



New Jersey State Council on the Arts General Operating Support (GOS) Fiscal Year 2025 Grant Program Guidelines

Este documento también está disponible [en español](#).

ABOUT THE NEW JERSEY STATE COUNCIL ON THE ARTS

The New Jersey State Council on the Arts (Arts Council) 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

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. Additionally, the Arts Council receives an annual, competitive grant from the National Endowment for the Arts.

As the largest funder of the arts in New Jersey, the Arts 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.

Commitment to Public Benefit and Equity

In New Jersey, we know that diversity is one of our greatest strengths. The Arts Council embraces the principles of diversity, equity, access, and inclusion (DEAI) in all aspects of our work. With a focus on learning, data, and accountability, we will continue to assess and challenge inequities, identify gaps in engagement and service, and focus on the details that shape systemic change.

WHAT IS A GENERAL OPERATING SUPPORT GRANT?

General Operating Support (GOS) grants provide annual support for the overall operations of organizations with missions exclusively devoted to the arts and which meet the Council's eligibility criteria.

GOS grants are typically awarded with a three-year commitment, subject to contract stipulations, and available funds which are contingent upon, in part, the passage of the state budget for the grant cycle.

While this grant does not require a match, requests should be realistic and supported by comprehensive fiscal, operational, and programmatic plans. The following is a guide to inform requests:

- For organizations with budgets under \$500,000 in annual expenditures, requests should not exceed 30% of FY24 organizational expenses.
- For organizations with budgets under \$2,000,000 in annual expenditures, requests should not exceed 15% of FY24 organizational expenses.
- For organizations with budgets under \$10,000,000 in annual expenditures, requests should not exceed 10% of FY24 organizational expenses.
- For organizations with budgets over \$10,000,000 in annual expenditures, requests should not exceed 5% of FY24 organizational expenses.

Please note that grant requests are not a guarantee of award level amounts. This guidance is meant to provide a context for the applicant, panelists, and the Arts Council.

Service organizations are exempt from these request parameters. Please see the [Glossary](#) for the Arts Council's definition of a service organization for the purpose of this grant program. Applicants in this panel category should contact the [Program Officer](#) in the appropriate panel category for support.

GRANT PERIOD

All activities attributed to this grant program must take place between July 1 and June 30. Grant funds must be fully expended, and all work completed by the end of the grant period.

Grantees will receive 75% of the award upon execution of the contract (Fall) and the remaining 25% upon execution and approval of the final report (Summer). A final report will be due 30 days after the completion of the grant period.

This schedule will repeat itself each year for the three-year grant period.

THE SAGE SYSTEM: HOW TO ACCESS AN APPLICATION

The Arts Council uses the [System for Administering Grants Electronically \(SAGE\)](#) to accept grant applications and manage grant awards.

In order to access grant applications, users must have a registered account. To set up a username and password, please click the [New User link](#) to request access to the site. For assistance, please contact Robert Worshinski, Director of Operations and Technical Assistance, at robert.worshinski@sos.nj.gov or 609-633-1049.

Note: Access and registration approval is NOT automatic. It may take up to 48 hours to approve an organization’s registration by a system administrator. Therefore, do not wait to create a new account.

How to access the GOS application:

1. Log into SAGE and go to the “View Available Opportunities” section.
2. Click “View Opportunities” under the NJSCA section. Search for the NJSCA application titled "General Operating Support."
3. Click on the “Apply Now” button to create a new application.

If the application is not visible in the “View Available Opportunities” section, contact Robert Worshinski at 609-633-1049 or robert.worshinski@sos.nj.gov for assistance.

GOS GRANT SCHEDULE

Please note that late submissions will not be accepted for any reason including technical/human error. Applicants are strongly urged to submit applications two to three days before the deadline.

September 28, 2023	GOS guidelines released.
October 12, 2023	GOS application available in SAGE .
October - December 2023	Application Assistance: see schedule below.
December 12, 2023	GOS applications due in SAGE by 12:00 PM EST NOON.
<i>Requests for deadline extensions will not be permitted.</i>	
Spring 2024	Arts Council convenes review panels and crafts recommendations.
July 2024	Arts Council takes action on and announces grant awards.
August 2024	Deadline for eligible appeals
July 1, 2024 – June 30, 2027	Grant period for successful applications.

An organization may submit only one application in either the GOS or GPS grant program opportunity.

Submission of an application does not guarantee eligibility or that all requirements have been met. Please carefully check that all information is accurate and complete, links are functional, and all support materials are uploaded before submitting. An organization that has not met the eligibility criteria or whose application is deemed incomplete will not advance to the panel process.

Note: Applicants who choose not to apply or whose FY25 GOS application is not funded will have the opportunity to seek general operating support through the Arts Council’s FY28 GOS grant program opportunity.

APPLICATION ASSISTANCE AND SUPPORT

The following assistance is available to help applicants compose and submit an application.

1. Virtual office hours. Please check the Arts Council’s [website](#) for details and schedules.
2. Recorded mini-webinars. These mini-webinars detail various aspects of the application process and can be found on the Arts Council’s [website](#).
3. [Arts Council staff](#) is available to help with questions specific to your application. Program Officers in each discipline are reachable by telephone and email. Prior to contacting a Program Officer, applicants should read the guidelines thoroughly.

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

Note: Applicants seeking assistance are advised to contact [Arts Council staff](#) well in advance of the application deadline. Prior to contacting a Program Officer, applicants should read the guidelines thoroughly.

Please keep in mind that the volume of requests increases dramatically as the application deadline draws closer. Arts Council staff may not be able to return your call or email promptly, and your patience is appreciated.

New Applicants

Organizations new to Arts Council funding are encouraged to speak with [Arts Council staff](#) to discuss their organization, program, or project eligibility prior to submitting an application.

Accessibility

The Arts Council is committed to ensuring its programs are accessible to all people. For accessibility services related to filing this application, please contact Accessibility Coordinator Mary Eileen Fouratt at 609-984-6815 (NJ Relay 711) or maryeileen.fouratt@sos.nj.gov.

GOS ELIGIBILITY REQUIREMENTS

All applicants must meet all the following eligibility requirements at time of application. If an organization does not meet them, its application will not move forward to the panel process.

Applicants must be:

1. incorporated in the state of New Jersey as a nonprofit organization;
2. tax-exempt by determination of the Internal Revenue Service as a 501(c)(3);
3. Organizations registered as a foreign nonprofit or auxiliary, foundation, or “friends of” that only exist to fundraise/support another organization are ineligible to apply.
4. an organization in “good standing,” which includes compliance with current Arts Council requirements, if currently a NJ Department of State grantee;
5. current with New Jersey’s [Charities Registration Bureau](#) and [Division of Revenue requirements](#);
6. registered in the federal System for Award Management and have its CAGE and UEI codes. Please see the System for Award Management Guidance section below for help on how to secure your organization’s registration; and,
7. 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.

System for Award Management Guidance

All applicants must register in and maintain current registration with the federal System for Award Management (SAM). Once registered, you will need to provide the Arts Council your SAM CAGE code. Register at www.sam.gov.

In addition, all grantees are required to have a Unique Entity ID (UEI). Please view [this short tutorial](#) on how to obtain a UEI, capture your 12-digit alphanumeric code, and provide the Arts Council with your code.

For assistance with entering your SAM CAGE code or your UEI into SAGE, contact Robert Worshinski, Director of Operations and Technical Assistance at robert.worshinski@sos.nj.gov.

Additional Requirements

In addition, the applicant must demonstrate that it:

1. has an artistic mission and focus;
 - An organization that has a mission that is not solely focused on the arts is encouraged to consider the General Program Support category.
2. is governed by an independent board of directors responsible for the governance and administration of the organization, its programs, and finances;
3. has been in existence and providing public arts programs or services for at least two years prior to the application;
4. offers public programs year-round;
 - An organization that offers seasonal programming is encouraged to consider General Program Support and/or to its [County Arts Agency](#) for support.
5. has maintained an expense budget of at least \$100,000 since FY22;
 - Budgets must be corroborated through an organization's audit/form 990 reports.
6. employs at least one, full-time, administrative staff person (35 hours/week at minimum) who meets the Arts Council's eligibility criteria. Please refer to the [Glossary](#) and [FAQ](#) for support;
7. primarily serves New Jersey communities;
 - An organization whose audience is primarily comprised (51% or more) of out-of-state residents is not eligible to apply for operating support); and,
8. demonstrates regional/multi-county or statewide public impact through the organization's programs or projects.
 - Regional/multi-county impact is defined as serving audiences across three or more New Jersey counties.
 - If less than 30% of the audience currently served is from outside its county, the organization is classified as having "local impact."
 - If any county comprises less than 7% of the organization's total audience, it may not count towards the multi-county requirement.
 - In order to be considered statewide, an organization must serve at least 18 counties. If any county comprises less than 3% of the organization's total audience, it may not count towards the statewide requirement.

Those organizations that have "local impact" or cannot meet all the Arts Council's eligibility requirements are encouraged to consider applying for Arts 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 maryeileen.fouratt@sos.nj.gov or 609-984-6815 or your [County Arts Agency](#).

Applicants are encouraged to critically examine their capacity in order to successfully manage a three-year GOS grant. Grantees must be prepared and able to uphold all GOS eligibility requirements for the duration of the grant period. In addition, grantees must:

- register as a vendor with Department of Treasury’s NJSTART before the submission of the GOS contract;
 - The [NJSTART Quick Reference Guide](#) provides step-by-step instructions on how to register your organization as a vendor in [NJSTART](#).
- develop and manage a three-year ADA plan for compliance with the Americans with Disabilities Act;
 - First-time applicants must complete the Cultural Access Network’s [Self-Assessment Survey and Planning Tool](#) to establish a baseline by December 31, 2024.
 - For more information regarding this requirement, please contact Mary Eileen Fouratt at maryeileen.fouratt@sos.nj.gov or 609-984-6815.
- submit an audit/form 990 within six months of the organization’s fiscal year end;
- maintain annual compliance with the [NJ Charities Registration Bureau](#) and [Division of Revenue](#);
- work in SAGE to accurately complete and submit a contract and final report by the respective deadline each year;
- engage in an interim conversation with your program officer at the mid-point of each fiscal year; and,
- host a site visit with your program officer at least once during the three-year grant cycle.

A [Glossary](#) is available to assist with providing clarity on many of the terms and phrases used throughout the guidelines and application.

If you need help understanding how these eligibility requirements pertain to your organization, [Arts Council staff](#) is available to help with questions specific to your application.

GOS APPLICATION COMPONENTS

The application is comprised of numerous forms and charts. All questions and support materials are required components.

Note: The application and required support materials must be submitted in English. Please refer to the [FAQ](#) for information on translation assistance.

Organizational Profile Form: This form provides the essential information about the organization. The contact information listed in this form will be utilized by the Arts Council for all communication purposes. It is paramount that the information is current and accurate.

The “Grant Contact” should be the individual responsible for managing the grant in SAGE and is the organization’s primary Arts Council contact. This person must have the ability to speak on behalf of the organization and its grant.

Type of Support: General Operating Support is preselected for all applicants.

Panel Category: An applicant must identify the one panel category that best applies to its organization. Consult the [Glossary](#) for definitions as new categories have been added or combined.

Application Detail Summary: This form asks for the purpose of funding which may be used in public materials. The statement is limited to approximately 50 words or 300 characters and it should contain the basic “who, what, where, and when” information.

Sample Statement: “The Arts Council’s GOS grant will help support the Textile Museum, a contemporary art museum devoted both to the creation and presentation of innovative works of art. Its Artist-in-Residence Program provides artists at all stages of their careers with the opportunity to experiment with new materials and techniques, taking their work in fresh and unexpected directions.”

Grant Narrative: The narrative is limited to eight pages or approximately 32,800 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 (page 8) through the Narrative Topics which are provided on pages 8 - 12.

Optional Long-Term Residency Supplement: Organizations who have successfully completed two years or more of long-term, teaching artist-led residencies are eligible to request \$10,000 for the support of one, long-term, arts learning residency or Long-Term Residency Supplement (LTRS). Successful applicants will receive funding for one LTRS each year of the three-year grant cycle. Interested organizations will need to select the “yes” button to generate the necessary form. Please consult the [Long-Term Residency Supplement Guidelines](#) for complete information.

Board Chart Information Review Page: This chart identifies who serves on the organization’s current board. If you are a returning grantee, please check for accuracy if the chart is already completed in SAGE.

Staff Chart: This chart identifies the organization’s current staff, which must include at minimum one paid, full-time administrative employee.

Finance Charts: There are four finance charts (Expense Chart, Expense Itemization Chart, Income Chart, and Income Itemization Chart) that comprise this portion of the application. Applicants will detail two years of financial information in the Expense and Income Charts. Be mindful of the Arts Council’s ineligible expenses detailed in the [Glossary](#) and [FAQ](#).

Use the Budget Notes section to describe or explain the information listed in the finance charts. The review panel expects accompanying budget notes to provide clear information about the organization’s complete financial picture.

In-Kind Contributions Charts (Optional): These charts document any in-kind goods or services received/to be received by the organization. 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.

Multi-County Impact Chart: The Arts Council defines multi-county impact as serving public audiences year-round with arts-based programs across three or more counties of New Jersey. Eligible organizations must demonstrate that a minimum of 30% of its audiences served are from outside its county.

Public programs which fulfill this requirement are arts-based programs that take place consistently throughout the year.

Support Materials (Images/Media/Document): Support materials provide the panel with a complete basis for evaluation. Programmatic quality demonstrated through support materials is important. Please follow form instructions, found on pages 12-15, and upload all the documents/files as PDFs in the order requested.

EVALUATION CRITERIA

Review and reference the Evaluation Criteria in preparation for the narrative. Successful narratives are clear, transparent, supported by budgets, and directly linked to support materials. Panelists will look for evidence of organizational capacity in accordance with the following criteria and the [GOS rubric](#):

1. **High artistic quality** throughout the organization's programs/services that provide public benefit and value through impactful and relevant artistic experiences.
2. Significant **public benefit and community engagement** based on a clear understanding of those served by the organization.
3. Demonstrated commitment to **diversity, equity, access, and inclusion**.
4. Commitment to **arts education/lifelong learning** in the arts.
5. **Operational excellence and capacity** demonstrated through appropriate fiscal and administrative resources, governance, and strategic planning.
6. An **appropriate organizational budget** that includes sufficient resources.

In addition, applicants will be asked to detail their commitment to raising public awareness, support, and advocacy for the arts and artists.

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 Arts 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 separate document and copy and paste it into the SAGE narrative screen. Include the topic headings in your narrative. This helps panelists follow the narrative, which should also specifically reference any uploaded or linked support materials. Please refrain from the use of acronyms.

Section 1: Artistic Quality

Mission: State the organization’s mission. Briefly articulate its primary priorities and goals as adopted by the board and detailed in the long-range strategic plan.

History: Provide a brief history of the organization, particularly as context for understanding current activities and future plans.

- Include any special achievements or recognition for the artistic work of your organization.
- Share how recent challenges have impacted the organization’s goals and priorities, if applicable.

Programs/Services: Describe current programs/services in sufficient detail to express their purpose, quality, and scope.

- Explain how the organization’s annual goals and priorities for programs and services are identified.
- Describe the process by which artistic decisions are made.
- Detail how the organization measures artistic quality.
- Discuss how programming will grow or change over the next three years.

Note: “Artistic quality” is relative to the organization’s stated mission and goals.

Section 2: Public Benefit and Community Engagement

- Describe the organization’s connection to its current audience/community served through its programs and services.
 - What counties/region are prioritized by the organization, if any?
- Describe how/if members of the intended audience and/or community partners are involved in the planning and development of programs and services.
- Describe the methods the organization employs to market its programs and services and communicates with intended audiences.
 - How does the organization determine the outcome of those efforts?
- State the organization’s established goals for broadening, deepening, and/or diversifying its participation and reach.
 - How does the organization verify if annual goals have been met?

Note: For performing arts organizations, it’s 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 the organization has achieved and/or projects.

Section 3: Diversity, Equity, Access, and Inclusion (DEAI) and Public Benefit

The Arts 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 based on internal and external influences. It is important to articulate how the applicant identifies and addresses DEAI in its work.

- Detail the organization’s commitment to serving historically underserved and/or underrepresented communities in its service area.

- Described the historically underserved and/or underrepresented communities living within the area served by the organization.
- Detail ongoing and planned efforts to understand and eliminate barriers to participation, and to increase access.
 - Describe how the diversity of the organization’s board, staff, and volunteers supports its participation and engagement efforts.
- Does the organization have a policy or plan that addresses issues of DEAI?
 - How did the organization develop the policy?
 - How does the organization assess its implementation?
- Describe any significant accomplishments over the past three years. How has your work in this area progressed?

Section 4: Lifelong Learning/Arts Education

- Describe how arts education/arts learning is a part of the organization’s mission, goals, programs, and operations. Describe any specific programs or activities.
- For teaching artist-led arts learning activities that support school core curricula, provide details on the schools or school districts, students, and teachers/administrators served.
 - If programming is offered in alternative educational settings, please describe.
- Describe any ongoing arts learning programming for educators, administrators, or teaching artists.
 - How are outcomes measured?
- Provide details on any community-based, arts learning programming offered, the teaching artists engaged, and the demographic of participants.
 - Include details of any arts learning opportunities for older adults here.
- For enrichment learning activities, such as lectures/demonstrations, docent tours, pre- or post-performance discussions, and gallery talks, describe how these activities deepen the artistic experience for participants.

Please note: This section of the narrative is not related to the optional Long-Term Residency Supplement and is a required component of the application.

Section 5: Operational Excellence and Capacity

Governance: Amplify the information provided in the Board Chart, and detail how the organization’s board operates.

- Describe the level in which the board of directors works with the executive director and the staff, and how it develops strategies and policies (governance, fiscal, fundraising, etc.) that advance the mission.
- Are there term limits, and what is the average tenure of board members?
- Are there advisory boards or other types of volunteer groups to help the board carry out the work of the organization? If so, what is their role, and who serves on them? Describe their work in detail.
- Cite the goals for board growth and/or development and diversification.

Management: Amplify the information provided in the Staff Chart, and detail how the organization’s staff operates.

- Provide a thorough description of the organization’s staff structure, including key roles and responsibilities.

- What positions do volunteers hold? How are volunteers adequately trained?
- Detail if any personnel have a role on both the organization’s staff and board.
 - What are their roles and responsibilities? Do they have voting authority with the board?

If staff positions are currently vacant, explain the organization’s process and timeline for filling those positions.

Operations/Strategic Planning: The Arts Council views the strategic planning process as a key indicator of the organization’s present situation and potential future. Evidence of solid planning to guide operations and development for the next three years is critical to obtain general operating support.

- Detail the organization’s most recent strategic planning process, including the role of the board.
- Are the goals clear and responsive to broad input from all constituencies?
- Describe how the organization measures success.
 - How is the organization currently accomplishing the goals and objectives identified in the plan?
- If the organization is developing a new strategic plan, describe the process in the context of the existing plan.
- Does the organization have a Leadership Succession Plan in place to intentionally manage transition(s) from key personnel?
- Does the organization have an Emergency Preparedness Plan? Does it include provisions for patrons with disabilities?

Fiscal Soundness:

- What are the organization’s policies and procedures for ensuring sound fiscal controls?
- What is the board’s role in financial oversight?
- Detail any assets and/or financial instruments that contribute to fiscal soundness (endowment, property, cash reserve, investments, line of credit, etc.).

Section 6: Budgeting and Financial Resources

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

- Detail how the organization develops and monitors its budget.
 - What data is used for decision making around developing and monitoring the annual budget?
 - What is the board’s role in budgeting and fundraising?
 - Describe the organization’s sources of income and strategies to develop sources of income inclusive of necessary operating funds.
- Explain projected budget increases or decreases for FY25.
- Explain how volunteers and/or in-kind goods and services impact the organization budget, if applicable.

If the organization has or is projecting an operating deficit, has an accumulated deficit, or ongoing loan/credit payments in FY25, provide the following additional details:

- What caused the deficit, and how does the organization plan to erase it?
- When is the deficit projected to be eliminated?
- Upload the board-approved deficit reduction plan in the appropriate support material section.

Additional Narrative Question:

Public Understanding/Advocacy: How does the organization advocate for the arts in New Jersey?

- Describe the specific ways that the organization communicates to public officials, educators, business and community leaders, and others about the public value of its work and of the arts in general.
- Describe any programs or services offered that contribute to better public understanding of the value of the arts.
- Describe any partnerships or collaborations with non-arts organizations that contribute to advancing understanding of the value of the arts to all sectors.
- Describe specific strategies or plans for increasing public understanding and appreciation of the arts.

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.

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, including Google Drive or SharePoint.

All support materials must be uploaded as PDFs or linked in SAGE. Should you have questions regarding this format, please contact [Arts Council Staff](#).

Required Support Materials**1. Brief Bios of Key Personnel/Artists Credentials**

The qualifications of individuals 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. Strategic Plan

The strategic plan must provide the long-range (three or more years) goals and objectives of the organization. The plan must contain the following components:

- action steps for the realization of articulated goals;

- clear benchmarks to measure success;
- a realistic, detailed timeline;
- a budget to realize the goals within the timeline; and,
- an update that briefly notes what goals or objectives have been attained to date.

Organizations between strategic plans should describe in the narrative the process for the development of a new plan, including how the process will be conducted, who will be involved, a timeline, and a budget to realize the work.

3. Board-Approved Nondiscrimination Policy

4. Board-Approved Grievance Procedure for Patrons

5. Board-Approved Conflict of Interest Policy for Employees and Board Members

6. Board-Approved Diversity, Equity, Access, and Inclusion Plan (if applicable)

7. Board-Approved Deficit Reduction Plan

If the organization is carrying a deficit greater than 5% of its budget.

Note: For all policies and plans, the applicant must include the date it was approved by the board and when it will expire.

8. FY22 & F23 Audits or Form 990

Organizations must upload their FY22 and FY23 audits or Form 990 for the same fiscal years (Form 990-N is not acceptable). Please consult the [Glossary](#) to determine which financial documentation your organization is required to submit. The reports provided should be, at minimum, an independent corroboration and review of finances and internal controls conducted by a CPA (or by a Public Accountant certified before 12/31/70). In all cases in which a management letter is referenced in the audits, a copy should be submitted. An applicant’s response to any audit findings may also be included and submitted with the report.

A critical element of application review is the analysis of current financial reports. We understand that an organization’s fiscal year may impact its ability to include its latest financial document. If the FY23 audit/Form 990 is not completed by the application due date, the applicant may substitute its FY21 report and a statement detailing why the FY23 form is not available. Please note that the absence of the FY23 audit/Form 990 may impact the review panel’s assessment.

9. Long-Term Residency Supplement Support Material(s) (if applicable)

10. Audio/Visual Support Materials and Other Discipline-Based Information

All 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, and note specific time stamps, if applicable. The panel will view/listen to all selections, but no more than 15 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; and,
showcase the work of the organization's ensemble and not solely that of guest artists.

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

It is also recommended that applicants upload images to demonstrate production values.

Visual Arts 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 a historical perspective.

Additional disciplinary-specific applicant information:

Arts Basic to Education

Special guidance is provided. Please contact Samantha Clarke at samantha.clarke@sos.nj.gov or 609-984-7019 for additional support.

Literature

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

Folk & Traditional Arts

Special guidance is provided. Please contact Kim Nguyen at kim.nguyen@sos.nj.gov or 609-292-4495 for additional support.

Multidisciplinary

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 Applicants' sections for submission selections and instructions.

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 Applicants' sections for submission selections and instructions.

Theatre

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

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.

SUBMISSION INSTRUCTIONS

After you have carefully reviewed the application, submit the application by clicking on the “Apply Status” button, under the “Status Changes” section of your application. To confirm your submission, check the “Current Status” section on the Application Forms-Menu for “Application Submitted.”

You may go back to the "View Full Application PDF" link and print a final copy of your application submission for your records.

END OF GUIDELINES