

A Service of the Union County
Board of Chosen Freeholders



UNION COUNTY
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2021 UNION COUNTY LOCAL ARTS GRANT PROGRAM

Funding Year: Jan. 1 – Dec. 31, 2021

REQUIREMENTS & INSTRUCTIONS

Application Deadline: Monday, September 14, 2020

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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REQUIREMENTS & INSTRUCTIONS

2021 UNION COUNTY LOCAL ARTS PROGRAM GRANT

FY January 1, 2021 – December 31, 2021

Read all requirements, guidelines and instructions in this booklet before completing the Application.

The LAP Application requires completing three forms (PDFs):

- **Application Form**
- **ADA Questionnaire**
- **Checklist of final materials**

Download these **PDFs** at ucnj.org/parks-rec/CH/grant-ops or request the forms by emailing msturm@ucnj.org. Support materials are also required.

Your FINAL application must be submitted as hard copies (but be sure to organize and save all of your application materials digitally). This grant program is competitive. Complete the application with all required documentation and support materials reflecting the professionalism of your organization.

For clarification about this grant program, the guidelines, or for help with applying, contact Martha Sturm, Local Arts Program Coordinator, at 908-558-2552 or email: msturm@ucnj.org or culturalinfo@ucnj.org.

A Glossary of Financial Terms and a Glossary of ADA-related terms are available on request.

DRAFT REVIEW: It is recommended that new applicants submit a draft for review. Drafts must be received by **August 17, 2020**. (See page G4.) Email your draft to msturm@ucnj.org, or mail to the address at front of this booklet. Staff will provide feedback and assist applicant to improve their application.

Although optional, repeat applicants **may submit a draft for review, observing the same August 17** deadline, and will receive feedback accordingly.

FINAL DEADLINE: Submit **one** (1) **original** plus **four** (4) **copies** of the grant application in five (5) separate packets to the Office of Cultural & Heritage Affairs by **September 14, 2020**. See page G5, page G9 (and the Checklist) for full instructions about required application materials.

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 Local Arts Program ("LAP") operates on a 12-month period. All applications must reflect arts activities taking place from January 01 to December 31, 2021. Adequate expenses must be spent (paid) during 2021.

GOALS

Major goals of this program:

- 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

The OCHA Advisory Board encourages applicants to address any of these **Special Areas of Interest**:

- highlighting the excellence of New Jersey artists and/or contemporary artists
 - incorporating diverse programming and artists
 - demonstrating effort to reach a diverse audience and/or underserved communities
 - presenting programs that appeal to families
 - promoting high-quality, lifelong arts education
-

ELIGIBILITY

Local Arts Grants will be awarded to non-profit organizations meeting these* requirements:

- Is a Union County-based organization whose activities take place in Union County
- Organization is incorporated in the State of New Jersey for a minimum of two years
- Has IRS tax-exempt status in accordance with Sections 501(c)3 or 501(c)4 or pending same

Local Arts Grants may also be awarded to libraries, schools, and units of government.

*Organizations not meeting the 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.

CATEGORIES OF SUPPORT

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

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

Maximum you may request: **\$5,000** (The minimum request is \$1,000.)

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

If your organization also applies for funding from the Union County HEART Grant Program or the Union County History Grant Program, your Local Arts Program grant application must request funding for a project/program that is separate and different from that HEART (or History) grant application. If you are uncertain which program to apply to, 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

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**. Some 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
- 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 should be submitted with such application.

INELIGIBLE USE OF GRANT FUNDS

Local Arts grant funds may NOT be used to pay for:

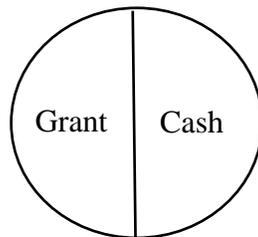
- Capital improvements or capital equipment purchases
- Hospitality / refreshments (*these expenses may be used as part of cash match)
- Previous program deficits
- Fellowships, endowments or scholarships
- Foreign travel
- Projects by religious institutions that do not actively seek a wide general audience
- 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 match (and spend) each dollar of the grant award with at least one dollar of your own from other sources.

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% or more of the grant amount in expenditures from other sources.**

GOS example:

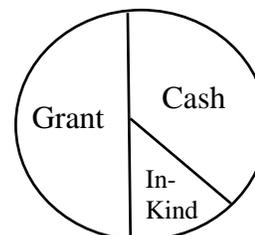
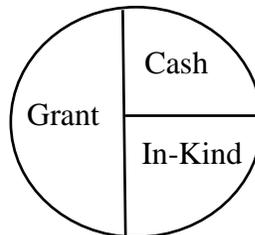


(Note: for arts organizations only)

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:



APPLICATION SUBMISSIONS

DRAFTS (due August 17, 2020): New applicants are encouraged to submit a draft consisting of the Application pages (except page 2 and page 11). All applicants have the option to submit a draft if desired. OCHA staff will review drafts received by the deadline and provide feedback, so that the applicant may make revisions before submitting the final application.

2021 Union County Local Arts Program Grant • Instructions / Guidelines

FINAL APPLICATION (due September 14, 2020): Your application must be received or postmarked by this deadline. Complete the **Checklist** to ensure your Application is complete.

You will need 5 sets of Application materials, each set including: copies of the Application pages (including Financial Charts), ADA Questionnaire (or formal 2020 ADA Plan), resumes, media list, and samples (maximum 5) of publicity materials. Submit each set of materials in its own packet (a pocket folder or envelope bearing organization name). **You will submit 5 packets, one marked “Original.”**

The **“Original” packet** (only) must also include: the original (ink signature) application, documentation of IRS nonprofit status, and the completed Application Checklist. In the “Original” packet, performing arts groups must also include a performance sample: either a page listing 1 or 2 links to a performance, or a CD, DVD, or USB thumb drive.

Limited optional support materials may be submitted with the Original Packet, and should be **noted on the Checklist**.

REVIEW PROCESS & EVALUATION CRITERIA

Each applicant’s materials will be carefully read, evaluated, scored and discussed by a Panel of Arts Professionals. Evaluation and scores are based on the following:

1. **Artistic Merit**
 - Quality of program and artists, demonstrated by support material and resumes
 - Activities that further applicant’s artistic goals and objectives
 - Programming that enhances or stretches participants’ artistic potential
2. **Administrative Ability**
 - Strong management and a realistic plan for executing project
 - Demonstrates ability to deliver program effectively
 - Promotes greater public awareness of the importance and value of the arts
 - Demonstrates effective marketing/PR plan with tactics to promote activities widely
 - Quality of evaluation tools
3. **Public Participation / Accessibility / ADA**
 - Demonstrates efforts to involve people of diverse ethnic groups
 - Addressing compliance with the ADA (including Questionnaire responses)
 - Demonstrates commitment to inclusion and/or accessibility
 - Collaborates with other group(s) to expand impact
4. **Financial Management**
 - Demonstrates fiscal responsibility
 - Realistic budget
 - Shows diverse funding sources
5. **Overall Impression**
 - Overall impression of grant application and program in totality
 - Significant strengths or weaknesses

Panelists will also consider:

Application Addresses a Special Area of Interest:

- Program highlights New Jersey artists and/or contemporary artists
- Incorporating diverse programming and artists
- Program appeals to families
- Efforts to reach diverse and/or underserved communities
- Promoting high-quality, lifelong arts education

FUNDING DECISION & NOTIFICATION

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. Prior-year reporting may affect final award decisions in the case of applicants who have been funded in previous years.

By December 2020, 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, 2021). 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.

GRANT PAYMENTS & REPORTING

Organizations awarded an LAP grant (“re-grantee”) 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, 2021**. At the discretion of OCHA, additional Interim Reports may be required.

A Final Report (forms provided by OCHA) is due by **December 14, 2021**.

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 2021. **“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.

OTHER REQUIREMENTS FOR LAP 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 Required:

All funded projects, events and performances MUST display the exact credit language as follows on all publicity and print 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 (optional) is provided with the grant contract agreement or on request.

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 2021, so evaluators may have an opportunity to observe their work.

YOUR GRANT APPLICATION

COMPLETE THE APPLICATION FORM

Save the Application form PDF on your computer, so that you may return as needed to complete it. You will print and submit these pages. Complete all fields and answer all questions in the Application. Indicate “n/a” if a question does not apply to your application.

The “Description of Program/Project” section is the heart of the application, in which you will communicate the context, goals, plans, process, public impact and benefits of your organization or project — and explain your budget items. Before answering the questions, 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 prior-year attendance and expenses to plan. If you receive a grant, attendance data should be recorded all year, because it is required for your Final Report.

OCHA recommends making contingency plans for 2021 (and citing such plans in your application) that address the potential impact of the Coronavirus and Covid-19 in the year ahead.

THE FINANCIAL CHARTS

Give close attention to your budget. Explain line items in your Budget in the “Financial Plan” portion (Question 21) of the Program Description section. For Special Projects, Income and Expenses should match, producing a balanced budget. If not, explain any differences in “Financial Plan” portion (Questions 21-25) of the Program Description section.

- All applicants must complete Financial Charts 1, 2 and 4. (GOS applicants only, in lieu of filling out Charts 1 and 2, may furnish their own spreadsheets all 3 years, and indicate this on Chart pages.)
- Special Project applicants must also complete Financial Chart 3. (GOS do not complete Chart 3.)
- 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 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 cannot be used as cash match.
- Operating Expenses (phone/internet, printing, office supplies, etc.) should reflect expenses pertaining to the project only.
- Maintenance costs are usually in-kind, unless they refer to overtime charged directly to the project.

COMPLETE THE ADA QUESTIONNAIRE

All applicants **must** complete, print, and submit the ADA Questionnaire (pages A1–A3). Applicants may provide their formal 2020 ADA Plan in lieu of the Questionnaire, provided it is current (2020).

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 interpreter) and training your staff, can facilitate full participation in your project by people who are disabled.

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.nitheatrealliance.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.

For a Glossary of terms related to Accessibility and the ADA, contact our office.

FURNISH SUPPORT MATERIALS

Collect and compile the materials needed. Items 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. Any support materials for your organization or artists involved should not be more than **three** years old.

In your answers to questions within the Application, **reference specific materials or documents you are providing and insert them appropriately.**

2021 Union County Local Arts Program Grant • Instructions / Guidelines

Required support materials:

- Current resumes of artists, consultants, staff, or key volunteers
- Samples (maximum of 5) of publicity materials, such as programs, brochures, flyers, web pages, or press coverage
- Current media list
- For performing arts groups: provide a performance sample (either a page listing 1 or 2 links to an online performance, or a CD, DVD, or USB thumb drive)

Optional support materials (enclose with “Original” packet only) may include:

- Photos (limit 2) of recent similar programs
- Sample of performance on digital media (or 1 or 2 urls/links listed on a separate page)
- Other (specify on Checklist)

Overall, your application should communicate your organization’s capabilities, demonstrating:

Artistic Excellence – Demonstrate what you do or what the artists you hire do. Be specific about the professionalism of artists involved in your program.

Administrative Capacity – An organized application is thorough, and includes accurate budget calculations. Check your math and proofread before submitting.

Community Outreach & Participation – Demonstrate outreach to specific populations.

ASSEMBLE & SUBMIT YOUR PACKETS

Assemble materials in the following order. You will need 5 sets, each set placed in a separate packet (pocket folder or envelope) marked with your organization’s name:

1. Completed, signed Application Form, including Financial pages (staple at top left)
2. Completed ADA Questionnaire (staple top left) or formal 2020 ADA Plan.
3. Support Materials (see page G5, above, and use Checklist)

Label one packet “Original.” This packet must include your Application with original ink signature. See pages G5 and G8, and use Checklist for other materials to be included ONLY in the “Original” packet.

Submit all (5) packets by September 14, 2020 (postmark by Sept. 14) to:

**LAP Grant
UC Office of Cultural & Heritage Affairs
633 Pearl Street
Elizabeth, NJ 07202**