Printing and postage
- ♦ Marketing and publicity ♦ Fundraising and development
- ♦ Leased equipment ♦ Assistive services or equipment (ADA)
- ♦ Insurance and audit expenses ♦ Domestic travel and transportation

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SPECIAL PROJECT (SP) – This category is open to both arts and non-arts organizations to fund a specific arts project or arts series. Special Project grants may **not be used for staff salaries**. Funds **must be used for expenses related to this specific project only**. Examples of Special Projects:

- Series of performances or films
- Programs for youth, senior citizens or people with disabilities
- Poetry readings by New Jersey poets
- Culturally specific work attracting traditional and/or new audiences
- Enhanced costuming, orchestration, choreography or marketing
- Staff training
- Board development
- Strategic planning
- Marketing
- ADA assistive services (Americans with Disabilities Act)
- Arts education
- Technical Assistance: one-time consultancy by qualified professional(s) to strengthen the administration of an arts organization or the quality of programs presented to the public. Only arts organizations demonstrating a genuine need for assistance in the areas of administration, marketing, long-range planning, ADA services, or artistic development may apply. Consultant's Proposal and Letter of Commitment must be submitted with such application.

INELIGIBLE USE OF GRANT FUNDS

The following may **not** be funded by Local Arts grant funds:

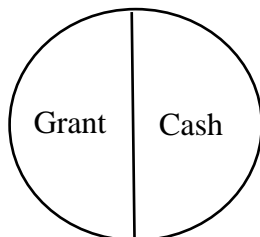
- Capital improvements or capital equipment purchases
- Hospitality / refreshments (*these expenses may be used as part of cash match)
- Previous program deficits
- Fellowships, endowments or scholarships
- Foreign travel
- Projects by religious institutions that do not actively seek a wide general audience
- Projects that serve as a fundraiser
- Staff salaries (if the grant is a Special Project)

MATCH REQUIREMENTS

LAP grants require a one-to-one **MATCH** by your organization, meaning you must match (and spend) each dollar of the grant award with at least one dollar of your own.

GENERAL OPERATING SUPPORT GRANTS may not exceed 20% of the organization's annual operating budget and are, thereby, matched by the balance of the budget. **You must match 100% of the grant amount in expenditures from other sources.**

GOS example:



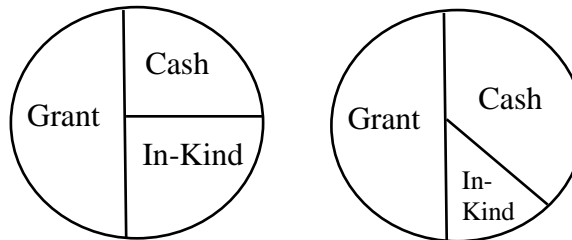
(Note: for arts organizations only)

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SPECIAL PROJECT GRANTS require that at least half (50%) of the match be met with cash expenses. You may meet the other 50% of the match requirement with cash or with documented in-kind contributions: goods and/or services received that your organization would otherwise have to purchase (examples: volunteer time, donated performance space, use of equipment, or other goods or services with a documented cash value). Thus, you can match your grant with cash alone, or by combining cash + in-kind.

The total cost of Special Project often exceeds twice the grant amount; projects may be “over-matched” by cash and/or in-kind expenses. Determine the actual costs of a project, both cash and in-kind, prior to making a grant request.

Special Project examples:



REVIEW PROCESS

DRAFTS (due July 2, 2019): New applicants must submit a draft of the narrative and budget page. All applicants have the option to submit a draft if desired. OCHA staff will review drafts received by the deadline, and provide feedback.

FINAL APPLICATIONS (due July 29, 2019): Each application is reviewed and evaluated by a panel of arts professionals. Proposals are evaluated on artistic excellence, administrative capacity, public benefit, accessibility and prior funding history, if applicable. See page G9 for detailed Evaluation Criteria. Favorable consideration may be given to applicants that address areas of **special interest** (see page G2).

After the Professional Panel Review, the Arts Grant Committee of the OCHA Advisory Board convenes to review panel evaluations and to recommend funding awards to the full Advisory Board. Grant awards are based on the number of applications, professional panel evaluations, and amount of LAP funding granted to Union County from the state of NJ. Due to limited funding, the review process is competitive.

By November, applicants will be notified by email of their standing and award amount. Organizations granted an award below their requested amount are required to submit a Revised Budget and/or Plan.

All grantees must sign contracts for program activities occurring during the grant period (Jan. 1 – Dec. 31, 2020). Expenses may not be incurred before the grant period. Grant funds and matching cash must be spent during the grant period.

APPEALS PROCESS

Appeals to the Union County Local Arts Grant Program will be entertained only if an applicant can *specifically demonstrate* that an application was misinterpreted or misunderstood during the evaluation process. The amount of an award will not be grounds for an appeal, and the appeal must be made only on the basis of the information contained in the initial application. OCHA staff will clarify the appeals procedure for any applicant requiring further information. Applicants may submit a written appeal up to 30 days past the date of the OCHA letter of the recommended award.

ADDITIONAL REQUIREMENTS FOR GRANT RECIPIENTS

Workshop Attendance:

Grant recipients are expected to attend at least one Grantee Workshop during the funding year and are encouraged to participate in other workshops. Attendees may be the contact person, an officer or another board member.

Funding Credit Line:

All funded projects, events and performances must include the following credit text displayed on all printed and publicity materials:

**Made possible by funds from the Union County
Office of Cultural and Heritage Affairs, a partner
of the New Jersey State Council on the Arts.**

Information about displaying the NJSCA logo is provided with the grant contract agreement.

Union County Cultural Events Calendar:

Information about all grant-funded activities must be sent to OCHA for inclusion in the Cultural Events Calendar on the Union County website. OCHA provides the Cultural Event form. Submit forms at least a month before event date.

Program Evaluation:

Grantees shall furnish two (2) complimentary tickets (or a publicity announcement of a free event) to OCHA in advance of any program funded by LAP. Tickets/info may be mailed to OCHA or emailed to culturalinfo@ucnj.org.

Tickets/attendance shall be used for evaluation purposes by members of the Advisory Board or staff. First-time applicants are encouraged to request an on-site evaluation for any programs presented between August and December 2020, so evaluators may have an opportunity to observe their work.

GRANT PAYMENTS & REPORTING

The grant will be paid in 2 installments:

- **75%** will be paid after contracts are signed and monies are allocated by Union County
- **25%** (final payment) will be paid after the Final Report is reviewed and confirmed in good standing.

An Interim Report (form provided by OCHA) will be due by **July 13, 2020**. At the discretion of OCHA, additional Interim Reports may be required.

A Final Report (forms provided by OCHA) is due by **December 14, 2020**. If you need an extension on the Final Report, submit a written request by December 3, 2019.

The final payment reimburses funds already expended and documented in the Final Report, which must show that the project was completed in good form, and must document that the grant award and cash match were spent on the project during the calendar year 2020. **“Paid” itemized receipts, cancelled checks or Accounting / bookkeeping software output (such as QuickBooks) must be submitted as documentation of expenses.** Expenses should be categorized; refer to your Budget form categories and line items.

In-kind donations may be documented by time sheets for volunteer hours and statements of the value of donated goods and services. In-kind donations must be listed, even if not used to match the grant.

Non-compliance with these terms will affect both current and future funding.

THE APPLICATION

PROGRAM & FINANCIAL NARRATIVE

The Narrative is the heart of the application and is your opportunity to communicate to the Panel the context, goals, plans, process, public impact and benefits of your organization or project—and to explain your budget items. To prepare a successful grant narrative, clarify your goals and how you will measure your success in achieving them. This is a good opportunity to assess your organization and/or project, and for your Board to re-evaluate your organization's focus and needs.

Use records of event attendance and expenses to plan. These are also needed for the Final Report, if your grant is successful.

HOW TO PREPARE THE NARRATIVE

Read the Guidelines and Application form before answering the Narrative Questions (pages N1-N3) and writing your narrative. Follow directions. Keep in mind the LAP Goals (page G2) and Evaluation Criteria (page G9).

- Be specific and detailed, but concise. A well-organized narrative receives favorable attention.
 - Past recipients planning to present the same project must explain why it should be funded again, and how/if the project will change.
 - Reference your support material. Call attention to important details.
 - In the Financial Narrative, describe major line items listed on your budget pages. Base your expenses on research; do not guess.
 - Proofreading by others is strongly recommended.
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ADA QUESTIONNAIRE

Accessibility - The Americans with Disabilities Act (ADA), Section 504 (Federal law), requires that **all public programs and services** be made accessible to all people, regardless of an individual's physical or developmental challenges. ADA applies to all providers of public programs, whether you own the site, rent it or use donated space. Increasing physical accessibility, providing assistive services (such as large type, hearing devices, sign language interpreters) and training your staff, can facilitate full participation in your project by people who are disabled.

All applicants **must** complete the ADA Questionnaire (Self-Evaluation: Site & Program Accessibility, pages A1–A3). GOS applicants may also include one copy of their organization's ADA plan, if available.

Organizations are strongly encouraged to send at least one Board Member to attend an ADA workshop. To learn about ADA, visit Cultural Access Network Project at www.njtheatrealliance.org (click "Accessibility") or call the NJ Theatre Alliance: 973-731-6582., ext. 15 or ext. 13.

To consult about outreach to people with disabilities, or about accessible programming, call the Union County Office for Persons with Disabilities & Special Needs at 908-527-4781.

Note: The County of Union has a **wireless FM listening system** (accommodates up to 12 people), which can be used as an assistive listening device or for audio description. Contact OCHA at 908-558-2550 if your organization wishes to use this equipment.

HOW TO PREPARE THE BUDGET CHARTS

Give close attention to your budget. For Special Projects, Income and Expenses should match, producing a balanced budget. If not, explain any differences in your narrative. Be sure that the financial narrative refers to the line items on the budget page and explain their use.

The budget page tells your project's story in numbers; the narrative does this in words. Ensure they are aligned. Dollar amounts cited in the narrative should match the budget.

- All applicants must complete Financial Charts 1, 2 and 4.
- Special Project applicants must also complete Financial Chart 3. (*GOS do not complete this.*)
- Non-arts organizations may submit their own organizational budget, if desired.
- Include only applicable information. You do not need to place a figure on every budget line.
- **For Special Projects, salaries may not be used** to meet the required Cash Match. If listed as In-Kind toward the match, such staff time must be quantified using hours spent and \$-per-hour amount.
- Expenses for flyers and other project-specific marketing tools (ads, social media posts, printing, postage) that promote funded activities qualify as eligible expenses. However, the cost of newsletters containing only minor mention of funded projects may not be used as cash match.
- Operating Expenses (phone/internet, printing, office supplies, etc.) should reflect expenses pertaining to the project only. Justify/explain these in the Financial section of your Narrative.
- Maintenance costs are usually in-kind, unless they refer to overtime charged directly to the project.

SUPPORT MATERIAL

Materials that provide evidence of your successful presentation of the types of project(s) described in your proposal are an integral part of the evaluation process. Support materials for your organization or artists involved should not be more than three years old. Reference support material in your narrative.

Required support material:

- Current resumes of artists, consultants, staff, key volunteers
- Completed ADA Questionnaire form (Self-Evaluation)
- Samples of programs, brochures, flyers, web pages, or press coverage
- Current media list
- For performing arts: a CD or DVD — or 1 or 2 urls/links to video(s) or recording online, (please list on a separate page)

Optional support material:

- Photos of recent similar programs (one set placed in folder with "original" application)
- CD or DVD — or 1 or 2 urls/links to video(s) or recording online, listed on a separate page
- Other (specify in your narrative)
- Screenshots from organization website or social media page
- Assessment / evaluation tools
- Planning documents: e.g. strategic/long-range plan; marketing plan; fundraising plan, ADA Plan

Your application packet should communicate your organization's capabilities by demonstrating:

ARTISTIC EXCELLENCE – demonstrated via support material about what you do, or what the artists you hire do (e.g. link, DVD, artist bios, reviews). Be specific about the professionalism of artists involved in your program.

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ADMINISTRATIVE CAPACITY – demonstrated by the organization of your application, including neatness and thoroughness; and by accurate budget calculations.

- *Check your math for accuracy*
- *Proofread before submitting — check for typos and errors*
- *Timeliness of application and reports is considered*

COMMUNITY OUTREACH & PARTICIPATION – demonstrated by presenting artists and/or art forms that differ from your other programs, and by conducting outreach to specific populations.

EVALUATION CRITERIA

Each application will be evaluated by Professional Panelists, using these standards:

Artistic Merit

- Excellence of artists - demonstrated by support material and resumes
- Activities that further applicant's artistic goals and objectives
- Programming stretches participants' artistic potential

Administrative Ability

- Clear, concise, complete narrative
- Sound management and realistic plan for executing project
- Demonstrates ability to deliver program effectively
- Promotes greater public awareness of the importance of the arts
- Demonstrates effective marketing tactics to promote activities widely
- Demonstrates methods of evaluating program

Financial Management

- Demonstrates fiscal responsibility
- Realistic budget
- Shows diverse funding sources

Public Participation

- Responsive to needs of the community
- Demonstrates efforts to broaden, deepen and diversify arts participation
- Demonstrates efforts to involve individuals of different ethnic backgrounds at artistic, administrative and volunteer levels
- Collaborates with other group(s) to expand impact

Accessibility

- ADA Questionnaire completed
- Addresses compliance with ADA (The Americans with Disabilities Act)

Panelists will also consider the following:

Addresses areas of Special Interest (pg G2):

- Use of New Jersey artists or personnel
- Promotes involvement of and benefit to diverse and underserved communities
- Broadens audience and/or participants
- Appeals to families
- Supports arts education

Submitted additional support material:

- Assessment/evaluation tools
- Planning documents such as long-range plan, marketing plan, fundraising plan

GOS applicants are encouraged to submit a long-range or strategic plan, if they have one.

Assemble application materials in this order (in 5 packets):

1. Signed Checklist with the full application packet labelled "Original."
(Do not staple checklist to application.)
2. Signed Application Form, Narrative document, and Budget Forms.
(Staple each set at upper left.)
3. Required Support Material (see pg G8 or Checklist)
4. Optional Support Material (see pg G8 or Checklist)

Refer to Checklist for materials to be included exclusively in your "Original" packet.

GLOSSARY of FINANCIAL TERMS

BUDGET EXPENSES

Personnel-Administrative – Payments for salaries, wages, and benefits including payroll taxes specifically identified with the project/organization, for executive and supervisory administrative staff, program director, managing director, business or marketing manager, press agent, fundraisers; clerical staff such as administrative or bookkeeping; or support personnel such as maintenance/security staff, ushers 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 – Payments to firms or persons for the services of individuals who are not normally considered employees of “Applicant,” but who are consultants or the employees of other organizations, whose services are specifically identified with the Applicant’s 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 a non-employee/non-staff capacity.

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

Capital Expenditures – Payments for facility maintenance and repairs, the purchase of permanent equipment, or acquisition of appreciable goods.

Space Rental – Payments specifically identified with the project/organization for renting office space, rehearsal/performance space, a theatre, gallery or other such spaces.

Travel – Domestic travel expenses by individual(s) for purposes specifically identified with the project/organization. For transportation not connected with the travel of personnel, see “Remaining Operating Expenses.” Include fares, hotel or other lodging, food, taxes, gratuities, per-diem payments, toll charges, mileage, allowances on personal vehicles, car rental, etc. For trucking, shipping or hauling expenses, see “Remaining Operating Expenses.”

Marketing – All costs for marketing, publicity or promotions specifically identified with the project/organization. Do not include payments to individuals or firms which belong under “Personnel,” or “Outside Fees & Services.” Include: costs of print, web, radio, and television advertising; printing and mailing of brochures, flyers or posters; and refreshments and space rental when directly connected to promotion, publicity or advertising.

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, phone, internet, storage, postage, interest charges, 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 Contributions – The market value of goods, materials or services specifically identified with the project/organization that are provided (donated) to “Applicant” by volunteers or outside parties at no actual cash cost to Applicant.

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

GLOSSARY of FINANCIAL TERMS

BUDGET REVENUE

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 service (other than this grant request). 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.

Corporate Support – Cash support derived from contributions given for this project/organization (other than this grant request) by businesses, and corporations, and corporate foundations, or a proportionate share of each contribution allocated to this project/organization.

Foundation Support – Cash support derived from grants given for this project/organization (other than this grant request) 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 for this project/organization or proportionate share of general donations allocated to this project/organization. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from fund-raising events.

Government Support / Federal – Cash support derived from grants or appropriations given for this project/organization (other than this grant request) by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project/organization.

Government Support / State/Regional – Cash support derived from grants or appropriations given for this project/organization (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 project/organization.

Government Support / Local – Cash support derived from grants or appropriations given for this project/organization (other than this grant request) by city, county, in-state regional, and other local government agencies, or a proportionate share of such grants or appropriations allocated to this project/organization.

Applicant Cash – Current and/or anticipated resources that “Applicant” plans to provide to proposed project/organization which are neither earned nor received during the grant period.

NARRATIVE QUESTIONS

WRITING YOUR NARRATIVE:

Answer all questions below according to your grant type:

General Operating Support: Answer addressing your overall programs and services – all programs, services, staff, planning, evaluation and volunteers.

or Special Project: Answer with specific reference to your proposed project / event(s).

- **Number each section** (1 thru 4) to correspond to the sections of questions being answered, including boldface Section Headers.
- Furnish all information required, but be concise.
- Compose using single-spaced, 12-point type. Include organization name atop each page.
- Do not exceed **4 pages**. Staple all pages.

1. ORGANIZATIONAL BACKGROUND

- A. What is your organization's **Mission**, its **Major Goals** and its **Objectives**? Include a very **brief history** of the organization, including the year founded, if known.
- B. **Governance**: Describe the organization's board of directors, officers, trustees and volunteers. Who is legally responsible for the group's operations? Who manages day-to-day operations?
- C. Describe **membership** and/or the **people served**. Include the number served and general demographics (ages, ethnicity, etc.)

2. PROGRAMS / PROJECT

- A. **WHAT** is the project? Is it new or ongoing?
 - Describe the **artistic goals, objectives** and **artistic quality** of your programs or project.
 - Describe the **benefits** to your organization and the public. If your program or project addresses one or more areas of **Special Interest** (see overview page G2), explain this.
- B. **WHO** is responsible for the project, artistically and administratively? **Include current resumes of artists, consultants, key staff or volunteers.**
 - Name **people** (with titles) who will oversee the project or assist with implementation. State their responsibilities. Describe duties of Board members involved.
 - Name the **artists** and their disciplines. Are they under consideration or already selected? Are they professionals? Are they from New Jersey? Will they be paid? What will they do?
 - Briefly describe any **partnerships or collaborations** with other arts or non-arts organizations that your organization is engaged in.
 - For **consultants**: Is consultant under consideration or already selected? What do you expect consultant to accomplish? Include a proposal, if applicable.

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2020 Union County Local Arts Grant Program • NARRATIVE QUESTIONS

C. **WHY and HOW** was the project selected?

- How did you determine that the project meets the interests or needs of the community, or helps sustain your organization? How were artists or consultants selected?
- If there is a **selection committee**, name the members and their credentials.

D. **HOW MANY EVENTS? WHEN and WHERE?**

- State (or list) the number of **performances** or activities to be held, including **location(s)** and dates planned.
- What is your **projected audience** (or participants)? How do you calculate the number?

E. How will you **evaluate** your program to determine success and whether you met your goals? Briefly describe assessment tools used to track results, such as surveys or questionnaires.

F. Include a **monthly timeline** for the program or project, listing major steps and when they will occur, from planning to evaluation.

3. PUBLIC PARTICIPATION

Describe the **demographics** of your audience (age, ethnicity, etc.).

- A. Discuss **marketing and/or PR plans** to broaden and grow your audience (serve new people or serve current audience more often or intensely). Will you diversify your audience? How?
- B. How will this program and/or your organization promote the value of the arts and build participation in the arts in your community? If applicable, describe plans to develop community interest to support the arts through education or advocacy.

4. FINANCIAL PLANS

- A. Explain why these funds are **needed** and **how they will be spent**. Relate this to the figures presented in your budget. Describe major line items listed on budget pages.
 - **Who will be paid how much for what?** (Example: *Artistic fees of \$600 are requested for 2 concerts, to pay 2 musicians \$150 each per concert.*)
 - Will anyone hired under the grant accept **less** than their normal fee? Note: The difference between this special rate and a normal fee is an **in-kind** donation.
- B. **Special Projects Only:** Do not rely solely on this grant to fund your project. Matching funds are required. Name **other source(s)** from which you receive or anticipate receiving funding.
- C. Arts organizations must explain any **major changes** in the Annual Budgets on Financial Charts 1 and 2. A major change is defined as 20% increase or decrease from one year to the next on any line.

Only if your Special Project is for Technical Assistance:

Answer sections 1 and 4, and provide the following:

- Describe in detail the type of organizational technical assistance needed and to be furnished.
- Describe specific problems or challenges to explain your request.

(cont'd >)

2020 Union County Local Arts Grant Program • NARRATIVE QUESTIONS

- How did you select the consultant? (a recommendation, for example)
- Are there other funding sources for this technical assistance?
- Support material must include:
 - Consultant's resume*
 - Consultant's project proposal and fee*
 - Consultant's Letter of Commitment*
 - Project timeline*
 - Deliverables (describe the form in which the consultant will deliver results)*

2020 Union County Local Arts Grant Program

APPLICATION TIMETABLE - QUICK REFERENCE

Grant Funding Period: January 1 – December 31, 2020

APPLICATION PROCESS	DEADLINES
Grant Workshop	Thu, May 16, 2019
Draft DUE (new applicants)	Fri, July 2, 2019
Final Application DUE (mail by)	Mon, July 29, 2019
OCHA & Professional Panel Review	August-October
Advisory Board Review	early November
Notification of Grant Awards	late November

DRAFT REVIEW: First-time applicants are required to submit a draft of the Narrative and the Budget page. Submit drafts early to allow time for review and changes. Staff will review drafts up to **Tuesday, July 2**. Drafts may be mailed, e-mailed or faxed.

FINAL DEADLINE: Submit 1 original + 4 copies of the Grant Application (total of 5 copies) to the Office of Cultural and Heritage Affairs, postmarked by **Monday, July 29, 2019**.

2 TYPES OF SUPPORT:

General Operating (GOS) • **Special Project (SP) including Technical Assistance**
Organizations may request a maximum of **\$5,000** in either category

CASH MATCH REQUIREMENT:

If funded, your organization **must match** the grant (budget for and spend your own dollars):

GRANT CATEGORY	REQUIRED MATCH
General Operating Support	100% of grant amount must be matched in cash (money spent received via other sources)
Special Project	50% or more (up to 100% of grant) must be matched in cash. Balance (up to 50% maximum) may be in-kind goods or services

Union County Office of Cultural & Heritage Affairs

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