

NJSCA FY17 Arts Project Support (APS)

Support for a single arts event that upholds high standards of artistry, management, and accountability and provides significant public benefit. 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 generally not exceeding six weeks. Examples include a concert, an exhibition, a reading, the run of a single theatrical production, or a festival.

This category does not support on-going or multiple programs or an annual series of events or the general operations of the applicant organization. The project must be wholly dedicated to the arts and the applicant should clearly demonstrate its commitment to the arts project through the allocation of its resources and funds raised from the community. Applicants unclear about the distinctions between a project and a general on-going program as defined here should contact the [Council staff](#).

Deadlines and Schedule for FY17 Grant Application Process

Applicant Submits Notice of Intent (NOI)*	Wednesday, December 16, 2015 must be efiled by 11:59 PM
Applicant Responds to NOI issues, if needed	First week of January 2016
Applicant Submits FY17 Application	Wednesday, February 3, 2016 must be efiled by 11:59 PM
Applicant Sends Signed Application Page	Friday, February 5, 2016 postmarked or delivered
Peer Panel Deliberation and Review	March/April/May 2016
Council Grants Committee Review	June 2016
Council Votes on Award Recommendations	Annual Meeting July 2016

**Reminder: All potential applicants for Arts Project Support must submit a Notice of Intent. The Council will not accept an application that is not preceded by a Notice of Intent.*

Requests for extensions to the deadlines will be permitted only in extreme circumstances. To request an extension, complete the [Extension Request Form](#) at least one week prior to the deadline. Late applications that do not have an approved extension may be disqualified.

Please note: General Operating and General Program Support applicants/grantees are not permitted to apply for APS grants except in Folk Arts.

Eligibility Criteria

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

- have a clearly articulated artistic mission and focus for the project seeking support.
- be incorporated in the State of New Jersey as a non-profit corporation or be a unit of government. K-12 schools and school districts are not eligible, but may be a partner or collaborator on a project with an eligible applicant. Schools may seek artist residency support through the Artists in Education program.
- be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4.
- be registered with the NJ Charities Registration Bureau.
- at the time of application, have been in existence and actively providing public programs or services for at least the past two years.
- have a board of directors empowered to formulate policies and be responsible for the governance and administration of the organization, its programs and finances.
- demonstrate regional or statewide public impact through the organization's programs or project.

***Please note:** Regional is defined as serving audiences across a two or more county region of New Jersey. Those organizations and projects that are local in impact should apply for State Council support through their respective County Arts Agency, which receives a Local Arts Program grant for this purpose. Local impact is defined as serving audiences primarily from communities within a single county. Generally, if less than 25% of the audience currently served is from outside the county, the organization or project would be classified as local in impact. An organization or project located near a county border that may serve audiences in an adjacent county or counties may still be regarded as local based on the limited number of communities within those counties which are served by the organization or project.*

***Reminder:** In the Notice of Intent to Apply the applicant must demonstrate that the organization or project already serves a regional audience, or if the project is new that the organization has a track record of providing services to a regional (multi-county) area.*

Applicants may apply either to the Council or to the County Arts Agency, not both, in a given year.

Prospective NJSCA applicants that have been receiving support through their County Arts Agency up to now should work closely with [Council staff](#) and their County Arts Agency in filing their Notice of Intent to Apply, and may also want to schedule a meeting early in the process with Council staff. Because the funding periods for most County Arts Agency grants and the State Council grants overlap by six months, applicants should discuss their situation in advance of the Notice of Intent to Apply with the State Council to determine eligibility.

- Comply with all pertinent state and federal regulations including, but not necessarily limited to Fair Labor Standards (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions), 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 (all barring discrimination on, among other things, the basis of race, color, national origin, disability, age or sex); the Drug-Free Workplace Act of 1988

(guaranteeing the maintenance of same); and Section 1913 of 18 U.S.C. and Section 319 of P.L. 101-121 (barring lobbying when in the receipt of federal funds). 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.

Panel Categories for Arts Project Support

To start the process, all applicants must identify which one of the following panel categories best applies to the project for which support is being sought:

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

* You may wish to consult the [Glossary](#) for the definition of applicants to this category.

What Makes a Complete APS Application

All applications are composed of the same basic parts. Forms, Charts and Narrative will be submitted through the SAGE eGrant system. Some required and optional supporting documents may be uploaded into SAGE. Some support material and a signed original of the Application Form are to be mailed or delivered.

The basic application is as follows:

Organizational Profile Form: provides the essential information about the applicant organization/sponsoring organization. This form is created in SAGE by the information you verify, update and enter in the Applicant Profile.

Application Form: provides the essential information about the particular request being made. Be careful to complete all information accurately. You will need to print, sign and mail an original Application Form after you have submitted the application in SAGE.

Purpose of Funding: the Application Form requires a 50 word statement on the purpose of funding for publication, which will be used in press releases and for other public inquiries. It should contain the basic who, what, where, and when information as well as the outcome expected.

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 from throughout New Jersey.”

Narrative: is the heart of the application. It is your opportunity to communicate to the panel the context, goals, standards, plans, methods, processes, controls, public impact and benefit of your proposed arts project—in other words, the who, what, when, where, why and how.

***Reminder:** In composing the narrative and assembling support materials pay close attention at all times to the evaluation criteria, as well as to the Council’s funding considerations and priorities.*

There is a limit of no more than 5 pages (20,300 characters or fewer) that addresses the Evaluation Criteria through the “Narrative Topics” (see below). It is a good idea to craft the narrative in a Word document and then paste it into the SAGE narrative screen. It is in the applicant’s best interest to make the information as clear and easy to follow as possible employing a font no less than 12 points. Use the narrative topic headings to organize your narrative and use a return between sections. Refer to your support materials in the narrative.

Board Chart: current board and/or the advisory board for the arts project

Finance Charts (4): two Income and two Expense Charts (just the FY17 columns unless the project has a prior history). Use the notes feature to describe or explain your finance charts, particularly if there are unusual financials represented.

Project Accessibility (ADA) Checklist: the checklist should focus on the project for which funding is being sought. Applicants are cautioned that any evidence that is found to be contrary to what is noted on the checklist could be grounds for rescission of any grant awarded. Applicants are strongly encouraged to use the CANNJ self-assessment survey tool available on the Council website to review the accessibility of facilities to be used for the project and programmatic access.

Optional In-Kind Contributions Chart: documents any in-kind goods or services received/to be received by an applicant. Applicants are reminded that in-kind goods and services may not be counted toward the match.

***Please Note:** The Optional In-Kind Contributions Chart form is not required but it may be helpful for panelists to understand the extent and specifics of an applicant’s in-kind contributions, particularly when an essential function’s costs are not showing up on the Expense Charts due to the function being made possible by an in-kind contribution. In-kind contributions listed on the form should be documented/documentable and based on fair market value for those goods or services. Over-inflated values may negatively affect your application in this area.*

Required and Optional Support Materials: support materials vary according to discipline; please see the detailed information which follows.

To Prepare an APS Application

As you prepare the narrative, charts, forms, required documents and support materials that make up a complete application, please refer to the Evaluation Criteria to be sure that all the various components of your application tell the same story, are reflective of your organization at its best, and reference the established criteria by which your application will be evaluated. Review the Evaluation Criteria and use the following sections on Narrative Topics and Support Material to help you create a strong application.

APS Evaluation Criteria

High artistic quality throughout the project in pursuit of project goals that provide/create public benefit and value. Panels will look for evidence of commitment to artistic excellence and the ability of the organization and the project to achieve or support it.

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. Panels will look for evidence of the project's responsiveness to the needs of both local and regional communities, the involvement of communities to be served in project planning and development, broad accessibility, active efforts to identify and remove barriers to building broader, more diverse audiences and deeper arts experiences, and efforts to make the arts an integral part of community life.

Adequate and appropriate planning, including governance, management and human resources as they relate to the project. Panels will look for evidence that the organization and project team will be able to successfully implement the project.

Appropriateness of the project budget. Panels will look for evidence of financial support from the applicant organization and community, sound finances of the applicant organization, full accountability for the project, and a credible and responsible project budget that shows appropriate allocation of resources and appropriate compensation to artists.

Commitment to arts education and to providing opportunities for meaningful arts learning. Panels will look for evidence of specific arts education activities provided as part of the project and efforts made to educate audiences and patrons about the artistic activities the project provides.

Commitment to raising public understanding and valuation of the arts, artists and arts education and advocating for their support. Panels will look for evidence of how the applicant will communicate the public benefit the project and the arts provide. It will also consider the applicant's efforts to include and educate the public, in particular public officials, on the value of the arts.

Leadership in meeting statewide Council Priorities and developing and sharing models and best practices. Panels will look for specific examples of dedication and significant accomplishment from among the many priority areas expressed in the grant guidelines and for the ways that the organization seeks to share and assist others in the field in achieving that success.

Narrative Topics

The Narrative Topics (**in bold below**) are provided as the framework for writing your narrative. Compose a narrative that will provide a reader who does not know your organization the ability to assess it against the Evaluation Criteria and Council Priorities. If you have unusual or unique circumstances that are not specifically queried, do not hesitate to present them in the appropriate section. Use the Narrative Topics as your outline to complete the narrative.

I. Mission/Project Goals/Background

State the mission of the applicant organization and briefly describe the organization's current arts activities to provide context for this project. State the goals of the project noting briefly the intended outcomes and who will be served.

II. The Arts Project

Describe the project in detail – what activities are planned, when, and where? Describe the process by which artistic decisions are made and by whom, particularly those relating to the selection of artists, how activities are being designed, and how artistic quality and success will be measured and evaluated. What will success look like? A statement from the artistic director for the project, or a statement of artistic philosophy would be appropriate here. Describe the connection to the audience and/or the community served by the artistic work of the project. Be sure to list the artists who will be presented and the status of all such commitments to participate.

***Please Note:** “Artistic quality and success” are relative to the project’s stated goals, and should be viewed not only from the artist’s point of view but also how the work relates to the community to be served. Please use the required and optional support materials to help amplify and highlight the artistic information provided in this section.*

III. Public Benefit and Access

Describe how the idea for this project was developed and how you determined the need(s) that this project will address. Detail the target community intended to benefit from this project 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.

Were community representatives involved in the planning for this project? Describe the methods to be used and steps to be taken to attract the intended audience and discuss those steps in terms of broadening, deepening and diversifying arts participation. For performing arts projects, it is important for the panel to understand the number of seats filled by paid ticket buyers versus those occupied as a result of complimentary tickets or ticket giveaways. It is also important to clearly describe the basis for the audience attendance figures you have achieved and/or project. Be sure to discuss any impact your project may have on tourism and audiences beyond the borders of New Jersey, if applicable.

Describe all the steps you will take to ensure wide accessibility of the public to the project. Describe how any barriers to full participation by the target community (economic, geographic, cultural, linguistic, perceptual, etc.) will be addressed.

How does/will the organization identify, measure and document the public benefit of this project.

Reminder: Consider optional support materials that document public benefit such as letters of support from individuals benefiting from past arts projects, marketing and outreach materials, and audience survey information.

IV. Project Management

Briefly describe the overall governance and management structure of the applicant organization. Describe roles and responsibilities of staff, board, volunteers, and/or consultants as related to the project. 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. List key people and their qualifications. Include all relevant information about the organization's board and any advisory committee responsible for oversight of the project.

Reminder: Please upload brief bios of who will be managing the arts project with the required support materials.

V. Financial Resources

In conjunction with the information provided on the Finance Charts, describe the current financial status of the applicant organization, and explain the financial planning for this project. Describe the plans and methods used to earn and raise all funds necessary to accomplish the project as proposed, identifying which resources are already committed, including resources the applicant organization is committing to the project. Be specific particularly regarding new sources. If the project receives significant in-kind contributions, provide detail on the In-Kind Contributions Chart and explain the magnitude and impact of these resources on the success of 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. Make sure that information on the finance charts supports the description of financial resources in the narrative.

Please Note: It is important to use the narrative and/or notes to the Finance Charts to fully explain any unique or significant financial information. Consider submitting as optional support material documents which provide significant information about fundraising strategies.

VI. Arts Education/Arts Learning

Describe how the project contributes to arts education. Describe any specific arts education/arts learning activities of this project that pro-actively 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.

Reminder: Upload as required support material the credentials of those providing arts education leadership and any teaching artists engaged for the project. Consider including as

optional support material examples that demonstrate the artistic and educational quality of any education programs such as curriculum or educational materials, examples of teaching artist and student work, or letters of support from schools or participants.

VII. 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 our communities including any ways the project will connect to public officials, educators, corporate and community leaders.

Describe any partnerships or collaborations with non-arts organizations that may contribute to advancing greater public value for the arts. Describe the role of the applicant organization board in advocacy efforts for the organization as well as in promoting the value of the arts in general.

VIII. Leadership/Council Priorities/Best Practices and Models

Within the context of the organization's mission, identify and describe ways in which the project or an aspect of it might evidence **one or two** of the [Council Priorities](#). Briefly reference or highlight areas in your narrative that describe any ways that you share these models and best practices and exert leadership in your field. If applicable, describe how this project might serve as a "model," that may be replicable by other organizations.

Support Materials

Required and optional support materials play a significant part in the evaluation process by reinforcing what is presented in the narrative. They are important tools that provide the peer panel with a more complete picture and a firmer basis for evaluation. Applicants are required to submit specific support materials and have the option of submitting up to five (5) additional pieces of support material that are from the past 18 months, and are current, relevant materials.

Whether required or optional, applicants are strongly encouraged to upload documents or provide links, where applicable. The maximum file size you can upload is 13MB. There is no size restriction for linked work samples.

Artistic quality demonstrated through the materials is important. The links and/or uploaded files (preferred) or CDs/DVDs you submit should present samples of the organization's and associated artists' best work; panelists will assume what you show are the best possible samples. It is advisable to directly reference your support materials in your narrative.

As the Council moves toward simplifying the application process, duplicate sets of mailed-in print materials will be the exception rather than the rule. Should you have questions regarding the new format, please contact [Council staff](#).

Support Material Formats

Outlined below are acceptable formats and size restrictions for work samples.

If it is determined that you need to mail certain support documents, please send **four identical and collated sets** of printed support material and/or **only one audio/visual set**. All printed support material should fit within an 8 1/2" x 11" format. Do not send binders or large bulky

materials. Do not staple or clip material together. Use a two-pocket folder to hold the support materials with required items on one side and optional on the other, so marked.

***Please note:** The Council must retain the support material of all grantees, so please send only copies and not originals. Applicants not receiving an award may pick up support material, or send a self-addressed stamped mailer for its return, which will be mailed after the appeals process has concluded. Materials of unfunded applicants which are not reclaimed will be discarded at the conclusion of the appeals process.*

Required Support Materials

The maximum file size you can upload is 13 MB. There is no size restriction for linked work samples.

Brief Bios of Key Personnel/Artists Credentials (upload document)

The qualifications of persons playing key artistic, administrative, or educational roles, whether paid staff, board members or volunteers, must be provided. Provide artistic and education credentials for artists who are providing instruction or educational services.

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

Audio/Visual Support Materials and Other Discipline-Based Special Information

All applicants proposing to produce or present the arts must provide documentation of artistic quality required below. The maximum file size you can upload is 13 MB. There is no size restriction for linked work samples. Please remember to provide a link to your organization's website.

All Performing Arts Applicants

It is helpful if the organization's website provides visuals that indicate the venue(s) in which work is produced or presented, as well as an overall sense of the organization's past and current public activities. Selected samples (links preferred) of the organization's work should focus on work produced or presented which best documents artistic quality.

Music and Opera Applicants

List links of sample works performed within the past 18 months that are representative of the applicant's repertoire. A fully detailed corresponding Media Identification Sheet must be provided for the links.

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

- exhibit a variety of tempos and styles in musical performance.
- showcase the work of the applicant organization ensemble and not solely that of guest artists.

A list of repertoire is also recommended as optional support material. Applicants in Opera may also upload images to demonstrate production values. A fully detailed corresponding Image Identification Sheet must be provided for the uploaded images.

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. Applicants are strongly urged to provide in the narrative as much information on artistic vision and decision-making, training and experience of theatre artists and craftspeople, awards and distinctions, and any other information that can substantiate artistic quality. Uploaded images may also be submitted to demonstrate production values. A fully detailed corresponding Image Identification Sheet must be provided for the uploaded images.

Dance Applicants

List links of work performed within the past 18 months (excluding "The Nutcracker"). Promotional videos are strongly discouraged. A fully detailed corresponding Media Identification Sheet must be provided for the links. List the selections in the order you wish them to be accessed. The panel will view several selections but likely no more than 10 minutes total.

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

Upload 10 to 20 images, including up to four images of the space and/or installation of an exhibit(s) and the rest of 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. A fully detailed corresponding Image Identification Sheet must be provided for the uploaded images.

Media Arts Applicants

List links of work(s) produced or presented within the past 18 months. A fully detailed corresponding Media Identification Sheet must be provided for the links.

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.](#)

Multidisciplinary Applicants

While no specific materials are required, Multidisciplinary applicants are strongly encouraged to provide links based on the different disciplines involved in the program. See the "Music," "Dance," and "Visual Arts" sections above for submission selections and instructions. Such documentation of artistic quality is strongly encouraged.

Arts Basic to Education Applicants
[Special guidance is provided.](#)

Performing Arts Presenters

Applicants are strongly urged to provide in the narrative detailed information on artistic decision-making and programming, make sure that the organization's website includes past and current information related to the artists presented. It is also important to address how the organization cares for the needs of the artists and companies it presents. If a presenter provides other types of programs or services, such as producing events or artists' services, these should also be covered in the narrative and documented in the support material selected.

Optional Support Materials

In addition to the above required support materials, applicants may provide **up to five (5) additional items of support material** to underscore key points made in the narrative. Applicants should be judicious and select a limited number of its strongest items. 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.

Application Submission

The main parts of your application will be submitted through the SAGE system. These items include:

- Organizational Profile Form
- Application Form
- Charts/Forms
- Narrative
- Required support materials
- Audio/visual links and/or files
- Optional support material

The items to be mailed or delivered include:

- Signed original Application Form
- Audio/visual materials: CDs, DVDs, if applicable*
- Optional support material, if applicable*

*Please contact [Council staff](#) to determine if this option is essential.

Please do not send cover letters with the mailed application materials. If you feel the need to communicate to the Council, do so under separate cover. If applying for more than one NJSCA grant, package and send each complete submission separately. Please note that any material you wish to include in both submissions must be provided in each submission.

Application Deadline is Wednesday, February 3, 2016. Application deadline must be met by e-filing by 11:59 pm on the deadline date.

Please note: You will receive an e-mail confirmation when your SAGE submission has been received.

Mailed required original signed documents and support materials must be **postmarked or delivered to the Council office by 4:00 p.m. Friday, February 5, 2016.**

Please use street address for carriers such as Federal Express or UPS

New Jersey State Council on the Arts
FY17 Grant Application
225 West State Street, 4th Floor
Trenton, NJ 08608

Please use mailing address for delivery by the US Postal Service

New Jersey State Council on the Arts
FY17 Grant Application
P.O. Box 306
Trenton NJ 08625-0306

General Guidance

- There is a great deal of information to be considered. Please read the guidelines carefully in their entirety.
- When composing your narrative and assembling your application, always keep in mind the Evaluation Criteria, Council Funding Considerations, Council Priorities/Best Practices and Models and how the grants process works.
- Complete all the required charts accurately.
- Triple check all numerical entries.
- Review the information on support materials, what makes a complete application, and any special guidance to be sure of requirements.
- Use the checklist to assure a complete submission.

Click here for [Frequently Asked Questions](#).