

Middlesex County Board of Chosen Freeholders

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Middlesex County Cultural & Heritage Commission

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Middlesex County Cultural & Heritage Commission

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www.co.middlesex.nj.us/culturalheritage

Program Grants and GOS

If you need funding greater than \$2,500 for your arts project or if your group is well-established, consider making application in the categories of Program Funding or General Operating Support (GOS). Guidelines are published separately. Download Program and GOS forms from our website.

MINI 2015 Arts Grants Projects or Technical Assistance

Guidelines & Instructions

Limited to Funding up to \$2,500

**Middlesex County Board of Chosen Freeholders
New Jersey Council on the Arts
Middlesex County Cultural & Heritage Commission**

703 Jersey Avenue

New Brunswick, NJ 08901-3605

Voice 732.745.4489, TTY users only 732.745.3888



***Applications Due
Midnight
Friday, October 10, 2014***

**To apply, visit
www.co.middlesex.nj.us/culturalheritage
and click on ART GRANT FORMS**

NEW - Online Submission of E-grant

Grant Writing Workshop

Tuesday, September 23, 2014 5:30 p.m.

East Jersey Olde Towne Village

1050 River Road, Piscataway

**To register for the workshop,
please contact us at 732.745.4489.**

DEADLINE INFORMATION SUBMISSIONS ONLINE

Friday, October 10, 2014 – Midnight
Grants Must Be Submitted Online

Wednesday, October 15, 2014 – Midnight
Upload Signed Signature Page
and Support Materials

Grants Awarded December 2014

All groups must complete ADA forms and budgets

Support Materials

1. ADA Plan
2. One each of up to 5 brochures or supporting materials
3. Resumes or biographies of artists
4. Resumes or biographies of consultants to be hired
5. Articles of incorporation (if new to the grants process)
6. IRS Letter granting 501 (c) (3) status to your group (if new)

How To Submit a Grant Online

1. To apply, visit www.co.middlesex.nj.us/culturalheritage and click on ART GRANT FORMS.
2. Click 'Sign Up' to register and create a password. New this year, every applicant, whether you have applied to the Commission in the past or not, must register and create a password to access the new eGrant.
3. Check your email for registration confirmation so that you may begin your application.

Important

- Internet Explorer Version 7 or higher is recommended. The application is also compatible with Chrome, Safari and Firefox.
- Set your browser to "accept cookies" as this feature must be activated to complete all forms. You can always return to your preferred settings once the grant is submitted.
- If you wish for more than one person to work on the grants (for instance, the treasurer of your group to complete the budget section), then you each must use the SAME password.
- If a window pops up on your computer screen that asks whether to "allow all content" or only allow "secure content," you must click "allow all content."
- For narrative questions, you may copy text from a Microsoft Word document and PASTE the text into the narrative boxes. This feature is for TEXT Only.
- Saving your work? This is done automatically for you when you navigate from one page to the next.
- Be sure to click 'save and exit' in order to save your work and go back to the documents at another time.
- All supporting materials will be uploaded as PDF documents. Follow instructions in the forms.
- You will receive an email acknowledging receipt of your application.
- Print a copy for your files as a record of the application.
- Print one copy of the signature page, obtain the appropriate signature and mail this to the Commission. It must be postmarked no later than Wednesday, October 15, 2014. This is the only item to be submitted in hard copy.

Application and Funding Process

Local Groups Submit Applications Online

The Commission holds a workshop and clinic to help potential applicants through the grant process. A panel of independent persons with high quality expertise in each of the arts disciplines, nonprofit management and local arts is hired. This is the panel that will evaluate your proposal. No paper applications will be accepted. First time applicants must document that they have been incorporated as a non-profit organization in the State of New Jersey and provide proof of Tax Exempt Status.

Grants are Reviewed

The panel of arts professionals meet and prepare written evaluations, discuss each proposal and come to a consensus of opinion. This is their recommendation to the Board of Commissioners, who reviews recommendations and decides upon dollar amounts. Grants are announced on December 2014. The Commission reserves the right to determine your eligibility for funding based on incorporation and past programming.

Contracts and Award Letters are Emailed

An award letter will be emailed to you with a copy of the panel's comments and a contract for the funding. You may also receive notification of stipulations for funding. Rarely does the Commission have enough grant money to fund proposals 100%; you should therefore consider additional funding sources.

A revised budget may need to be submitted where we are unable to fund your total request. If you have been turned down for funding, you will receive a letter explaining why you have not been funded. You may appeal, but only if you can demonstrate that the panel misinterpreted your application. You cannot submit new information. Appeals must be in writing. You will be notified of the outcome.

Groups approved for funding, must ATTEND at least one (1) Technical Assistance Workshop, during the grant cycle, in order to strengthen your skill set and knowledge base. Choose a workshop offered or recommended by the Commission, the Cultural Access Network (CAN), or made available by another cultural and heritage commission. You will be asked to document attendance.

Payment

A contract for your grant award with processing instructions will be emailed to your organization. Once your signed contract is received by the Clerk of the Board, it will be forwarded to the Freeholder Director for final signature. A Purchase Order will be issued and emailed to your attention. Your organization must print, sign and mail the Purchase Order to the Office of Cultural Heritage, Arts Services, 703 Jersey Avenue, New Brunswick, NJ 08901. The second and final payment is withheld until we receive and approve a Final Report.

Monitoring

All grants are monitored with on-site evaluations. Failure to meet the conditions of your contract, a portion or all of the final payment may be rescinded. A **Project Change Form – Notification to the Commission** will be available Online and must be completed and uploaded. This includes changes in dates, location, artists. Organizations should retain copies of invoices and obtain receipts if goods or services are not paid by check. The Commission reserves the right to demand written documentation of expenses. Retain your records for five years.

Legal Compliance

American with Disabilities Act (ADA)

The ADA law was enacted more than 20 years ago and applies to you! ADA is Civil Rights Legislation. If you are not in compliance with the law, you are denying a person with a disability their Civil Rights.

Cultural groups often question whether they must take steps toward accessibility. The answer is YES. You are required by law to remove barriers to participation when it is "readily achievable" to do so and could be done without "undue hardship."

More importantly, persons with disabilities can expand your audience, and bring much to your programming. You should always seek to include this population as part of your constituency and among the artists you hire.

ALL applicants must complete ADA Forms or submit an ADA Plan online

NOTE: Groups receiving negative Panel Comments are placed on a "WATCH LIST" and are reviewed for ADA compliance in subsequent years. Non-compliance over a three year period will disqualify you from future arts grants, until such time as compliance is met.

These Guidelines are to be used for MINI Grant Applications Projects and Technical Assistance

MINI grants may be used for Projects, Technical Assistance. First-time applicants are strongly encouraged to attend the grant application workshop, conducted by Commission staff. You may call or meet with staff who will gladly review application drafts.

MINI grants are suggested for first-time applicants whether arts groups, municipal groups or community organizations.

Who Should Apply?

- Arts Groups
- Cultural Groups
- Libraries
- Ethnic Groups
- Community Organizations
- Government Agencies
- History Groups (for arts projects only)
- Municipalities or departments of a municipality

You must be based in Middlesex County and your funded events or services MUST take place in Middlesex County for the general public. **“Based in Middlesex County” means that 90% or more of your activities take place in Middlesex and serve the public of Middlesex. The Commission reserves the right to determine eligibility based on your incorporation, tax exempt status and the locations of past programs. If we have concerns, you will be asked to document past activities in our County.**

Our funds cannot be used to pay students, even when the young people present a theater or music program. We will not pay students to perform in a play, dance or music recital, although you may pay teaching artists to work with young people, but ONLY when the project is clearly a series of educational experiences.

MINI Grants can be used for a Project or Technical Assistance Funding

PROJECT - A project occurs once and it has a definitive start and completion date. If more than one event is contemplated as a SERIES, the events must clearly be related by theme (an art exhibit accompanied by a series of lectures; 3 concerts on New Jersey jazz. However, 3 different plays are NOT a series, as each one stands alone as a project).

TECHNICAL ASSISTANCE - Technical Assistance funding is offered to groups that need to strengthen their organization.

Mini grant awards are between \$750 - \$2,500

Do you require more than \$2,500? See our Program/Artistic Innovation or General Operating Support Grants

PROGRAM grants begin at \$2,501 and require greater planning.

GOS (General Operating Support) grants are only for established arts groups and will underwrite 12 months of programming.

Technical Assistance Guidelines

Technical Assistance funding is to be used to underwrite the fees of a professional consultant and is especially beneficial to newly developing arts groups. Some of the tasks that may be accomplished with this funding and the assistance of a consultant are: the formulation of by-laws, development of a mission statement, creation of an organization plan, development of marketing strategies and materials.

Technical Assistance is only available to groups constituted exclusively for the purpose of the arts. Incorporation must be in the State of New Jersey and the group must be headquartered in Middlesex County (that is, 90% of programming must take place in Middlesex County and serve its residents).

Resumes of arts consultants are mandatory as part of the application process and must be uploaded online.

Acceptable Uses

- Fees to arts consultants or professionals knowledgeable about non-profit management and structure, who will develop organizational plans or train board members
- Costs of board retreats, or fees to evaluate your institutional capabilities
- Fees to a graphic artist to develop marketing brochures, organizational logos, membership brochures
- Public relations or membership campaigns and related costs such as printing, postage, advertisements
- Public service announcements that promote newly established organizations
- Computerized ticket sales process
- Costs to conduct an audience survey

What is prohibited?

- Use of this grant for rental of office space or fees to lawyers to resolve legal disputes
- Costs related to the incorporation of your group and legal expenses
- Under no circumstances may board members either be considered consultants or be paid for their services, call the Commission for clarification

Matching Funds

Applicants must provide a cash match of \$.50 for every grant program dollar

- Your funds may be from any outside sources (ticket sales, other grants, donations, fundraisers or memberships, etc.)
- For example, applicants requesting a grant of \$2,000 must spend an additional \$1,000 of their own cash towards the project. Thus the total budget of the project is \$3,000.

New applicants and previous grantees have an *equal* chance of funding

The intent of the grant is to assist emerging arts groups and to encourage artistic excellence on a local level. Therefore, all applicants submitting outstanding proposals or presenting innovative programming ideas will receive equal consideration.

County and State Funding - Can my group receive both?

Organizations may NOT receive grants from both the Middlesex County Cultural and Heritage Commission and the NJ State Council on the Arts, in the same funding cycle. Nor will Middlesex County accept applications from groups also applying to another County Cultural and Heritage Commission or County Arts Council.

MINI - PROGRAM - GOS - HISTORY

Organizations may apply for only one category of funding in any grant cycle, so choose carefully which type of funding you will request. From year to year, you may change the category in which you seek a grant and you may obtain both a history and an arts grant from the Commission.

HINT: DO NOT print information about artists directly from their website and assume it will serve in place of a biography or resume. It won't! Artists and groups place promotional information on their web pages. This does not replace the factual data about education and experience that is found in a resume.

Priorities and Criteria

What the Commission Considers When Reviewing a Grant

What will the panel consider?

Your application will be evaluated by a panel of independent arts professionals. To learn more, turn to the section entitled Application and Funding Process.

A panel evaluator will rank your group on:

1. prior funding history if applicable
2. administrative abilities
3. support materials
4. overall budget and how realistic it is to your project or organization
5. artistic merit
6. planning, development
7. relationship of your project or mission to the needs of the community
8. capability to carry-out the proposed project or plans
9. need, promise and potential of your project or organization

Priorities for Funding

High priorities for all categories of funding are organizations or projects that:

1. demonstrate innovation
2. represent non-traditional collaborations
3. include culturally diverse artists
4. serve culturally diverse populations
5. hire artists who are disabled
6. serve constituents that are disabled
7. address underserved areas of the County
8. include authentic arts of ethnic cultures

No organization or municipal group may pay a member of their Board, Committee or Commission for any services, even when these services are provided as a component of a program. No exceptions will be made as this is a conflict of interest.

Grant cycle

January 15, 2015 to December 31, 2015

What expenses will the grant underwrite?

Be careful - if you request money for an item we will not fund, this will impact on the dollars awarded. We reserve the right to demand copies of cancelled checks and/or receipts, as proof of expenses and compliance.

What is an arts discipline?

Applications will be accepted for:

- Composition
- Dance
- Fine crafts
- Literary arts
- Vocal music
- Theater
- Media arts
- Exhibits of fine arts
- Instrumental music
- Multi-disciplinary, multi-media projects
- Folk arts (*reflecting authentic traditions practiced by master artists*)

Projects may be, but are not limited to:

- Concerts
- Exhibits
- Festivals
- Lectures
- Workshops
- Play readings
- Poetry Jams
- Performance
- Performance series
- Demonstrations in an arts discipline

Grants may pay for:

- Artists' fees
- Media ads for promotion
- Sheet music
- Technical crews (lighting, costume, set design)
- Travel directly related to the artist
- Graphic design
- Printing or copying for the event (not for administrative needs)
- Supplies for the artist
- New software if you can make an argument why it is needed for this event or project
- Supplies for a workshop or the event (not general supplies)
- Rentals (sound equipment used by the artist or in support of the artist)
- Rentals of films to be shown
- Rentals of assistive listening equipment
- Rental of a school or hall for a project or concert
- Translation in order to reach a diverse culture
- Sign language interpreters
- Consultant fee for audio description

Cautions and Pitfalls

Perhaps the most common mistake made in an application is to omit who you will hire. An evaluator will question:

- How does the applicant know how much to request for artists if they don't yet know who they will engage?
- How can the artistic merit be assessed when there is no information on the artist and what they do?

CAUTIONS

- You must **HIRE NEW JERSEY** artists unless prior approval is obtained from the Commission
- All funded events must take place in **Middlesex County**
- Projects must have a **public** audience.
- Although worthy, our funds cannot be used to pay students, even when the young people present a theater or music program.
- Projects cannot take place during the school day, in a school setting, without a **well-defined and promoted public component - NO EXCEPTIONS.**

What is prohibited?

- Administrative salaries
- Awards of any type
- Scholarships
- Purchase of artwork
- Hospitality costs
- Out-of-state travel
- Port-a-johns
- Capital or construction expenses
- General office needs or your mortgage fees
- Items with a life of 3 or more years
- Refreshments
- Reimbursement of deficits

Remember this is ARTS money

- No re-enactments even when you hire actors
- No exhibits when the content is historic
- No dance or music recitals
- We will not pay students in a play
- No grant money may be used for projects with private studios or commercial entities

CAUTION: Ethnic projects must present artists that represent the specified cultural group or their resumes must document expertise in the culturally specific art form.

We do NOT fund Rock and Roll events. Although a justifiable art form, these programs can be funded by ticket sales or other means, and do not need support of public funding.

Credits – Remember to Acknowledge the Funding!

In **ALL media announcements and printed materials** such as websites, newsletters, brochures, posters, invitations, monographs, books, press releases, flyers, podcasts, video, TV whether broadcast or cable, radio PSAs – you **MUST CREDIT the Middlesex County Cultural and Heritage Commission, the Middlesex County Board of Chosen Freeholders and the New Jersey State Council on the Arts.** Local and state officials have supported your efforts – please recognize their assistance with proper credits, as seen below and **NO smaller than 10-point type!**

Middlesex County Cultural & Heritage Commission

703 Jersey Avenue
New Brunswick, NJ 08901-3605

Remember - we do not fund organizations that function outside our County, nor projects that will benefit persons outside our County.



Other Services Available

Technical Assistance Workshops

Open to all - seminars with recognized experts, in all aspects of cultural management, administration and fundraising for staff, boards and other volunteers. Most sessions are offered free of charge but require advance registration.

Staff Assistance

The Commission has full-time staff available to assist groups with problems, grant proposals, networking and other concerns that may arise during the year. Organizations need not be grant recipients to receive assistance.

Lending Library

A comprehensive lending library is available, consisting of 1,800 publications, in all categories pertinent to arts, arts education, grant writing, preservation, local history and management of a historic group. Borrowing a book will soon be an online process.

For Persons with Disabilities

For all Commission workshops, events and meetings, assistive listening services are available. Additionally, the services of a sign language interpreter for the hearing impaired are available, provided two weeks advance notice of need is received. Guidelines and brochures are available in large print and Braille. The Commission will gladly assist in the preparation of grant applications for persons with disabilities.

Website www.co.middlesex.nj.us/culturalheritage

Our website contains a lot of useful information. Here you may access a directory of local arts groups; learn about our arts services; discover our Museum and Village; find out about folk arts or the latest events and projects, send an email investigate ADA services; hear our Podcasts.

E-Classroom how to write a Grant

Look for the e-classroom icon on the home page that takes you to a new webpage. Here you will find instructional media to download. These digital resources teach useful skills and are available on your own time, among them: *How to Write a Grant* to any funding source (not specific to our guidelines); *Cultural Diversity and Your Community*, and the *History Buff's Guide to the History of Middlesex County*, an 84-page, illustrated history that is fun to read and useful for children needing information for a school project.

Definitions of Grant Terms

Special Constituencies: persons who are disabled, veterans, older adults, gifted and talented, persons in hospitals or nursing homes, prison populations

Administrative: persons identified specifically with your organization, supervisory or administrative persons, managers, fundraisers, public relations people, clerical, ushers, docents, front-of-house, and box office

Capital: facility maintenance, repairs, purchase of equipment, acquisitions of appreciable goods, buildings and grounds, computers, items with life of 3 years or more

Artistic Fees: artists, artistic directors, conductors, curators, dancers, dance masters, composers, musicians, singers, painters, choreographers, designers, video artists, folklorists, filmmakers, poets, authors, sculptors, graphic artists, actors, teaching artists, scenic designers

Marketing: publicity and promotional needs, such as newspaper, radio or television ads, and printing and mailing of brochures, flyers and posters

Authorizing Signature: the name of a person with the legal authority to “bind” the applicant and enter into contracts, this is a board person

Multi-cultural: pertaining to more than one culture. It is often also used to denote projects that are ethnically specific

Multi-discipline: activities that include one or more art form also called a discipline

Interdisciplinary: art works created through the collaboration of artists from two or more disciplines that result in a single work

Corporate Support: cash contributed by businesses and corporations

Foundation Support: cash from private and corporate foundations

Definition of Culturally Diverse persons as stated by National Endowment for the Arts: *American Indian; Alaskan Native; Asia or Pacific Islander; African-American (not of Hispanic origin); Hispanic Latino*