New Jersey State Council on the Arts
Projects Serving Artists (PSA)
Fiscal Year 2021 Grant Program Guidelines

ABOUT THE NEW JERSEY STATE COUNCIL ON THE ARTS

The New Jersey State Council on the Arts 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: GIVEN TO US BY THE PEOPLE OF NEW JERSEY

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. Under this law, a percentage of the fees collected are annually allocated to the State Arts Council with a minimum appropriation of $16 million. Additionally, the Council receives an annual, competitive grant from the National Endowment for the Arts.

As the largest funder of the arts in New Jersey, the Council is committed to providing annual and multi-year grants to New Jersey's nonprofit arts organizations 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.

FY21 GRANT CYCLE: The Grant Period for all grants in this cycle is July 1, 2020 to June 30, 2021.

APPLICATION ASSISTANCE AVAILABLE

The following assistance is available to help you compose and submit your application:

1. Application webinars/workshops. Please check the Council's website for opportunities, details, and schedules.
2. Staff is available to help with questions specific to your application. Program Officers in each discipline are reachable by telephone and email, or you may schedule an appointment for in-depth application questions.

Applicants seeking assistance are advised to contact staff well in advance of the application deadline. Prior to contacting a program officer, applicants should read the guidelines thoroughly.

WHAT ARE PROJECTS SERVING ARTISTS GRANTS

Projects Serving Artists (PSA) grants provide support for a project that meets the Council's eligibility requirements. A project is defined as a program that offers technical support or services to artists who reside in New Jersey or whose work has or will benefit New Jersey residents. The project must demonstrate direct benefit to New Jersey artists. Applicants may request up to 50% of the project's expenses and the grant is to be matched 1:1 ($1 earned or raised and spent per $1 received from the Council).

Examples of eligible projects include, but are not limited to: specialized space for creating, practicing, or producing work; and assistance or training in areas of marketing, legal issues, accounting, insurance, technology, and/or artist career development skills.

This category does not support the commissioning of new work, "networking" opportunities, or projects that mainly support, engage, or further compensate the artistic leadership of an organization. Applicants unclear about the eligibility of a project should contact Council staff.

Current Local Arts Program grantees are not eligible to apply for PSA grants.

Applicants should consult the Frequently Asked Questions document for additional guidance and support.

HOW TO APPLY FOR A FY21 PSA GRANT

A Notice of Intent to Apply (NOI) is the first required step in the Council's PSA grant process. In order to access and submit the NOI form, an applicant must first be registered in the SAGE system. The Council will not accept an application that was not preceded by a NOI.

The purpose of the NOI is to provide Council staff with the opportunity to assess potential applicants by previewing proposals and ensuring eligibility requirements are met. The NOI form is not binding.

Each organization that submits a NOI is required to schedule a meeting with Program Staff. The purpose of the meeting is to assure that applicants meet all eligibility requirements and to screen for potential problems before an application is submitted. Organizations can expect to receive meeting requests from Program Staff in December/early January.

SAGE System: The System for Administering Grants Electronically (SAGE) is the State of New Jersey's grant management system. This system requires authorization for access. If you do not have a username and password please click the New User link to request access to the site. Please contact Patricia Hamilton-Ross at patricia.hamilton-ross@sos.nj.gov or 609/633-1273 for technical assistance in SAGE.

How to access a NOI: Once you're in SAGE, go to the "View Available Opportunities" section. Click View Opportunities. Under the NJSCA section, you will find the current year NOI for your specific grant support type.

Note: SAGE does not work properly with Google Chrome.

DEADLINES AND SCHEDULE FOR THE FY21 PSA GRANT APPLICATION PROCESS
Late submissions will not be accepted for any reason including technical/human error. Applicants are strongly urged to submit applications well before the deadline.

- The NOI must be efiled in SAGE by **Thursday, December 5, 2019** at 11:59 p.m.
  The Council will not accept an application that is not preceded by a NOI. Requests for extensions to the NOI deadline will not be permitted.

- The FY21 PSA application will be opened in SAGE in January 2020 to eligible organizations that submitted a successful NOI. Only approved organizations will receive a SAGE notification announcing the availability of the application.

- The FY21 PSA application must be efiled in SAGE by **Thursday, February 13, 2020** at 11:59 p.m. Requests for extensions to the application deadline will not be permitted.

- Peer Panel Deliberation and Review: April/May 2020

- Council Grants Committee Review: June 2020

- Council vote on Award Recommendations: Annual Meeting July 2020

ADDITIONAL APPLICATION PROCESS INFORMATION
1. An organization deemed ineligible through the Council's NOI process will not be permitted to submit an application.
2. Any materials submitted after the application deadline will not be accepted.
3. Incomplete applications will be deemed ineligible and will not advance to the panel process.
4. Citations of Excellence will be awarded to organizations that receive the highest evaluation by the grant review panels, meet all reporting requirements and deadlines, and demonstrate exemplary investment of the Council's grant award through the reporting process. Designations will be conferred annually at the Annual Meeting.
5. The applicant's potential PSA project does not need to be regional in scope and can serve a specific or local population; however, the organization itself must demonstrate regional or statewide impact (see Eligibility Requirements).

PSA ELIGIBILITY REQUIREMENTS
To be eligible to apply for a PSA grant, an applicant must:
1. be incorporated in the State of New Jersey as a non-profit corporation or be a unit of government, college or university;
2. be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4;
3. not receive Local Arts Program funds from its County Arts Agency;

4. be an organization in "good standing," which includes compliance with current Council Contract deadlines (if applicable) and NJ Charities Registration Bureau and Division of Revenue requirements, and;
5. be in compliance with all pertinent state and federal regulations including but not limited to: Fair Labor Standards, 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; the Drug-Free Workplace Act of 1988; and Section 1913 of 18 U.S.C. and Section 319 of P.L. 101-121. 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.

In addition, the applicant must demonstrate that it has a(n):
1. artistic mission and focus for the project that the organization is seeking to undertake;
2. independent board of directors responsible for the governance and administration of the organization, its programs, and finances;
3. a demonstrated history of providing public programs or services for at least two years prior to the application;
4. at least one half-time administrative staff person on payroll (not a combination of staff);
5. regional or statewide public impact through the organization's current programs or projects. Regional impact is defined as serving audiences across a three or more county region of New Jersey. If less than 30% of the audience currently served is from outside the organization's home county, the organization is classified as having "local impact." Audiences served outside of New Jersey do not satisfy the requirement.

If the applicant is affiliated with a college, university or municipal government, it must demonstrate that it is both programmatically and administratively distinct from its parent organization. To qualify for eligibility, the following must also be in place:
1. a community-based independent board or advisory committee that has substantial responsibility for oversight and management;
2. an arts-based mission that is separate and distinct from its parent organization;
3. dedicated staff and volunteers for its programs;
4. a budget separate from the parent organization; and
5. demonstrated community support.
   a. The applicant must receive at least 25% in revenue from sources outside the parent organization. The Council defines community support as corporate/foundation support, ticket/admission sales, and individual contributed revenue. State and/or federal grants do not satisfy the requirement.
   b. If affiliated with a college or university, the applicant must provide programs or services to the general public and must document that its activities serve 75% or more non-student or faculty audiences across a three or more New Jersey county region.

Organizations that have "local impact" or cannot meet all the Council's eligibility requirements are encouraged to apply for Council support through their respective County Arts Agency, which receives a Local Arts Program grant for this purpose. If you would like more information regarding this opportunity, please contact Mary Eileen Fouratt at maryeileen.fouratt@sos.nj.gov or 609/984-6815.

In addition, applicants are encouraged to critically examine their capacity in order to successfully manage a PSA grant. Is your organization prepared and able to:

1. register in NJSTART, if applicable. If you are a new grantee (not in the State's Treasury system) or an existing grantee with a new payment address or wish to receive direct deposit, you must register/update information at www.njstart.gov in order to process a contract;
2. submit a Project Accessibility (ADA) Checklist by December 31, 2020;
3. provide documentation of compliance with the NJ Charities Registration Bureau;
4. provide documentation of compliance with Division of Revenue; and,
5. work in SAGE to submit a Contract, Interim Report and Final Report by the respective deadlines?

PANEL CATEGORIES

All applicants must identify one of the panel categories that best applies to its proposed project. Consult the Glossary for definitions.

Dance	Media
Music	Literature
Opera/Musical Theatre	Folk Arts
Theatre	Multidisciplinary
Visual Arts	Performing Arts Presenters
Crafts	

PSA APPLICATION COMPONENTS

Organizational Profile Form: This form provides the essential information about the organization.

Application Form: This form provides the essential information about the request for funding.

Purpose of Funding: This statement is limited to approximately 50 words or 300 characters. It will be used in press releases and for other public inquiries. It should contain the basic "who, what, where, and when" information.

> Sample Statement: "This grant will help support the Sample Theatre Company's New Playwright Development Series of 16 playwright career development workshops, serving an estimated 25 playwrights from central NJ through online and classroom workshops, script-in-hand readings, and mentoring with theatre professionals for a one-year period."

Narrative: This statement is limited to 5 pages or approximately 20,300 characters. It should clearly and concisely communicate your organization and project to the panel and provide context for the other materials in the application. The narrative should directly address the Evaluation Criteria through the Narrative Topics.

Board Chart: This chart identifies who is on the organization's current board and advisory board. Current grantees should check for accuracy if the chart is already completed in SAGE.

Staff Chart: This chart identifies the organization's current staff.

Finance Charts: Provide two organizational charts (income and expenses) and one project chart. Use the notes feature to describe or explain your organization's finance charts. The panel expects accompanying budget notes to provide clear information about the organization's financial picture in context of the project budget.

In-Kind Contributions Chart (Optional): This chart documents any in-kind goods or services received/to be received by the organization in support of the project. Remember, in-kind goods and services may not be counted toward the match. Detailing in-kind contributions is helpful for panelists to understand those costs not detailed in the Project Expense Charts. Contributions must be documented based on fair market value.

Charities Registration and Division of Revenue: Organizations must be in accordance with both Charities Registration Bureau and Division of Revenue requirements, including any other state and federal requirements. Failure to provide proof at time of application may result in disqualification from the panel review process.

Project Accessibility (ADA) Checklist: This checklist applies only to the proposed project. Applicants must use the [self-assessment survey and planning tool](#) available from the Cultural Access Network to review the accessibility of facilities to be used for project and programmatic access. Failure to comply may result in the rescission of the grant, if awarded.

Required and Optional Support Materials: Support material requirements vary according to discipline. Detailed information is found in the Support Material section.

EVALUATION CRITERIA

Review and reference the Evaluation Criteria in preparation of the narrative. Successful narratives are clear and convincing and are supported by budgets and links to support materials. Panels look for evidence of solid program planning and implementation in accordance with the following criteria:

1. High programmatic quality throughout the project as related to project goals.

2. Commitment to providing meaningful and innovative opportunities and services for artists.

3. Appropriate programmatic planning, including governance, management, and human resources as they relate to the project.

4. An appropriate project budget that includes sufficient resources.

5. A sound understanding of who is/will be served by the project that is clear, measured, and documented.

6. Commitment to broad accessibility and serving a diverse group of artists in pursuit of project goals.

NARRATIVE TOPICS

The Narrative Topics are the framework for writing the narrative. Compose a narrative that will provide a panelist, who does not know your organization or your community, the ability to understand them in relation to the Council's criteria. If you have unusual or unique circumstances that are not specifically queried, present it in the appropriate section(s). Use the required and optional support materials to reinforce specific narrative topics.

It is a good idea to craft the narrative in a Word document and copy and paste it into the SAGE narrative screen. Topic headings help panelists follow the narrative, which should also specifically reference any uploaded or linked support materials. Please refrain from the excessive use of acronyms.

The Project

Quote the mission of the organization and state the goals of the project. Fully describe how the idea for the project was developed, the specific needs it fulfills, especially as it relates to the organization's mission, and how the project benefits New Jersey artists.

Describe the project in full, including how it was planned and who was involved in that planning. State the process by which artists are selected and involved in the planning of the project. Be sure to detail:
- how the organization identified the need(s) that this project will address.
- the decision-making process and stakeholders involved in selecting and vetting the experts engaged to offer technical support and/or professional services.

Project Management
Briefly describe the management structure of the applicant organization and its connection to and oversite of this project. Describe how the project will be managed, who will be responsible for the planning and execution of the project. Be sure to include:
- all relevant information about the organization's board and any advisory committee responsible for oversight of the project, and any staff or volunteers essential to carrying out the project.

Project Budget
In conjunction with the information provided on the Finance Charts, describe the financial planning for this project. Be sure to detail:
- the plans and methods used to earn and raise all funds necessary to accomplish the project.
- any upward or downward income or expense figures, if this is a project with a prior history.
- any expenses pro-rated to the project.

Audience Development and Assessment
Describe the audience to be served through this project. How will the organization identify, measure and document the benefits of this project? Be sure to:
- identify the selected New Jersey artists or the target community of New Jersey artists intended to benefit from this project, including their disciplines, geographic region, and number.
- distinguish between those who will attend event(s) and those who may be served through secondary means, i.e. radio, television, blogs, web-based learning, publications, etc., if applicable.
- detail the methodologies in which the organization seeks feedback and how it is integrated into the project's evaluation.

Accessibility and Diversity
Describe all the steps you will take to ensure wide accessibility to the project.
- Describe how barriers (economic, geographic, cultural, linguistic, physical, transportational, etc.) which may impede access to and participation in the project will be addressed. What strategies are in place to overcome them?
- What goals and strategies are in place for increasing the number or diversifying the group of artists with which your organizations engages?
- What goals and strategies are in place for deepening the relationship with or the experience of those artists?

SUPPORT MATERIALS

Required and optional support materials play a significant part in the evaluation process by reinforcing the information presented in the narrative. Support materials are important tools that provide the panel with a complete picture and basis for evaluation.

Applicants are required to submit specific support materials and have the option of submitting up to five additional pieces of support material that are from the past 18 months. If any required support materials are missing, the application will be deemed ineligible and will not advance to the panel process.

Programmatic quality demonstrated through support materials is important. The links and/or uploaded files submitted provide panelists with evidence of the quality of the proposed project.

Support Material Formats: The maximum file size that can be uploaded is 13 MB. There is no size restriction for linked work samples. Do not submit links to password protected sites or pages.

Required Support Materials
1. Brief Bios of Key Personnel/Consultant Credentials
The qualifications of persons playing key artistic, administrative, or educational roles (paid staff, board members, consultants, and/or volunteers) must be provided. Provide credentials for the individuals who are providing instruction or educational services. Identify the individual serving as the ADA Coordinator and provide a biographical summary if not included in key personnel.
- Provide biographical summaries with credentials related to individuals' functions. Do not include resumes.

2. Board-approved Nondiscrimination Policy

3. Board-approved ADA Grievance Procedure for Patrons

4. Audio/Visual Support Materials (maximum of 15 items)
Service-oriented projects, such as those proposed in the PSA category, must provide evidence of the quality of service to be provided. If uncertain what is appropriate to submit in the way of support materials, please consult with Council staff.
- Upload documents, images, videos, and/or sound files that would detail the quality of service to be provided (i.e. floor plans of spaces to be used, photographs of the venue(s), program materials, etc.)
- It is recommended that applicants submit brief descriptions of the selections as an optional support material to provide context for the panelists.
- Applicants should provide materials that detail the organization's past and current public activities as context for the project to be proposed. Promotional videos are not permitted.
- Provide a link to your organization's website.

Optional Support Materials (maximum of 5 items)
In addition to the required support materials, applicants may provide up to five additional items of support material. 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. Up to ten social media posts listed on one document counts as one piece.

APPLICATION DEADLINE

The application deadline is **Wednesday, February 13, 2020** at 11:59 p.m. You will receive an e-mail confirmation from SAGE when your application is successfully submitted.

Late submissions will not be accepted for any reason including technical/human error. Applicants are strongly urged to submit applications well before the deadline.