



## **New Jersey State Council on the Arts Folk & Traditional Arts Project (FTAP) 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 (Arts Council) 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 Arts Council receives an annual, competitive grant from the National Endowment for the Arts.

As the largest funder of the arts in New Jersey, the Arts 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 FOLK & TRADITIONAL ARTS PROJECT GRANT PROGRAM?

The Folk & Traditional Arts Project (FTAP) grant program provides **emerging to mid-career folk and traditional artists** access to opportunities that significantly advance skills in their art form. For this grant opportunity, emerging to mid-career artists are individuals with more than five years of experience in their art forms. Please refer to the [Special Guidance](#) for additional assistance.

Applicants may request up to \$10,000 to cover the costs of a structured learning opportunity in their art form. Proposed projects must demonstrate measurable outcomes that the applicant intends to achieve, which furthers their work in their folk and traditional art form.

The proposed project outcome must support art-making skills in folk/traditional art forms that are passed on between two or more artists in an ongoing, structured relationship (i.e. mentor/apprentice, small group learning, and/or directed research). Please consult the [Special Guidance](#) for additional information and assistance.

Awards are not granted on the basis of need - applications are evaluated against the criteria listed on page six of these guidelines. See the section "How Folk and Traditional Arts Project Applications Are Evaluated" for additional information.

This grant program does not support expenses for:

- international travel;
- travel for anyone other than the grant recipient;
- food, beverages, or other refreshments;
- study in a graduate or undergraduate program;
- credit or non-credit online, video, or other packaged courses;
- marketing (including websites, brochures, or advertisements); and/or,
- equipment with a value exceeding \$350 or having a life span over three years.

## 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 90% of the award upon execution of the contract (Fall 2024) and the remaining 10% 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.

## FOLK & TRADITIONAL ARTS PROJECT GRANT TIMELINE

Please note that late submissions will not be accepted for any reason including technical/human error. Applicants are strongly urged to submit the required forms well before the deadline.

November 6, 2023

November - December 2023

**December 6, 2023**

[Notice of Intent to Apply](#) form and Guidelines released

[Notice of Intent to Apply](#) form Assistance: see schedule below

**[Notice of Intent to Apply form due by 12:00 PM EST NOON](#)**

Requests for deadline extensions will not be permitted.

December 22, 2023	Applicants will be notified of their <i>Notice of Intent to Apply</i> eligibility status.
January 11, 2024	<i>Application</i> form opens in SAGE for successful <i>Notice of Intent to Apply</i> applicants
January – February 2024	<i>Application</i> form Assistance: see schedule below
February 6, 2024	<b>Early Deadline to submit Application by 12:00 PM NOON</b> Applications submitted by this date receive a staff review. Applicants will be contacted and provided a brief opportunity to resubmit any materials that are not in accordance with the guidelines.
<i>Applications submitted after this date, but prior to February 13, 2024, will be considered final. Applicants will not be permitted to make changes to the application.</i>	
<b>February 13, 2024</b>	<b>Application form due in SAGE by 12:00 PM EST NOON</b>
Spring 2024	Arts Council convenes application review panels and crafts recommendations.
July 2024	Arts Council votes on and announces grant awards.
July 1, 2024 – June 30, 2025	Grant period for successful applications.

An individual may submit only one application for this grant program opportunity.

Submission of the [Notice of Intent to Apply](#) form and/or the Application form 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 individual 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.

### **Folk & Traditional Arts Project Grant Assistance and Support**

The following assistance is available to help applicants compose and submit the *Notice of Intent to Apply* form and the *Application* form.

1. Virtual office hours. Please check the Arts Council’s [website](#) for details and schedules.
2. Applicants may ask questions and receive assistance by contacting Kim Nguyen, Program Officer for Folk & Traditional Arts, at 609-292-4495 or by email to [kim.nguyen@sos.nj.gov](mailto:kim.nguyen@sos.nj.gov).
3. Applicants should consult the [Special Guidance](#) document for additional guidance and support.

Note: Applicants seeking assistance are advised to contact Arts Council staff well in advance of the deadline. Prior to contacting [Kim Nguyen](#), applicants should read the guidelines thoroughly.

### **New Applicants**

Individuals new to Arts Council funding are encouraged to speak with Kim Nguyen ([kim.nguyen@sos.nj.gov](mailto:kim.nguyen@sos.nj.gov)) to discuss their 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, Lindsay Dandeo at 609-984-7020 (NJ Relay 711) or [lindsay.dandeo@sos.nj.gov](mailto:lindsay.dandeo@sos.nj.gov).

## WHO MAY APPLY FOR A FY25 FOLK & TRADITIONAL ARTS PROJECT GRANT

All applicants must meet or exceed the following eligibility requirements. If an individual does not meet them, their *Notice of Intent to Apply* form will not move forward to the *Application* form stage.

An applicant must, at time of the *Notice of Intent to Apply* form submission, be:

- an emerging to mid-career folk or traditional artist. Please consult the [Special Guidance](#) document for assistance confirming that your art form is considered a folk and/or traditional art for the purpose of this grant program;
- actively engaged in their folk/traditional art form for at least five years;
- able to provide examples of work and engagement with the traditional community of origin for the art form;
- at least 18 years of age;
- a United States citizen, lawfully admitted to the U.S. for permanent residence, and a resident of the state of New Jersey; and,
- able to maintain New Jersey residency throughout the application/grant cycle and be able to provide proof of residency when requested.

*An individual who has received an Arts Council New Jersey Heritage Fellowship (at any time) and/or a Folk & Traditional Arts Apprenticeship grant in two consecutive of the previous four years (2020, 2021, 2022, or 2023) is not eligible to apply.*

*An individual who is a student in a K-12 school or enrolled in a credit-granting post-secondary program (college/university) is not eligible to apply. This eligibility requirement extends throughout the entire grant period.*

### Additional Eligibility Requirements

Grant funds are not intended to be a renewable source of income for mentors, consultants, masters, instructors, or other expert artists.

It is recommended that applicants do not apply to work with experts who are also being included in other applications. For this reason, applicants are encouraged to contact proposed experts prior to applying.

- Applications from individuals who propose to work with mentors, consultants, masters, instructors, experts or others who have been engaged through Folk & Traditional Arts Apprenticeship or Project grant funds in two consecutive of the previous four years (2020, 2021, 2022, or 2023) will be deemed ineligible.
- Should more than two applicants request to work with the same mentor, consultant, master, instructor, expert, or other paid collaborator, only the two highest scoring applicants will be awarded funds.

## FOLK & TRADITIONAL ARTS PROJECT APPLICATION STEPS AND FORMS

### Step 1: Notice of Intent to Apply Form

Applicants must complete and submit a [Notice of Intent to Apply](#) form via email to [kim.nguyen@sos.nj.gov](mailto:kim.nguyen@sos.nj.gov) and cc: [tammy.herman@sos.nj.gov](mailto:tammy.herman@sos.nj.gov). The email should be sent with the subject line: "Folk & Traditional Arts Project." The *Notice of Intent to Apply* form is available [here](#).

This *Notice of Intent to Apply* form is due **December 6, 2023 at 12:00 PM NOON EST**.

Each *Notice of Intent to Apply* form will be reviewed for completeness and eligibility. Applicants are encouraged to utilize the [rubric](#) to help inform their *Notice of Intent to Apply* form. Applicants will be notified by December 22, 2023 regarding their eligibility to advance to the Application stage.

### **Step 2: Application Form in SAGE**

Once a *Notice of Intent to Apply* form has been approved, Arts Council staff will contact the applicant to submit an *Application* form in SAGE. Submission instructions will be provided at that time. The instructions will include a username and password to log in to the SAGE system to access the *Application* form.

The Arts Council uses the System for Administering Grants Electronically (SAGE) to accept grant applications and manage grant awards.

In order to access the *Application* form, users must have a registered account. Staff at the Arts Council will set up a username and password for successful *Notice of Intent to Apply* applicants. An email with instructions on how to log in and access the application will be provided.

### **APPLICATION FORM INSTRUCTIONS**

The application is comprised of forms and charts. Applicants should be prepared to submit the following application materials in the SAGE system, once the *Notice of Intent to Apply* form has been approved.

Note: The application and required support materials must be submitted in English. Please refer to the [Special Guidance](#) for information on translation assistance.

**Profile Form:** This form provides the essential information about the applicant. The contact information listed in this form will be utilized by the Arts Council for all communication purposes. It is important that the information is current and accurate.

**Type of Support:** Folk & Traditional Arts Project is preselected for all applicants.

**Panel Category:** Folk & Traditional Arts is preselected for all applicants.

**Application Narrative (Essay):** This statement is limited to two pages (approximately 8,300 characters or less) in length that responds to the narrative topics found on page 6 of these guidelines. Compose a narrative that will provide panelists, who do not know you or your community, the ability to clearly review your project in relation to the [rubric](#).

**Budget Chart:** This form shows how much the project will cost. Please be sure to detail all costs for the entire project, noting specific costs on the lines indicated on the form. The maximum amount that can be requested is \$10,000. Up to 10% of the grant request can be allocated as a stipend to the artist applicant.

*For example, for a \$10,000 project, the artists' stipend could be \$1,000, for a \$5,000 project, the artists' stipend could be \$500.*

For successful applicants, the Arts Council will fund 100% of the requested amount, when possible.

**Support Materials (Images/Media/Documents):** Support materials provide the panel with a complete basis for evaluation. Artistic quality demonstrated through support materials is important. Please follow form instructions, found on pages 7 and 8, and upload all the documents/files in the order requested.

## EVALUATION CRITERIA

Review and reference the Evaluation Criteria in preparation for the narrative/essay. Successful narratives are clear, supported by the budget, and directly linked to support materials. Panelists will look for evidence of project appropriateness in accordance with the following criteria and [rubric](#):

1. The proposed project is clearly a folk/traditional arts learning project, with sufficient information and defined outcomes that will enhance the applicant's art-making.
2. The preparation and commitment of the applicant, and the time and depth they have already engaged with learning the art form is appropriate.
3. The applicant's demonstrated engagement within their Folk & Traditional communities.
4. The adequacy and appropriateness of the proposed project plan and budget.
5. The impact of the project proposed on the applicant's artmaking skills.
6. The excellence and/or ability level of the mentors, teachers, instructors and/or consultants.
7. For apprenticeship project applications, the following will also be considered:
  - the shared cultural heritage of the applicant and mentor; and,
  - the traditionality of the art form within the shared community of the applicant and the mentor.

## Funding Priority

The Arts Council encourages applications that address the following:

Endangered arts and arts that help preserve endangered languages that are disappearing.

Community based traditions that are valuable to communities, but not likely involved in professional networks or taught through formal or institutional learning.

Traditions, communities and art forms of the state that have not previously been supported through the Folk and Traditional Arts Apprenticeship or Project programs.

## NARRATIVE (ESSAY) QUESTIONS

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 questions in your narrative. This helps panelists follow the narrative, which should also specifically reference any uploaded or linked support materials.

### Narrative Questions

1. Please thoroughly describe your community, your engagement with your community, and your art form. How long have you been learning this art or craft? Describe your level of skill. What skills have you mastered and what do you need to learn or develop further?

Please note: Community is the group of people related to the folk/traditional art form.

2. Please describe your proposed project. How will the proposed project help you further develop your art-making skills? What specific, measurable outcomes to your art making skills will this project provide?
3. Why is it important for you to learn through this project rather than through other means, such as academic study?
4. Why have you chosen to work with and learn from this mentor, consultant, or expert(s)? Who are they and what, in particular, can you learn from them? If out-of-state travel is required, please clearly explain why you cannot learn the skills within the state of New Jersey.
5. What are your hopes and plans for your future practice of this art, craft, or project, and what meaningful impact on your artmaking skills do you anticipate will come from this project?

### **SUPPORT MATERIALS**

Support materials are important tools that provide the panel with a complete picture and basis for evaluation.

A complete application includes support materials from both the applicant and the mentors/consultants/experts. These materials are the most important means for assessing the artistry and achievement of the applicant and the proposed mentor/consultant/expert. It is to the advantage of the applicant to provide images and/or audio/visual materials of the best quality and that best represent the art form.

Materials should be relevant to and focus on the traditional art form the applicant practices. Work samples should demonstrate both the community context of the art form and the skill of the applicant as well as any mentors/consultants/experts to be engaged.

**Support Material Formats:** All support material must be uploaded files or submitted as internet links in SAGE. The maximum file size you can upload is 13 MB. There is no size restriction for linked work samples. Do not submit links to password protected sites or pages.

Each video work sample may be no longer than five minutes long. Panelists will not spend more than 20 minutes *total* reviewing work samples. It is recommended that video submissions have the most impactful part of the sample in the first few minutes of the work sample.

#### **Required Support Materials:**

The art form of the project will dictate what kind of support materials are required. Please consult the section below for specific information.

#### **All Art Forms**

1. Upload three letters of support from people who are familiar with the work of the applicant and knowledgeable about the traditional art form. These materials should be from members of the community and speak to the applicant's community connections.
2. Letters of support from proposed mentors/consultants/experts to be engaged, if applicable.

3. Bios of applicant and proposed mentors/consultants/experts. An artist's bio is a brief, 2-4 paragraph overview of the artist's life and work. In particular their training and highlights of accomplishments are included. Please provide a bio, and not a resume or CV.
4. Work samples of the applicant's art-making skills.
5. Work samples of the proposed mentors'/consultants'/experts' art-making skills.

Work samples must be prepared according to the following disciplines:

#### **Visual Arts**

- Upload six images on the Image Support Material form - **four** of the applicant's work, and **two** of the proposed mentor/consultant/expert.
- To complete the "Image Support Materials" form, fill in the "Title of Work" and "Name of the Artist."
- Describe in detail the art or craft represented in each image. These images can include the representation of the artist's work within a cultural context.

#### **Performance: Dance, Musical and Spoken Arts**

- Upload or link to performances, of no more than five minutes each, **two** of the applicant and **two** of the proposed mentor/consultant/expert.
- To complete the "Media Support Materials" form, fill in the Performance Location, Title of Work, Name of the Artist, Length of Sample, and Length of Completed Work
- Describe in detail the art form represented in the media.
- If the performance portrays the applicant or proposed mentor/consultant/expert with others in a group, explain how the panel can identify the applicant or proposed instructor/mentor/consultant.

For example, "Mentor is on the right, playing red drum, wearing yellow." Provide a description of the art form, including the instruments played (if any) and any other important information, such as the symbolism of the art form or its traditional usage.

#### **HOW FOLK & TRADITIONAL ARTS PROJECT APPLICATIONS ARE EVALUATED**

Any incomplete forms, or those that do not meet the requirements - as stated in these guidelines - will be deemed ineligible and therefore will not advance to panel review.

Applications are reviewed by an advisory panel of folk and traditional arts specialists utilizing the Evaluation Criteria stated on page six of the guidelines. All materials submitted should demonstrate the **highest quality artistic** work samples and describe the applicant's depth of engagement, accomplishment, and standing in their community.

#### **Notification**

The Folk & Traditional Arts Project grant recipients will be approved and announced at the State Arts Council Annual Meeting in July 2024. All applicants will be notified in writing of the State Arts Council's decision. The decisions of the State Arts Council are final and may not be appealed.



## **REQUIREMENTS FOR SUCCESSFUL APPLICANTS**

Following the award notification, grantees will need to:

- complete a contract with the State of New Jersey;
- register for NJSTART, the State's payment system;
- provide proof of New Jersey residency in the form of three official documents demonstrating a permanent New Jersey mailing address;
- participate in a virtual or phone meeting with the Program Officer for a mid-year progress update; and,
- complete a final report at the conclusion of the grant period, explaining the outcomes of the project, and how grant funds were expended.

Please Note: Funds awarded through this project support grant may be taxable. It is not possible for the Council to determine this for individuals. If it is a matter of concern for you, please contact a tax specialist or the IRS for information on how receipt of an award will affect your tax situation.

**END OF GUIDELINES**