

**New Jersey Cultural Trust FY 11 Awards by County Round VII Institutional-
Financial Stabilization Grants from the NJ State Council on the Arts**

Applicant	County	Award	Purpose	Proposed Project
Noyes Museum of Art	Atlantic	30,000	New Jersey Cultural Trust funding will ensure the success of this new partnership. A current assessment of organizational operations, programs and artistic integrity are necessary to launch a strategic plan. There is an agreement in place with goals and bench marks to measure outcomes. An outside consultant would be hired to provide this assessment and strategic plan.	Financial Stabilization -Assessment in Preparation for Strategic Plan
Friends of Cape May Jazz, Inc.	Cape May	40,000	The New Jersey Cultural Trust FY 11 Arts Institutional and Financial Stabilization grant will be used for debt reduction. The grant request, in the amount of \$40,000, will be used entirely for reducing the existing debt liability. The grant will reduce current debt liability by 63% and will aide in completing project objectives.	Financial Stabilization -Debt Reduction
Wheaton Arts and Cultural Center	Cumberland	32,000	This project will allow Wheaton Arts to utilize outside expertise to assess current data management systems and needs, develop solutions, make software/system upgrades and train staff to improve customer/funder relationship management and increase organizational capacity to strengthen traditional and new web-based technologies and advanced development, communications and marketing goals and strategies.	Financial Stabilization -Software Assessment Upgrades, Training
City Without Walls	Essex	40,000	Cultural Trust funding will enable Phase II of the technological upgrade and human resources restructuring needed to offer our cutting-edge online information systems to other arts organizations. This will add "software as a service" capabilities for collaborative community building within the arts sectors, providing new earned income potential.	Financial Stabilization -Software
Newark Public Radio, Inc.	Essex	28,075	Continuation of a 2009-10 initiative to develop WBGO's major giving and related fundraising capability via enhanced commitment from Board, management and staff that will result in a capital campaign to further WBGO's public service and dissemination of Jazz to diverse audiences via radio and online technology.	Financial Stabilization -Major Giving Program
Youth Orchestras of Essex County	Essex	15,000	We will assess our organizational structure. That includes hiring an independent expert to evaluate current and potential board, volunteer and staff roles. This will result in recommendations and training to build leadership and to establish organizational systems to sustain our youth orchestra, which depends on an ever-changing volunteer membership.	Financial Stabilization - Organizational/Board Assessment/Training
Schola Cantorum on Hudson	Hudson	20,000	Schola Cantorum on Hudson seeks funding to hire their first director of communications. This person will spearhead marketing and public relation efforts to raise awareness about the organization and increase earned income from ticket and merchandise sales and fee-based engagements. The new director will also aid with membership development.	Financial Stabilization -Staffing - Director Of Communications
International Sculpture Center	Mercer	20,425	New Jersey Cultural Trust funding will allow database development calculated to overhaul the current system, including software purchase and staff training. It will allow efficient and in-depth tracking of donors, members and foundations. As the ISC advances with a dynamic new strategic plan, management of income and audience growth is dependent upon a comprehensive, sustainable database.	Financial Stabilization -Database Development
Princeton Pro Musica	Mercer	20,000	This project seeks funding for a permanent cash reserve to stabilize cash flow. A resolution to continuously manage and replenish a reserve has been adopted by the Board of Trustees. The Board also has implemented policies to further fiscal discipline by improving budget development/review and fiscal operation management.	Financial Stabilization -Cash Reserve
Young Audiences New Jersey	Mercer	39,500	To upgrade and expand our website to provide a fully interactive resource for educators and families by adding streaming video of performances, artist interviews, blogs, and podcast, sample lessons plans, how-to-art project and other educational resources, and to make the website thoroughly accessible for children and adults with disabilities.	Financial Stabilization - Website Upgrade

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State Theatre Regional Arts Center New Brunswick, Inc.	Middlesex	25,000	The ongoing economic crisis, featuring reduced asset values and contributions from government, corporate and foundations sectors, requires a New Patron Model to increase revenues from individuals. Our model will have broad applicability to performing arts organizations through increasing revenue from a hybrid model that combines earned and contributed revenues.	New Patron Model
Two River Theater Co.	Monmouth	40,000	Two River Theatre will facilitate focus groups, file analysis and strategic planning of new marketing programs directed toward building audiences, increasing ticket revenues and enhancing customer relationships.	Marketing Program/Audience Research
Arts Council of the Morris Area	Morris	20,000	Cultural Trust funding will support the strategic development and implementation of a vibrant, innovative, and interactive website with search engine optimization designed to educate, inform and inspire, integrated with development of a new database that will collectively allow for building sustainable relationships and deepening financial stability for the Arts Council.	Financial Stabilization - Website Development
Westfield Symphony Orchestra	Union	30,000	The WSO is applying to the Cultural Trust for a grant to implement the second stage 2 of an expansion and recalibration of the administrative positions within the WSO to best address its gains over the past four years.	Staffing-Expand 2 positions
Total Awarded		\$ 400,000		