

New Jersey Cultural Trust FY 14 Awards by County Round X Institutional-Financial Stabilization Grants from the NJ State Council on the Arts

Organization	County	Awarded	Purpose
Nai-Ni Chen Dance Company, Inc.	Bergen	\$30,000	Cultural Trust funding will be used to hire industry experts to help the Company's effort to assess all facets of its programming including audience engagement, fundraising, education and community outreach in order to determine the best way to increase the Company's resources and capacity for financial stabilization.
Symphony in C	Camden	\$13,600	Symphony in C will invest funds from the New Jersey Cultural Trust to retain a consulting firm to engage Symphony in C's Board of Directors in a Board Development plan to strengthen governance and leadership.
Wheaton Arts and Cultural Center	Cumberland	\$30,000	Funds from the NJ Cultural Trust will be used to establish a Wheaton Arts and Cultural Center Emergency Response Fund, a reserve fund to be used only in the case of emergencies and guided by a board approved management policy which ensures the growth and replenishment of the Fund.
Jazz House Kids, Inc.	Essex	\$23,000	By creating an interest-bearing cash reserve, Jazz House Kids will stabilize its cash flow and ensure program continuity. Cash reserve funds will be borrowed against contributions that have been pledged but not yet received, and used to pre-pay expenses related to special event fundraisers.
Montclair Art Museum	Essex	\$12,320	MAM will conduct an HVAC Energy Audit, which will result in the development of a comprehensive facilities energy plan. The audit will help the Museum identify areas for improvement, increase sustainability in facilities and operations, and result in increased efficiency and significant energy savings.
New Jersey Theatre Alliance	Essex	\$24,000	A website upgrade will enable the Alliance to efficiently track and engage its constituents, leading to greater productivity and organizational capabilities. It will increase staff productivity, help us tell our stories, and create better overall user engagement while strengthening brand consistency by having all Alliance programs under one umbrella.
Roxey Ballet Company	Hunterdon	\$9,050	Roxey Ballet is requesting \$11,312 which will totally eliminate the organization's long term debt thereby enabling the company to invest in its future. It will be able to better support its artists and staff, and to begin building a cash reserve.
Monmouth Museum and Cultural Center	Monmouth	\$21,400	The Monmouth Museum will secure expert advice and assistance to upgrade and expand our website to better meet the needs of patrons, volunteers, and donors while building new audiences. This project integrates automated systems for tracking all types of visitors, analyzing visitor preferences, and strengthening feedback methods to better serve our constituents.
Barneгат Bay Decoy & Baymen's Museum	Ocean	\$25,624	Tuckerton Seaport & Baymen's Museum's expanded revolving cash reserve will provide the organization with a financially responsible tool to manage cash flow for grants, large bequests, operational, and extraordinary expenses such as illustrated by the challenge presented by Superstorm Sandy.
L.B.I. Foundation of the Arts and Sciences	Ocean	\$16,960	The Benevon model for sustainable fundraising, with an impressive track record, has been identified as the program most suited to LBIF's urgent needs for training and implementation of a powerful, effective development strategy. A team of Board members and staff (7 total) will be trained in the proven program.
Arts Guild of New Jersey, Inc.	Union	\$15,000	Our stabilization project is to hire a consultant to work with staff and board to gather and analyze information toward the completion of a new long range strategic plan.
New Jersey Youth Theatre	Union	\$12,000	WYACT/NJYT request \$15,000 for a Digital Media project (website redesign/development) to improve our communications, marketing and branding of services, heighten our website attraction and social media presence on all digital-driven devices, increase our visibility and attraction to a larger pool of prospective donors, and stimulate more audience and student attendance for our programs, thereby increasing our revenue stream and stability as an arts organization.
Visual Arts Center of New Jersey	Union	\$27,000	The Visual Arts Center of New Jersey is seeking funds in order to procure new Cultural Resource Management (CRM) database software for use by the Studio School and Development Department. A new system is needed to track and increase member participation; to steward new and existing donors; and to effectively manage Studio School students. A new system would also allow for the integration of the Art Center database with the existing website, which was upgraded in 2011
Total Award		\$259,954	