

The New Jersey Cultural Trust FY 10 Awards by County Round VI Financial Stabilization Grants from the Council on the Arts

<i>Applicant</i>	<i>County</i>	<i>Amount Recommended</i>	<i>NJ Cultural Trust Purpose</i>	<i>Type</i>
Aljira, a Center for Contemporary Art	Essex	\$25,000.00	Aljira, a Center for Contemporary Art will undertake a strategic planning process that will result in a three-to-five year blueprint for strengthening its capacity to support emerging and under a represented artists and to produce groundbreaking exhibitions and dynamic educational programs.	Financial Stabilization - Strategic Planning
American Boychoir School	Mercer	\$21,250.00	The American Boychoir School will hire a consultant to lead a new strategic planning process that will evaluate the current mission; identify short and long-term goals; address board and staff development and accountability; identify new strategies and response mechanisms for fundraising and student recruitment in a changing economy.	Financial Stabilization - Strategic Planning
Appel Farm Arts & Music Center	Salem	\$40,000.00	Appel Farm Arts & Music Center seeks to build organizational capacity and institutional and financial stability through creation of a versatile but core marketing instrument tied to the Center's 50th anniversary, a video/DVD that will be used to build audiences, attract volunteers and inform potential contributors.	Financial Stabilization - Create Marketing DVD
ArtsPower	Essex	\$21,250.00	To stabilize its operations and better serve its growing client base, ArtsPower seeks funding to develop and implement an overarching online database to replace its three obsolete and inadequate databases, ensure the best customer care possible, and improve its "green" status by increasing overall efficiency and decreasing paper use.	Financial Stabilization - Data base upgrades
Bay-Atlantic Symphony	Cumberland	\$40,000.00	Funding will allow the Bay Atlantic Symphony to eliminate its debt by the end of FY10 so that the Symphony can begin to build a sound financial foundation.	Financial Stabilization - Debt Reduction
Belmar Arts Council	Monmouth	\$16,000.00	BAC's strong membership base of volunteers has provided multidisciplinary arts programming that has enriched the lives of Belmar's artists, citizens and visitors. The Belmar Arts Council seeks to hire an arts administrator to build financial stability for these efforts, grow membership, expand community outreach and enhance quality programming.	Financial Stabilization - Hire arts administrator
Bergen Performing Arts Center, Inc.	Bergen	\$30,000.00	Bergen PAC's proposal would support website redevelopment and a web-based marketing program - including e-blasts, podcasts, list acquisition and targeting that would be linked to their new computerized ticketing software, thus maximizing staff and resources available for donors as well as ticket buyers.	Financial Stabilization - Website development
Dreamcatcher Repertory Theatre	Essex	\$14,000.00	This proposal is for the salary of a managing director who would increase the company's capacity by working in marketing, communications and audience development as well as fundraising. Dreamcatcher is experiencing a growth spurt that is limited by the capabilities of its current staff of one.	Financial Stabilization - Hire Managing Director

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International Sculpture Center	Mercer	\$26,500.00	The ISC has strengthened its position over the last 4 years with a permanent staff, strong board and management team, and the elimination of the net deficit this year. The Organization is looking to the future. Grant funds will support the development of a strategic plan that will strengthen the ISC and create long-term stability.	Financial Stabilization - Strategic Planning
Luna Stage Company, Inc.	Essex	\$25,000.00	Cultural Trust funding will help implement a comprehensive marketing campaign, including engaging a consultant to assist with the transition to a new home. The campaign will help retain current audience, build new audience and seek out partnerships with artists, educators and business leaders who are part of Luna's new community.	Financial Stabilization - Hire consultant/implement
New Jersey Repertory Company	Monmouth	\$22,799.00	Funds will support the comprehensive redesign of website, online and internet marketing of the theater's programs, development of a blog, integration of video and audio sites and internet networking systems to meet the great challenge of the diminished influence and availability of print media the cornerstone of how theaters communicate with the public.	Financial Stabilization - Website development
South Jersey Cultural Alliance	Atlantic	\$15,000.00	SJCA is seeking funding for a consultant to assist in the development of a three-year strategic plan to enable the organization to redefine goals and objectives set by its 2003-2008 plan and develop strategies to strengthen its services and identify methods of enhancing earned revenue to assure the sustainability of its mission and vision.	Financial Stabilization - Development consultant
Trenton Education Dance Institute (TEDI)	Mercer	\$34,000.00	TEDI seeks to increase its cash on hand, or "working capital" to one year's operating expenses to enhance operational stability. TEDI works with the same students the entire school year and its budget is contingent on donations expected after the program starts. This leaves the students and staff extremely vulnerable to unexpected funding shortfalls.	Financial Stabilization - Working Capital fund
Union County Performing Arts Center	Hudson	\$29,688.00	The UCPAC will strengthen its fund development efforts through the implementation of a comprehensive fund development management system, including the software implementation, organization/scrubbing of donor information/records and implementation of supporting processes.	Financial Stabilization - Development software
Visual Arts Center of New Jersey	Morris	\$40,000.00	Funding is requested for a website redesign project for the Visual Arts Center of New Jersey. The new site will allow user-friendly navigation, course registration and search features and include customized content management and email systems.	Financial Stabilization - Website development
Total		\$400,487.00		