HUDSON COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS /TOURISM DEVELOPMENT
JUSTICE WILLIAM BRENNAN COURT HOUSE
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JERSEY CITY, NJ 07306
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www.hudsoncountynj.org

FISCAL YEAR (FY) 2013 LOCAL ARTS PROGRAM GRANT (LAP)
FOR PROGRAMS AND SERVICES FROM JANUARY 1, 2013 TO DECEMBER 31, 2013

GUIDELINES

Funding for this program is made available through the New Jersey State Council on the Arts/Department of State (NJSCA) and the Hudson County Board of Chosen Freeholders. Applications are being accepted until Friday, October 5, 2012 for programs that will be offered between January 1, 2013 and December 31, 2013. In partnership with NJSCA, the Hudson County Office of Cultural & Heritage Affairs (HCOCHA) offers matching grants to non profit organizations located in, and serving the residents of, Hudson County. These grants are administered through HCOCHA, a unit of Hudson County government, by authority of the Hudson County Board of Chosen Freeholders.

DEADLINE FOR APPLICATION

One digitized application must be e-mailed (in Microsoft Word format) to emehos@hcnj.us and one hard copy application must be hand-delivered to the Hudson County Office of Cultural & Heritage Affairs (HCOCHA) by 5:00 p.m. on Friday, October 5, 2012 or postmarked by the U.S. Postal Service by this same date. Applications with metered mail post marks will not be accepted. Applications that are hand-delivered or postmarked after the deadline will not be accepted. Faxed copies will not be accepted. There will be no exceptions.

ONLY THE ORIGINAL OFFICIAL APPLICATION FORM PROVIDED MAY BE USED. (ORIGINAL APPLICATION FORMS ARE AVAILBLE ON WWW.HUDSONCOUNTYNJ.ORG OR FROM AN OFFICIAL HCOCHA CD ROM.) Applicants are advised to read all the directions thoroughly before beginning to fill out the application.

GOALS

Hudson County awards competitive ***matching grants*** to organizations, *based on merit and financial need* that ***clearly*** demonstrate their commitment to the arts in the County by producing or sponsoring arts programs and services of high artistic quality and professionalism. Applicant organizations are expected to be administered responsibly and to propose programs that can be completed within the grant period and within the projected budget.

PRIORITIES FOR FUNDING

Special consideration will be given to proposals of ***quality, innovation, and merit*** that address the following priority issues:

- *Outreach programs to underserved communities (senior citizen, physically challenged, developmentally challenged, culturally diverse);*
- *Programs for municipalities in northern and western Hudson County;*
- *Promotes the growth of artists, arts organizations, and arts programs in Hudson County;*
- *Expands the influence of Hudson County artists.*

APPLICATION WORKSHOP

HCOCHA will offer a workshop on how to complete this application on Wednesday, September 12, 2012 from 6:00 to 8:00 p.m., in the Rotunda of Justice William Brennan Court House, 583 Newark Ave, Jersey City. *This is a barrier free site. Sign Language interpretive services will be provided upon request, at least one week before, to HCOCHA.* ***NEW APPLICANTS, AND THOSE THAT HAVE RECEIVED LESS THAN 50% OF THEIR PRIOR GRANT REQUESTS, ARE STRONGLY URGED TO ATTEND.***

ELIGIBILITY

AN ORGANIZATION THAT MEETS THE FOLLOWING MAY APPLY:

- Is based in Hudson County
- Serves the residents of Hudson County
- Has been in existence for at least one full year as of 1/1/12
- Has been incorporated in the State of New Jersey and

is a tax exempt, non-profit organization, as approved and certified by the Internal Revenue Service (IRS) under section 501(c)3 or 501(c)4

- Unincorporated groups or those that have not received an IRS tax exempt status may apply for a Program Support grant provided they can demonstrate organizational governance and financial oversight
- Exists primarily as an arts organization, **or** sponsors arts programs as a community outreach service – hospitals, libraries, schools, community organizations, and social service agencies are examples of sponsoring organizations. Sponsoring organizations are responsible for the writing and submission of the application, and will be accountable to HCOCHA for the management of the funded project
- Applies for funding to the County but not the State in the same fiscal year
- Is able to match the grant award as specified below under "Categories"

MULTIPLE APPLICATIONS ELIGIBILITY

***NON ARTS* ORGANIZATIONS**, such as schools, hospitals, religious institutions, social service agencies, or fraternal organizations, may apply in **only <u>one</u>** of the program support categories: *Program Support.*

***ARTS ONLY* ORGANIZATIONS** may apply in **<u>two</u>** categories: a *Program Grant* (GOS, PS) and a *Technical Assistance Grant.* Note the restrictions where applicable. Take notice of the restriction when applying for a Technical Assistance grant and in another category.

Organizations with several divisions or agencies may only submit one proposal per grant Fiscal Year.

***SCHOOLS* (AT ANY LEVEL – PUBLIC OR PRIVATE, OR ARTS TRAINING OR ARTS IN EDUCATION PROGRAMS OR SCHOOLS)** *may not request for or use LAP Grant funds for general operating support, scholarships, tuition, school supplies, residencies, camps, humanities lecture series, or any curricular or extracurricular activity that involves or engages school programs, its students, and its teachers and their spouses, relatives, children or friends.* Schools are encouraged to contact the education coordinator of the New Jersey State Council on the Arts for assistance in identifying state grant programs or private foundations to support artist residencies.

CATEGORIES

PROGRAM SUPPORT (PS)

Maximum Request: $7,000

Who may apply: **Non Arts** and **Arts Only** organizations. *Agencies that sponsor arts programs as part of a broader range of community outreach activities, such as schools, social agencies, and libraries, may apply in the Program Support category.*

Eligible Uses of Funds: Programmatic costs, such as space rentals, advertising, artist fees, props, etc., of presenting a *specific* arts program, art exhibit, or series of related arts programs. Examples of programs include: multi disciplinary performing arts series, cultural tourism themed arts festivals, concert series, art or photography exhibit, or outreach services for the arts constituency. Marketing materials that promote an event, series of events, or arts organization, are also allowable expenses.

Requirements: Applicants may apply for ***50%***, or *half* of the total projected cost of their Program Support, ***up to a maximum of $7,000.*** *The applicant must provide the other half of the total cost of the Program Support.* ***This is called a 1 to 1 match.*** Example: Your special project expenses total $6,000; you would *request* $3,000 and you would *match* it with $3,000. Program Support applicants may match the grant amount with cash, or, with the total, *in-kind* dollar amount of those materials and services (including space rent) that are crucial to the presenting and planning of the special project.

Restrictions: An organization's administrative costs cannot be underwritten by this category. Organizations may not reimburse themselves for the administrative or operational services it provides or donates to the program. **Projects with budgets that are incomplete or vague will receive low scores.**

GOS APPLICANTS MAY NOT APPLY FOR A PROGRAM SUPPORT GRANT IN THE SAME FISCAL YEAR.

Priority Consideration: (In addition to *PRIORITIES FOR FUNDING*) HCOCHA encourages schools and non arts organizations to use the *Program Support* grant as an outreach service to collaborate with the local, professional arts community to bring the work of Hudson County and New Jersey artists and performers to the general public.

TECHNICAL ASSISTANCE (TA)

Maximum Request: $4,000

Who may apply: **Arts Only** organizations that demonstrate a genuine need for assistance in the areas of organization, administration or artistic development.

Eligible Uses of Funds: One-time consultancies by qualified professionals that will strengthen the professional administration of arts organizations and the quality of the programs they bring to the public.

Requirements: Organizations requesting artistic development assistance must clearly demonstrate why this one-time, professional consultancy is needed, and how this new level of artistic quality will be continued once the consultant leaves. **Technical Assistance grants do not require a match.** With this application you *must* submit a letter of intent from the consultant, addressed to you, explaining the following: 1) a clear statement of what the consultancy will include; 2) a time-line laying out dates when these services will begin and end and how long each session will last; 3) the professional qualifications of the consultant, with references; 4) a final report and evaluation of the consultancy, due upon its conclusion; 5) a breakdown on the cost of this consultancy. *All expenses that are reimbursable to the consultant through this grant must be backed up with actual receipts.* ***Remember!*** *Upon completion of the*

technical assistance, HCOCHA requires an evaluative report from the consultant regarding the assistance provided to your organization.

Restrictions: **Any Technical Assistance application that does not include the consultant's letter of intent will be turned down automatically.** *Technical Assistance proposals that request the services of current and past employees, past and present board members, relatives, friends or associates, regardless of their professional consultancy expertise, will not be considered.*

GENERAL OPERATING SUPPORT (GOS)

Maximum Request: $12,000

Who may apply: **Arts Only** organizations. Applicants to this category of support are of the highest artistic and administrative professionalism, with a proven multi county impact, that will be reviewed accordingly.

Eligible Uses of Funds: General operating and programmatic costs. Up to 15% of the grant may be used toward administrative costs.

Requirements: Applicants must have at least one full-time paid staff administrator; a proven fundraising campaign; be fiscally responsible; and have an active Board of Directors involved in the governance of the organization. Applicants must offer year round programs. The applicant must submit a schedule of its Board of Director meetings for FY 2011 & FY 2012, as well as a letter from a recognized professional in the same discipline attesting to the professionalism and artistic quality of the organization. This letter may not come from any individual connected with the organization. All applicants who apply in this category must compensate all artists involved in their programs. *The applicant must match the grant request 1 to 1 and have at least 25% of that match in cash.* GOS applicants

must submit a copy of the by-laws of the organization with the application.

Restrictions: **All applicants to the GOS category, including previous GOS recipients, *must* first discuss this option with HCOCHA before applying.** Applicants whose primary mission is arts education may not apply under this category. They are encouraged, however, to apply for an Arts Basic to Education (A.B.E.) grant from the New Jersey State Council on the Arts. Organizations that rely upon membership dues or fees for more than 25% of their operating budgets are ineligible to apply in this category.

INELIGIBLE PROJECTS AND EXPENSES

Grants may **not** be used for:

- Administrative salaries, except for GOS applicants as previously defined
- Hospitality or food costs
- Capital improvements, such as renovation or construction
- Purchase of equipment, including fax, computers, etc.
- Projects that are for the curricular or extra curricular activities of a school
- Field trips to events or cultural programs
- Presenting performances, exhibits, and productions outside Hudson County
- Offsetting institutional/organizational budget deficits
- Collateral to obtain loans, to lend to other organizations, or in any way use for personal gain
- Programs whose sole emphasis is to motivate religious, sectarian, social welfare, or health education
- The acquisition of works of art, antiques, ephemera, etc.
- The restoration of statuary, historic property, etc.
- Parades, fashion shows, religious feasts or plays, food festivals, antique shows, etc.
- Fundraising activities or related fundraising costs
- Cash prizes, trophies, scholarships, tuition

ALLOWABLE ADA EXPENSE

Applicants are encouraged to budget appropriate expenses for ADA Program accessibility, such as, but not limited to, sign language interpreters and large print type programs. The purchase of equipment is not permitted. HCOCHA offers free rentals of Assistive Listening Devices.

EVALUATION OF PROPOSALS

After all proposals have been reviewed by HCOCHA staff for eligibility and guidelines compliance, they are then evaluated by an independent panel of peer professionals in the arts. These panelists are chosen for their expertise in a particular discipline and for their overall ability to critique the merits of proposals in a fair and insightful manner. They review and score each proposal based upon a criteria that includes the following:

- The professional credibility of the applicant
- The merit and financial need of the project(s) proposed
- The artistic excellence of past and present projects
- The applicant serving the needs of its constituency by this proposal
- The applicant demonstrating community support
- The applicant presenting a true budget for all expenses
- The applicant providing clear, relevant answers to all questions
- Technical Assistance applicants demonstrating genuine need
- The applicant presenting an appropriate use for the requested funds
- The applicant addressing any of HCOCHA's priorities for funding
- The applicant presenting a barrier free, content accessible program

A consensus critique is framed by the peer panel at its group meeting. HCOCHA staff is present to facilitate the process in a timely and orderly manner and to ensure fairness and objectivity. HCOCHA staff many not participate in the discussion. The peer panel's consensus critique is its collective impression and professional evaluation of a proposal, based upon the information, answers to questions, support materials, narrative, and overall application presentation submitted by the applicant. The intent of the critique is to provide constructive feedback on the merits of the proposal and the applicant's organization. Consensus critiques are sent to applicants with their letter of grant award recommendation.

APPLICATION POINTERS

- As with all other grant programs, HCOCHA grants are awarded to *support and acknowledge* a meritorious proposal. *They must not be perceived to be, nor are they intended to be, the sole source of funding to plan, create, or facilitate a project.*

- Please read the guidelines carefully in their entirety.

- The HCOCHA grant program is highly competitive. Successful applicants will have articulated the concerns of the EVALUATION OF PROPOSALS criteria throughout their application. Also keep in mind HCOCHA's PRIORITIES FOR FUNDING.

- When composing your narrative, please consider the need your mission or project is addressing in Hudson County. Cite relevant information. Present supporting facts for stated assumptions. Use clear, understandable language (no jargon or acronyms) Be brief, concise, and simple.

- When calculating your budget, please remember to include all in-kind donations at their estimated dollar amount. This includes all hours worked by volunteers in a professional capacity, either artistic or operational (e.g. the total of an accountant's hours multiplied by the professional hourly fee); rent amount covered by donated space; and the cost of donated supplies and services (printing, postage, transportation, etc.). These amounts are included in the matching funds acquired by your organization. Please remember to complete the in-kind budget chart in the application package.

- Please consider your organization's method of documenting its impact on geographical areas and underserved communities. If this is a new effort, please indicate your plan in the narrative portion of the application. Simple methods of such documentation are quick questionnaires and/or sign-in sheets that request the zip code of participants/audience members. (Please remember to be sensitive to the privacy of your patrons)

- Evaluation plays a critical role in the success of a project/organization. Please pay close attention to the efforts your organization has made to evaluate its programs/services. Evaluation and geographical impact data may be obtained together using an array of techniques. Please consider questionnaires, comment sheets, and statistical information when determining your evaluation plan.

GRIEVANCE PROCEDURE

Applicants may not appeal their grant award on the basis of disagreement with the consensus critique of their proposal. Applicants may not appeal their grant award if any part of their proposal contains ineligible expenses or requests that are not allowable under the guidelines. Applicants may not appeal their grant award based on outdated HCOCHA guidelines. New or additional information that was omitted from the submitted application may not be used as grounds for grievance.

Applicants who can demonstrate a pattern of gross misunderstanding on the part of the grant panel, as written in the panel's consensus critique, based on the facts, information, or support materials contained in their submitted application may appeal their grant award. Applicants who can factually document that the consensus critique of their proposal contains actual statements of bias against race, age, religion, physical or developmental aptitude, cultural diversity, or sexual orientation may appeal.

Applicants who meet the grievance procedure requirements may submit a written appeal up to thirty days past the date on the HCOCHA letter of recommended grant award and proposal critique. Appeals will not be considered after this time period. Appeals by telephone will not be answered. Appeals that meet the grievance procedure requirements will be reviewed by HCOCHA and the Hudson County Board of Chosen Freeholders. Applicants will receive a written response from HCOCHA with appropriate action, if any, no later than thirty days past the appeals due date.

SITE EVALUATORS

Arts administrators and artistic professionals are engaged by HCOCHA to make site visits to funded programs and services during the fiscal year. They are asked to complete an HCOCHA site evaluator's report, which includes fulfillment of the funded project, ADA compliance, audience response, and an assessment of the quality of the project.

ACCESSIBILITY

The Americans with Disabilities Act (ADA), signed into Federal law in 1990, requires that all public programs and services be made accessible to all people, regardless of an individual's physical or developmental challenges.
The State/County Partnership Arts Grant Program supports and enforces this law. HCOCHA requires that:

- All applicants develop an ADA Organizational Plan.
(See Section 8)

ACCESSIBILITY COMPLIANCE PROCEDURE

Applicants who do not submit a detailed ADA Organizational Plan will not be considered for funding. Applicants, funded through the local arts grant program, who give false or misleading statements may forfeit their entire grant award and will be excluded from future participation in the block grant program.

ACCESSIBILITY GRIEVANCE PROCEDURE

Artists or members of the public who are unable to participate in a HCOCHA State/County funded project because of a physical or program content barrier may submit a grievance. In such a case, HCOCHA staff will investigate each complaint. The recommendations are then presented to the Hudson County Counsel for legal review.

ANNOUNCEMENT OF AWARDS

County grant awards are announced by letter. If awarded a grant you will receive a first payment of 75% of your total award in the late first quarter of the new fiscal year.

PAYMENT & FINAL REPORTS

Grant funds are disbursed, after receiving properly completed and signed contracts and payment vouchers, as follows: **75%** after receipt of the County contracts and vouchers; **25%** after receipt of the final report and final payment vouchers. **One digitized photo of your project MUST be included with your Final Report.**

A COMPLETED FINAL REPORT MUST BE SUBMITTED BY FRIDAY, DECEMBER 11, 2013

1. Grant recipients ***must*** adhere to the proposal approved in the original application. If any changes are to be made to the proposal, recipients must notify HCOCHA in writing, in advance of the program start date, for approval.

2. Grant recipients ***must*** keep records of the number of people who are served by their programs, including the number of underserved residents (i.e., culturally diverse communities, persons with physical or developmental challenges, senior citizens), and the number of artists served or participating in the program(s).

3. Grant recipients ***must*** keep all receipts as they will be required for submission with the final report.

4. Organizations that are funded directly by NJSCA for General Operating Support are **not eligible** for General Operating Support from this grant program.

5. Applicants ***must*** provide all the materials pertaining to their category as requested in the guidelines and in the checklist section of the application.

Listing of Hudson County Congressional & State Legislative Districts

*Congressional Districts**

9th: Bayonne, Jersey City, Kearny, North Bergen, Secaucus

10th: Bayonne, Jersey City

13th: East Newark, Guttenberg, Harrison, Hoboken, Jersey City, Kearny, North Bergen, Union City, Weehawken, West New York

** Bayonne, Jersey City, Kearny, North Bergen residents: See below if you are unsure of your District*

*State Legislative Districts**

31st: Bayonne, Jersey City

32nd: East Newark, Harrison, Jersey City, Kearny, North Bergen, Secaucus

33rd: Guttenberg, Hoboken, Jersey City, Union City, Weehawken, West New York

******Jersey City residents: See below if you are unsure of your District*

*****If you are unsure of either your Congressional or State Legislative District call the Hudson County Clerk's Office at (201)795-6112 during business hours, or go online to www.hudsonncountynj.org