



## **New Jersey State Council on the Arts Arts Project Support (APS) Fiscal Year 2020 Grant Program Guidelines**

### **ABOUT THE NEW JERSEY STATE COUNCIL ON THE ARTS**

The New Jersey State Council on the Arts is a division of the New Jersey Department of State, created in 1966 by Public Law Chapter 214 and consists of 17 Governor-appointed members, and three ex-officio members representing the New Jersey Secretary of State, the Senate, and the Assembly. The Council's volunteer members are supported by a professional staff who carry out the Council's programs and services from the State Capital in Trenton.

### **WHAT WE BELIEVE**

We believe the arts are central to every element we value most in a modern society including: human understanding; cultural and civic pride; strong communities; excellent schools; lifelong learning; creative expression; and economic opportunity.

### **OUR MISSION: GIVEN TO US BY THE PEOPLE OF NEW JERSEY**

In 1966, the Legislature passed, and the governor signed, a bill creating the New Jersey State Council on the Arts, and directing us to do all that is necessary and appropriate to: support, encourage, and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey.

### **HOW WE ARE FUNDED**

Public support for the arts in New Jersey comes from a dedicated, renewable revenue source - the Hotel/Motel Occupancy Fee - established in 2003. Under this law, 22.68% of the fees collected are annually allocated to the State Arts Council with a minimum appropriation of \$16 million. Additionally, the Council receives an annual, competitive grant from the National Endowment for the Arts.

As the largest funder of the arts in New Jersey, the Council is committed to providing annual and multi-year grants to New Jersey's nonprofit arts organizations, arts projects, and artists. Strategic, responsive, and responsible grantmaking is the Council's highest priority, ensuring programs and services are equitable, accessible, and have the greatest possible statewide impact.

### **FY20 GRANT CYCLE: GRANT PROGRAMS FOR ORGANIZATIONS**

General Operating Support (GOS), a three year grant program  
General Program Support (GPS), a three year grant program  
Arts Project Support (APS), a one year grant program

The Grant Period for all grants under this program runs July 1 to June 30.

## **APPLICATION ASSISTANCE AVAILABLE**

The following assistance is available to help you compose and submit your application.

1. Application workshops/webinars. Please check the Council's [website](#) for details and schedules.
2. [Staff](#) is available to help with questions specific to your application. Program Officers in each discipline are reachable by telephone and email, or you may schedule an appointment for in-depth application form questions.

## **WHAT IS AN ARTS PROJECT SUPPORT GRANT**

Arts Project Support (APS) provides support for a project that meets the Council's eligibility requirements. A project is defined as a public activity or event that occurs once during the year either as a single day or weekend presentation, or a series of the same presentation occurring within a very limited and specific timeframe (12-weeks or less). **Priority will be given to projects that provide opportunities to engage new voices, reach new communities, or encourage innovation in the field.**

This category does not support on-going or multiple programs or the general operations of an organization. The project must be wholly dedicated to the arts and the applicant should clearly demonstrate its commitment to the project. Applicants unclear about the distinction between GOS, GPS and APS grants should contact Council [staff](#).

GOS and GPS grantees are not eligible to apply for APS grants except in Folk Arts. If you need more information about this opportunity, please contact Kim Nguyen at [kim.nguyen@sos.nj.gov](mailto:kim.nguyen@sos.nj.gov) or 609/292-4495.

Applicants should consult the [Frequently Asked Questions](#) document for additional guidance and support.

## **HOW TO APPLY FOR A FY20 APS GRANT**

A Notice of Intent to Apply (NOI) is the first required step in the Council's APS grant process. The Council will not accept an application that was not preceded by a NOI.

To file an NOI form, an applicant must be registered in the SAGE system. The purpose of the NOI is to provide Council staff with the opportunity to assure potential applicants by previewing proposals and ensuring eligibility requirements are met. The NOI form is not binding.

Each organization that submits a NOI is required to schedule a meeting with Program Staff to discuss their organization, program or project prior to submitting an application. Its purpose is to assure that applicants meet all eligibility requirements and to screen for potential problems before submitting a full application. Organizations can expect to receive meeting requests from Program Staff in December/early January.

SAGE System: The System for Administering Grants Electronically (SAGE) is the State of New Jersey's grant management system. This system requires authorization for access. If you do not have a username and password please click the [New User link](#) to request access to the site. Please contact Patricia Hamilton-Ross at [patricia.hamilton-ross@sos.nj.gov](mailto:patricia.hamilton-ross@sos.nj.gov) or 609/633-1273 for technical assistance in SAGE.

## DEADLINES AND SCHEDULE FOR THE FY20 APS GRANT APPLICATION PROCESS

- The Notice of Intent must be efiled in SAGE by **Tuesday, December 4, 2018** at 11:59 p.m. The Council **will not** accept an application that is not preceded by a Notice of Intent. Requests for extensions to the deadline will not be permitted.
- The FY20 APS Application will be opened in SAGE in January 2019 to organizations that submitted a successful NOI. Organizations will receive a SAGE notification announcing the availability of the application.
- The FY20 APS application must be efiled in SAGE by **Wednesday, February 13, 2019** at 11:59 p.m. Requests for extensions to the deadline will not be permitted.
- Peer Panel Deliberation and Review April/May 2019
- Council Grants Committee Review June 2019
- Council Votes on Award Recommendations Annual Meeting July 2019

## NEW FOR FY20

1. Any materials submitted after the application due date will not be accepted.
2. Citations of Excellence will be awarded to organizations that receive the highest evaluation by the grant review panels, meet all reporting requirements and deadlines, and demonstrate exemplary investment of the Council's grant award through the reporting process. Designations will be conferred annually at the Annual Meeting beginning July 2019.
3. The applicant's potential APS project does not need to be regional in scope and can serve a specific or local population; however the organization itself must demonstrate regional or statewide impact (see below).

## APS ELIGIBILITY REQUIREMENTS

To be eligible to receive an APS grant, an applicant must:

1. be incorporated in the State of New Jersey as a non-profit corporation or be a unit of government, college or university;
2. be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4;
3. not receive Local Arts Program funds from its County Arts Agency; and,
4. be in compliance with all pertinent state and federal regulations including but not limited to: Fair Labor Standards, 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; the Drug-Free Workplace Act of 1988; and Section 1913 of 18 U.S.C. and Section 319 of P.L. 101-121. Apart from all other provisions of law, particularly the requirements of the Americans with Disabilities Act, which bear upon all Council grantees, those grantees whose Council grant is composed all or in part of funds derived from the National Endowment for the Arts will be required to be in compliance with Section 504 of the Rehabilitation Act of 1973 at the time of and as a condition of receipt of the grant under penalty of rescission and any others set forth under law.

In addition, the applicant must demonstrate that it has a(n):

1. artistic mission and focus for the project that the organization is seeking support;

2. board of directors responsible for the governance and administration of the organization, its programs, and finances;
3. been in existence and providing public programs or services for at least two years prior to the application;
4. one half-time administrative staff person on payroll, at minimum (new requirement);
5. regional or statewide public impact through the organization’s current programs or projects. Regional impact is defined as serving audiences across a three or more county region of New Jersey. If less than 30% of the audience currently served is from outside the county, the organization is classified as “local impact.”

Those organizations that have “local impact” or cannot meet all the Council’s eligibility requirements are encouraged to apply for Council support through their respective County Arts Agency, which receives a Local Arts Program grant for this purpose. If you would like more information regarding this opportunity, please contact Mary Eileen Fouratt at [Mary-Eileen.Fouratt@sos.nj.gov](mailto:Mary-Eileen.Fouratt@sos.nj.gov) or 609/984-6815.

In addition, organizations are encouraged to critically examine their capacity in order to successfully manage an APS grant. Are you prepared and able to:

1. submit a Project Accessibility (ADA) Checklist by December 31, 2019?
2. provide documentation of compliance with the NJ Charities Registration Bureau
3. provide documentation of compliance with Division of Revenue
4. work in SAGE to submit a Contract, Interim Report and Final Report by the respective deadlines?

### **PANEL CATEGORIES FOR GENERAL OPERATING SUPPORT**

All applicants must identify one of the panel categories that best applies to the proposed program. Consult the [Glossary](#) for definitions.

Dance	Media
Music	Literature
Opera/Musical Theatre	Folk Arts
Theatre	Multidisciplinary
Visual Arts	Arts Basic to Education
Crafts	Performing Arts Presenters

### **APS APPLICATION COMPONENTS**

**Organizational Profile Form:** This form provides the essential information about the organization.

**Application Form:** This form provides the essential information about the request for funding.

**Purpose of Funding:** This statement is limited to approximately 50 words or 300 characters. It will be used in press releases and for other public inquiries. It should contain the basic “who, what, where, and when” information.

Sample Statement: “This grant will help support the Sample Theatre Company’s main stage season of four productions serving an estimated audience of 13,000 northern NJ residents; a six-play summer reading series for an invited audience of 3,000; a Youth Conservatory serving 75 young people and a Saturday Children’s Series.”

**Narrative:** This statement is limited to 5 pages or approximately 20,300 characters. It should clearly and concisely communicate your organization’s story to the panel and provide context for the other materials in the application. The narrative should directly address the Evaluation Criteria through the “Narrative Topics.”

**Board Chart:** This chart identifies who is on the organization’s current board and advisory board. Current grantees, check for accuracy if the chart is already completed in SAGE.

**Staff Chart:** This chart identifies the organization’s current staff.

**Finance Charts:** Provide two Project Income and two Project Expense Charts. Do NOT fill out the previous years’ columns unless the project has a prior history. Use the notes feature to describe or explain your finance charts. The panel expects accompanying budget notes to provide clear information about the organization’s complete financial picture.

**In-Kind Contributions Chart (Optional):** This chart documents any in-kind goods or services received/to be received by the organization. Remember, in-kind goods and services may not be counted toward the match. Detailing in-kind contributions is helpful for panelists to understand those costs not detailed in the Project Expense Charts. Contributions must be documented based on fair market value.

**Charities Registration and Division of Revenue:** Organizations must be in accordance with both Charities Registration Bureau requirements and Division of Revenue requirements, including any other state and federal requirements. Failure to provide proof may result in disqualification from the panel review process.

**Project Accessibility (ADA) Checklist:** This checklist applies only to the proposed arts project. Applicants must use the self-assessment survey and planning tool (link) available from the New Jersey Theatre Alliance to review the accessibility of facilities to be used for project and programmatic access. Failure to comply may result in the rescission of the grant, if awarded.

**Required and Optional Support Materials:** Support material requirements vary according to discipline. Detailed information is found in the Support Material section.

## **EVALUATION CRITERIA**

Review and reference the Evaluation Criteria in preparation of the narrative. Successful narratives are clear and convincing and are supported by budgets and links to support materials. Panels look for evidence of solid program planning and implementation in accordance with the following criteria:

1. **High artistic quality** throughout the project in pursuit of project goals that provide/create public benefit and value.
2. Significant public benefit and **broad accessibility** based on a sound understanding of who is/will be served by the organization that is clear, measured, and documented.
3. Adequate and **appropriate strategic planning**, including governance, management and human resources as they relate to the project.
4. An appropriate **organizational budget** that includes sufficient resources and appropriate compensation to the artists.
5. Commitment to **arts education** and to providing opportunities for meaningful arts learning.

6. Commitment to raising **public awareness**, appreciation, support and advocacy for the arts, artists and arts education through diversity, equity, inclusion and access.

## **NARRATIVE TOPICS**

The Narrative Topics are the framework for writing the narrative. Compose a narrative that will provide a panelist, who does not know your organization, the ability to understand it in relation to the Council's criteria. If you have unusual or unique circumstances that are not specifically queried, present them in the appropriate section. Use the required and optional support materials to reinforce specific narrative topics.

It is a good idea to craft the narrative in a Word document and copy and paste it into the SAGE narrative screen. Topic headings help panelists follow the narrative, which should also specifically reference any uploaded or linked support materials. Please also refrain from the excessive use of acronyms.

### **Mission/Project Goals/Background**

Put the project in context by briefly stating the mission of the organization and describing how the project serves that mission. State the goals of the project including the intended outcomes, who will be served, and how the project will be assessed.

### **The Arts Project**

Describe the project in detail by specifying how the activities are planned, when, and where?

- Describe how artistic decisions are made and by whom, particularly those relating to the selection of artists. Detail the decision-making process and stakeholders involved in incorporating new artistic expressions or directions.
- Detail how activities are designed, and how artistic quality will be measured and evaluated.
- Describe the connection to the audience and/or the community served by the artistic work of the project.
- List the artists who will be presented and the status of all such commitments to participate.

### **Public Benefit**

Describe how the idea for this project was developed and how you determined the need(s) that this project will address.

- Describe the target community in terms of the number of people to be served and key geographic and demographic features.
- How did you identify and engage new communities? How was the community involved in the planning?
- Distinguish between those who will attend the event(s) and those who may be served through secondary means, i.e. radio, television, publications, etc., if applicable.
- How will the organization identify, measure and document the public benefit of this project?

Special Note: For performing arts projects, it is important for the panel to understand the number of seats filled by ticket buyers versus those occupied as a result of complimentary tickets or ticket giveaways. It is important to clearly describe the basis for the audience attendance figures you have achieved and/or project.

### **Diversity, Equity, Access, and Inclusion (DEAI)**

The Council is dedicated to making the arts accessible and engaging for people of all ages, abilities and backgrounds. DEAI policies and practices in the nonprofit arts sector vary from organization to organization based on influences from audiences, members, staff or specialty. It is important to articulate how your organization works to identify and address issues related to DEAI in your work.

- Describe any efforts to identify segments of the population underserved by your organization.
- Explain efforts undertaken to understand and eliminate barriers to participation, and to increase access for underserved communities, including but not limited to persons with disabilities.
- What other barriers to participation (economic, geographic, cultural, linguistic, perceptual, etc.) have been identified, and what strategies are in place to overcome them?
- How does the organization work to integrate the arts into community life?
- Does the organization have a policy that addresses issues of DEAI? If yes, upload the policy as one of the organization's optional support materials.
- If yes, how did the organization develop the policy? How does the organization assess its implementation?

### **Project Management**

Briefly describe the overall governance and management structure of the applicant organization.

- Describe roles and responsibilities of staff, board, volunteers, and/or consultants as related to the project. What positions are paid and what positions are held by volunteers?
- Describe how the project will be managed, who will be responsible for the planning and execution of the project, and the percentage of staff time dedicated to carrying out the project.
- Include all relevant information about the organization's board and any advisory committee responsible for oversight of the project.
- Detail the ways in which the organization seeks public feedback and how it is integrated into the project's evaluation.
- What are the lessons learned outside the traditional indicators of "success?"

### **Financial Resources**

In conjunction with the information provided on the Finance Charts, describe the current financial status of the applicant organization, and explain the financial planning for this project.

- Describe the plans and methods used to earn and raise all funds necessary to accomplish the project.
- If this is a project with a prior history, discuss any significant upward or downward income or expense figures. Be clear about the percentage of a staff member's time that is devoted to the project when pro-rating salaries.

### **Arts Education/Arts Learning**

Describe how the project contributes to arts education.

- Describe any specific arts education/arts learning activities of this project that help audiences and the public to better understand the art form(s) presented, the cultural context for the work, and/or the artistic process.
- Distinguish between in-school, curriculum-based arts education programs; community arts learning activities that are sequential and hands-on such as workshops and classes; and enrichment learning activities such as gallery talks, docent tours, and pre- and post-performance talks.

## **Public Understanding/Advocacy**

Describe how this project will promote greater public understanding, awareness and appreciation of the arts and the role the arts play in the community.

- Detail the ways the project will connect to public officials, educators, corporate and community leaders.
- Describe any partnerships or collaborations with non-arts organizations that may contribute to advancing greater public value for the arts. Describe the role of the applicant organization board in advocacy efforts.

What is the role of the board in advocacy efforts for the organization as well as in promoting the value of the arts in general?

- Describe specific strategies or plans for increasing public understanding and appreciation of the arts.
- If you receive support from the Council, details how you make the public aware of that fact.

## **SUPPORT MATERIALS**

Required and optional support materials play a significant part in the evaluation process by reinforcing what is presented in the narrative. The support materials are important tools that provide the panel with a complete picture and basis for evaluation.

Applicants are required to submit specific support materials and have the option of submitting up to five additional pieces of support material that are from the past 18 months. Provide a link to your organization's website.

Artistic quality demonstrated through support materials is important. The links and/or uploaded files submitted should present samples of the organization's and associated artists' best work; panelists will assume what you show are the best possible samples.

**Support Material Formats:** The maximum file size you can upload is 13 MB. There is no size restriction for linked work samples. Do not submit links to password protected sites or pages.

## **Required Support Materials**

### **1. Brief Bios of Key Personnel/Artists Credentials**

The qualifications of persons playing key artistic, administrative, or educational roles (paid staff, board members or volunteers) must be provided. Provide artistic and education credentials for artists who are providing instruction or educational services. Identify the individual serving as the ADA Coordinator and provide a biographical summary if not included in key personnel.

- Provide biographical summaries with credentials related to individuals' functions. Do not include resumes.
- Provide credential summaries (brief biographical sketch) of artists engaged or a sample summary when there are a large number of artists engaged.

### **2. Board-approved Nondiscrimination Policy**

### **3. Board-approved Grievance Procedure for patrons**

### **4. Audio/Visual Support Materials and Other Discipline-Based Special Information**



**Performing Arts Applicants (regardless of discipline)**

Applicants should provide images that indicate the venue(s) in which work is produced or presented. In addition, applicants should provide materials that detail the organization's past and current public activities. Promotional videos are not permitted.

List the selections in the order you wish them to be accessed. The panel will view/listen to several selections but likely no more than 10 minutes total. It is important for the applicant to submit samples which:

- provide documentation of artistic quality.
- exhibit a variety of tempos and styles in performance.
- showcase the work of the organization's ensemble and not solely that of guest artists.

It is recommended that application submit brief descriptions of the selections as an optional support material to provide context for the panelists.

**Music and Opera Applicants**

List links or upload work performed within the past 18 months that are representative of the applicant's repertoire. A list of repertoire is recommended as optional support material. Applicants in Opera may also upload images to demonstrate production values.

**Theatre and Musical Theatre Applicants**

Applicants are not required to submit a work sample in deference to the rules governing Actors' Equity Association. However, if a work sample is available and its submission is not a violation, the applicant is encouraged to submit it.

A list of repertoire from the past 18 month is recommended as optional support material. Applicants should upload images to demonstrate production values.

**Dance Applicants**

List links of work performed within the past 18 months, excluding "The Nutcracker," that are representative of the applicant's repertoire.

**Visual Arts and Crafts Applicants (and all Museums regardless of discipline)**

Applicants may upload up to 20 images, including up to four images of the space and/or installation of an exhibit(s). The remaining images should detail exhibited and proposed-to-be-exhibited works by artists who have committed to participation or are under consideration. Floor plans of exhibition spaces are helpful. For exhibitions of contemporary artists' work, samples should be of recent works, unless the exhibition is a retrospective or has an historical perspective.

**Media Arts Applicants**

List links of work(s) produced or presented within the past 18 months.

**Literature Applicants**

Submit sufficient support material to document artistic quality, particularly of any guest writers, workshop leaders, etc. who are engaged for programs.

**Folk Arts Applicants**

[Special guidance](#) is provided. Please contact Kim Nguyen at [kim.nguyen@sos.nj.gov](mailto:kim.nguyen@sos.nj.gov) or 609/292-4495 for additional support.

### **Multidisciplinary Applicants**

While no specific materials are required, Multidisciplinary applicants must provide links or upload work based on the different disciplines involved in the program. Consult the Performing Arts and/or Visual Arts and Crafts Applicants sections for submission selections and instructions.

### **Arts Basic to Education Applicants**

[Special guidance](#) is provided. Please contact Porché Hardy at [porche.hardy@sos.nj.gov](mailto:porche.hardy@sos.nj.gov) or 609/633-1049 for additional support.

### **Performing Arts Presenters**

While no specific materials are required, Performing Arts Presenters applicants must provide links or upload work based on the different disciplines involved in the program. If other types of programs or services, such as producing events or artists' services, are provided, applicants should provide documentation. Consult the Performing Arts and/or Visual Arts and Crafts Applicants sections for submission selections and instructions.

### **Optional Support Materials**

In addition to the required support materials, applicants may provide **up to five additional items of support material**. Each item is counted as one piece of support material. For example, a multi-page program is considered one piece; each planning document or article is considered one piece, as is each photo, brochure, letter of support, etc. Up to ten (10) social media posts listed on one document counts as one piece.

### **APPLICATION DEADLINE**

The application deadline is **Wednesday, February 13, 2019** at 11:59 p.m. You will receive an e-mail confirmation from SAGE when your application is successfully submitted.