New Jersey State Council on the Arts
Projects Serving Artists (PSA)
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 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 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.

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 THE PROJECTS SERVING ARTISTS GRANT PROGRAM OPPORTUNITY?

The Projects Serving Artists (PSA) grant program provides support to help eligible organizations cover costs for technical support or services to artists who reside in New Jersey or whose work benefits New Jersey residents. The project must demonstrate direct benefit to New Jersey artists.

Applicants may request up to $25,000 in support of the project's direct expenses. Grant funds must be matched 1:1 ($1 earned or raised and spent per $1 received from the Arts Council). The match cannot be fulfilled, in any part, through New Jersey Department of State grant awards.

Applicants may propose a new or significantly renewed project. Examples of eligible projects include, but are not limited to: specialized space for creating, practicing, or producing work; assistance or training in areas of marketing, legal issues, accounting, insurance, and technology; and/or artist career development skills. Examples of eligible renewed projects are those that have evidence of success in serving the artist community and are being re-envisioned in a significant way. The Arts Council will prioritize projects that are free or accessible to artists for a reduced fee.

This grant program does not support the replacement of funds for an existing project, nor does it support the commissioning of new work, networking opportunities, or projects that support, engage, or further compensate the artistic leadership of an organization. Applicants unclear about the eligibility of a project should contact Arts Council staff.

FY25 GRANT PERIOD

All activities attributed to this grant program must take place between July 1, 2024 and June 30, 2025. 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 2024) and the remaining 25% upon execution and approval of the final report (Summer 2025). A final report will be due 30 days after the completion of the 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 PSA 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 "Projects Serving Artists."
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.

PSA 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 well before the deadline.

September 28, 2023	PSA guidelines released.
October 12, 2023	PSA application available in SAGE.
October - December 2023	Application Assistance: see schedule below.
December 12, 2023	**PSA applications due in SAGE by 12:00 PM EST NOON.** *Requests for deadline extensions will not be permitted.*
Spring 2024	Arts Council convenes panel and crafts recommendations.
July 2024	Arts Council takes action on and announces grant awards.
July 1, 2024 – June 30, 2025	Grant period for successful applications.

An organization may submit only one application for this 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: An appeal process is not available for this grant 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.

PSA ELIGIBILITY REQUIREMENTS

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

Organizations do not need to be current Arts Council grantees to apply. Applicants receiving Local Arts Program funds may apply.

Applicants must be:
1. incorporated in the state of New Jersey as a nonprofit organization;
    - Organizations registered as a college/university, or unit of government are not eligible.
2. tax-exempt by determination of the Internal Revenue Service as a 501(c)(3);
    - Organizations registered as a foreign nonprofit or auxiliary, foundation, or "friends of" that only exist to fundraise/support another organization are not eligible.
3. an organization in "good standing," which includes compliance with current Arts Council requirements, if currently a NJ Department of State grantee;
4. current with New Jersey's Charities Registration Bureau and Division of Revenue requirements;
5. 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,
6. 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, please contact Robert Worshinksi, 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 for the organization or arts program for which it is seeking support;
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. employs at least one half-time administrative staff person (20 hours/week at minimum) who meets the Arts Council's eligibility criteria. (Please refer to the Glossary and FAQ for support.);
5. primarily serves New Jersey communities; and,
6. will be registered as a vendor with Department of Treasury's NJSTART before the execution of the PSA contract. The NJSTART Quick Reference Guide provides step-by-step instructions on how to register your organization as a vendor in NJSTART.

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.

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.

PSA 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: Projects Serving Artists is preselected for all applicants.

Panel Category: An applicant must identify the one panel category that best applies to its organization or project. Consult the Glossary for definitions.

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 PSA grant will help support the Sample Theatre's New Playwright Development Series of 16 playwright career development workshops, serving an estimated 25 playwrights from central NJ through online and classroom workshops, script-in-hand readings, and mentoring sessions with theatre professionals for a one-year period."

Narrative: This statement is limited to 3 pages (approximately 12,500 characters or less) in length that responds to the following narrative topics. Compose a narrative that will provide panelists, who do not know your organization or your community, the ability to clearly review your project in relation to the PSA rubric.

Board Chart Information Review Page: This chart identifies who is on the organization's current board and advisory board. Current grantees should check for accuracy if the chart is already completed in SAGE.

Staff Chart: This chart identifies the staff responsible for managing the proposed project. Applicants should prorate the time and wage of the staff involved in the project.

Finance Charts: Provide two organizational charts (income and expenses) and one project chart. The panel expects accompanying budget notes to provide clear information about the organization's financial picture in context of the project budget. Be sure to detail in the Budget Notes section:
- the source(s) of the required cash match;
- the plans and methods used to earn and raise all funds necessary to accomplish the project;
- any expenses pro-rated to the project; and/or,
- any in-kind contributions to the project.

Be mindful of the Arts Council's ineligible expenses detailed in the Glossary and FAQ in composing your organization's budgets.

ADA Checklist: All applicants, including current Arts Council GOS/GPS grantees, must complete the ADA checklist. The checklist applies only to the proposed project and relates to facilities, programmatic accommodations, marketing, employment, sensitivity training, and policies. Further resources and the ADA Self-Assessment Survey are available at NJ Cultural Access Network Project.

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 PSA rubric:

1. **High artistic quality** throughout the organization's programs/services that provide public benefit and value through impactful and relevant artistic experiences.

2. **Artistic benefit, artistic engagement, and broad accessibility** based on a sound understanding of who is/will be served by the organization.

3. Appropriate **programmatic planning,** including governance, management, human resources, and artist relevance as they relate to the project.

4. An **appropriate organizational budget** that includes sufficient resources.

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 Art 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 One: Organization
- Briefly describe your organization, its mission, major programs, and the community or communities that you serve. Be sure to detail the organization's experience working with/serving artists.

Section 2: Proposed Project
- State the goals of the project and how the project benefits and is relevant to New Jersey artists. Goals must be specific, measurable, arts-based, and aligned with the proposed audience.
- Fully describe how the idea for the project was developed, especially as it relates to the organization's mission, noting if the artist community was included.
- Explain if the proposed project is new or if it is based on an existing or previously offered project. If it's an expanded project, explain how this proposal is different from the existing project.
- Discuss why the proposed project is a high priority and what artist-community need is being addressed and served.

Section 3: Project Management
- How will the project be accomplished? Describe how the project will be managed and who will be responsible for the execution of the project.
    - Detail what resources (staffing, consultants, partnerships, et. al.) will be used to carry out the project. Include key personnel/stakeholders and their roles and responsibilities during the project.
    - If applicable, discuss the decision-making process involved in selecting and vetting the experts engaged to offer technical support and/or professional services.
- How will the artist community be involved in the development and implementation of the project?

Section 4: Audience Development
- How will the project be promoted to the artist community?
    - Who are the artists intended to benefit from this project? Please include their disciplines, geographic region, and number engaged.
        - Be sure to detail if the artists are part of a new outreach initiative or have an established relationship with the applicant.
        - What strategies are in place to confirm that the project prioritizes New Jersey artists?
    - How will the artists be selected to participate?
        - If applicable, distinguish between those who will attend the event(s) and those who may be served through secondary means (i.e. radio, television, blogs, web-based learning, publications, etc.).
        - What resources are in place to provide artists/participants free or accessible, reduced-fee access?
    - How will the applicant provide an equitable, accessible, barrier-free experience for all participants?
        - What barriers to participation (economic, geographic, cultural, linguistic, perceptual, physical, transportation, etc.) have been identified, and what strategies are in place for the project to overcome them?

Section 5: Project Assessment
- How will the applicant identify, measure, and document the benefits of this project?
- How will the applicant determine if the target participants were reached?
- What evidence will be used to confirm if project goals have been met?

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 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. <u>Do not</u> 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/Consultant Credentials**
The qualifications of persons playing key artistic, administrative, or educational roles (paid staff, board members, consultants, and/or volunteers) must be provided.
   • Provide credentials for the individuals 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. The bios must be presented in one document.

2. **Board-Approved Nondiscrimination Policy**

3. **Board-Approved ADA Grievance Procedure for Patrons**

4. **FY23 Audit or Form 990**
Organizations must upload their FY23 audit or Form 990 (Form 990-N is not acceptable). If the FY23 audit/Form 990 is not completed by the application due date, the applicant may substitute its FY22 report and a statement detailing why the FY23 form is not available.

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 FY22 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.

5. **Audio/Visual Support Materials (maximum of 5 items)**
Service-oriented projects, such as those proposed through the PSA grant opportunity, must provide evidence of the quality of service to be provided. Please consult with Arts Council staff if you have questions regarding the selection of support materials.
   • Upload documents, images, videos, and/or sound files that detail the quality of service to be provided (i.e. floor plans of spaces to be used, photographs of the venue(s), program materials, etc.).
   • It is recommended that applicants submit brief descriptions of the selections as an optional support

material to provide context for the panelists.
- • Applicants should provide materials that detail the organization's past and current public activities as context for the project to be proposed. Promotional videos are not permitted.

SUBMISSION INSTRUCTIONS

After you have carefully reviewed the application, you 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.

REVIEW PROCESS

All applications received by the deadline will be reviewed for eligibility and completeness by Arts Council staff. Applicants will not be notified of an incomplete application prior to award notifications.

Applications that have been deemed complete and eligible will be reviewed by an independent panel of subject area experts and evaluated against the stated criteria. The panel will utilize this rubric to score applications. Applicants are welcome to use the rubric for self-assessment prior to submission.

GRANTEE RESPONSIBILITIES

Successful applicants who are awarded funds at the Arts Council FY25 Annual Meeting (July 2024) will have contractual and final report responsibilities. Grantees must detail how the funds were spent and how final project results compare to the application. Grantees will be required to upload supporting attachments, including but not limited to:
- • Photo/Video documentation (No more than five publishable images/video files. Include a short caption and the appropriate permissions to reproduce without limitations by the Arts Council.)
- • Aggregate anecdotal data from evaluation or surveys from participants.

END OF GUIDELINES