



## New Jersey State Council on the Arts Arts Project Support (APS) Fiscal Year 2019 Grant Program Guidelines

Arts Project Support 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's or weekend's presentation, or a series of the same presentation occurring within a very limited and specific timeframe (six weeks or less). Examples include a concert, an exhibition, a reading, or the run of a single theatrical production.

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](#).

In addition, applicants should consult the [Frequently Asked Questions](#) for additional guidance and support.

### Deadlines and Schedule for FY19 Grant Application Process

<b>Applicant Submits Notice of Intent (NOI)*</b> <i>*All potential applicants <b>must</b> submit a Notice of Intent. The Council <b>will not</b> accept an application that is not preceded by a Notice of Intent.</i>	<b>Monday, December 11, 2017</b> , e-filed by 11:59 PM
<b>Applicant Responds to NOI issues, if needed</b>	<b>First week of January 2018</b>
<b>Applicant Submits FY19 Application</b>	<b>Monday, February 5, 2018</b> , e-filed by 11:59 PM
<b>Peer Panel Deliberation and Review</b>	<b>April/May 2018</b>
<b>Council Grants Committee Review</b>	<b>June 2018</b>
<b>Council Votes on Award Recommendations</b>	<b>Annual Meeting, July 2018</b>

**Please note:** GOS and GPS grantees are not permitted to apply for APS grants except in Folk Arts. If you have questions regarding this opportunity, please contact [Kim Nguyen](#).

Requests for extensions to the deadlines will be permitted only in extreme circumstances. To request an extension, complete the [Extension Request Form](#).

## Eligibility Criteria

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To be eligible to receive a grant under this program, an applicant must be:

1. incorporated in the State of New Jersey as a non-profit corporation or be a unit of government, college or university
2. tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4
3. registered with the NJ Charities Registration Bureau
4. 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 for which 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. current regional or statewide public impact through the organization's programs or projects

**Please note:** "Regional impact" is defined as serving audiences across a two or more county region of New Jersey. If less than 25% of the audience currently served is from outside the county, the organization is classified as "local impact." An organization located near a county border that serves audiences in an adjacent county or counties is also classified as "local impact" due to the limited number of communities within those counties.

**Local Impact Support:** Those organizations that are "local impact" should apply for Council support through their respective County Arts Agency, which receives a Local Arts Program grant for this purpose. If you have questions regarding this opportunity, please contact [Paula Stephens](#).

**Reminder:** In the Notice of Intent to Apply the applicant must demonstrate that the organization or project already serves a regional audience. If the project is new, then the organization must demonstrate that it has a track record of providing services with a regional impact.

## Panel Categories for Arts Project Support

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

Dance  
Music  
Opera/Musical Theatre  
Theatre  
Visual Arts  
Crafts

Media  
Literature  
Folk Arts  
Multidisciplinary  
Arts Basic to Education  
Performing Arts Presenters

## **Application Components**

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The APS application is submitted through the SAGE eGrant system. SAGE (System for Administering Grants Electronically) is the State of New Jersey's on-line grant management system.

### **Changes to the Application Process:**

1. Organizations currently receiving funds from its County Arts Agency are not permitted to apply for APS support from the Council.
2. *SAGE accepts electronic signatures. Do NOT mail in the signature form.*
3. *All support materials must be up-loaded or linked in SAGE. Do NOT mail in any materials.*

**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 354 characters. It will be used in press releases and for other public inquiries. It should contain the basic "who, what, where, and when" information.

*For example: "This NJSCA grant will help support the three-day Festival of Puerto Rican Culture to be conducted on October 12-14 at Sample College, featuring over 60 fine artists and craftspeople and 16 renowned Puerto Rican performers intended to attract over 10,000 participants throughout New Jersey."*

**Narrative:** This statement is limited to 5 pages or approximately 20,300 characters. It should clearly and concisely communicate your organization and its programs 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. Specify the staff assigned to the project for which the organization is seeking support.

**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 information in your finance charts. The panel expects accompanying budget notes to provide clear information about the project's complete financial picture.

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

**Project Accessibility (ADA) Checklist:** This checklist applies only to the proposed arts project. Applicants must use the [self-assessment survey and planning tool](#) 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**

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

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 project that is clear, measured, and documented.
3. Adequate and **appropriate strategic planning**, including governance, management and human resources as they relate to the program.
4. An appropriate **program 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.

## **Narrative Topics**

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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 the project in relation to the Council's criteria.

***Reminder:** It is a good idea to craft the narrative in a Word document and copy and paste it into the SAGE narrative screen. Applicants must use a 12 point type font or larger. Topic headings help panelists follow the narrative, which should also specifically reference any uploaded or linked support materials.*

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

Put the project in context.

- Briefly state the mission of the organization
- Describe how the project serves that mission.
- State the goals of the project including the intended outcomes and who will be served.

### **The Arts Project**

Describe the project in detail.

- Specify 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 how activities are designed, and how artistic quality and success 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 their participation.

### **Participation and Engagement**

Describe how the idea for this project was developed.

- How did the organization determine the need(s) that the proposed project will address?
- Describe the target community in terms of the number of people to be served and key geographic and demographic features.
- 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 is the community “to be served” involved in the planning for this project?

- Describe the methods to be taken to attract the intended audience and discuss those steps in terms of broadening, deepening and diversifying arts participation.

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 know 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.

### **Access**

Describe any efforts to 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.) has been identified, and what strategies are in place to overcome them?
- How does the organization work toward making the arts an integral part of community life?

### **Project Management**

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

- Describe roles and responsibilities of staff, board, volunteers, and/or consultants as related to the project.
- 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.

### **Financial Resources**

Amplify the information provided in the Finance Charts and detail the current financial picture of the organization. Provide support information that gives the panel an honest assessment of the organization’s current financial picture.

- 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 inform public officials, educators, corporate and community leaders about the public value of this work and of the arts in general.
- Describe any partnerships or collaborations with non-arts organizations that contribute to advancing greater public understanding of the value for the arts.

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, describe how you make the public aware of that fact.

## **Support Materials**

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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 the organization's website and the proposed project's webpage, if applicable.

All support materials will be uploaded or linked in SAGE. Mailed-in print materials will not be accepted. Should you have questions regarding this format, please contact [Council staff](#).

Artistic quality demonstrated through support materials is important. The links and/or uploaded files submitted should present samples of the project'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 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.

### **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. Please contact [Council staff](#) to discuss the submission of publications.

### **Folk Arts Applicants**

[Special guidance](#) is provided. Please contact [Kim Nguyen](#) 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**

While no specific materials are required, ABE applicants must provide links or upload work samples based on the different disciplines involved in the programs. [Special Guidance](#) is provided. Please contact [Danielle Bursk](#) 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 Submission and Deadline**

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All parts of the application is submitted through SAGE. The [application deadline](#) is **Monday, February 5, 2018**.

***Please note:*** You will receive an e-mail confirmation from SAGE when your application is successfully submitted.