



## LOCAL ARTS GRANT 2021 GUIDELINES AND APPLICATION

**FUNDING PERIOD: January 1, 2021 – December 31, 2021**

**DEADLINE FOR SUBMISSION: Friday, September 4, 2020 at 4:00 pm**

Morris Arts, a 501(c)(3) organization founded in 1973, is the official Arts Agency of Morris County, receiving annual funding from the New Jersey State Council on the Arts/Department of State to re-grant locally. In spirit of the Morris Arts mission to *build community through the arts*, we offer Local Arts Grants to provide access to quality arts experiences in Morris County communities. Each year, the program supports more than 1,500 arts activities and programs that serve over 100,000 children and adults.

Types of grants include General Operating Support (GOS) for arts organizations and Special Project Support (SPS) for other types of non-profit organizations that have significant arts programs. New and emerging organizations that have not yet achieved not-for-profit status are eligible to apply for a Mini Grant.

Applicants must show the ability to complete all reporting necessary in accepting public funds by the specified deadlines, including a Grant Application for funding, a Commitment Letter, and a Final Report. Organizations already receiving funding from NJSCA are not eligible for a Local Arts Grant. Applicants must have sufficient cash flow to support their organization, program project or event as grant funds are allocated over three payments of 80%, 10% and 10% (\*Note: payments are subject to and sent out by Morris Arts upon receipt of funding from NJSCA. The dates for receiving payments are subject to change).

### IMPORTANT DATES

Activity	Dates
FY 2021 Applications Due	September 4, 2020 at 4:00 PM
Notification of Award	November 2020
Grant Period	January 1, 2021 to December 31, 2021
1 <sup>st</sup> 80% payment sent*	February 2021
Interim Reports Due ONLY for multi-year grantees	August 2021
2 <sup>nd</sup> payment of 10% sent*	Once funds are received from NJSCA
Final Reports Due	January 2022
Final payment of 10% sent*	Once funds are received from NJSCA

\*Note: the payment schedule is subject to changes in NJSCA funding

Please read the guidelines carefully as some portions of the guidelines and application may have changed in response to the COVID-19 crisis. Note that all FY 2021 applications and materials will be submitted online; via email to [kdelaura@morrisarts.org](mailto:kdelaura@morrisarts.org). In addition, funding and decisions about funding may be delayed pending funding decisions by NJSCA. Questions regarding your application should be directed to Kaity De Laura, Director of Arts in Community, at [kdelaura@morrisarts.org](mailto:kdelaura@morrisarts.org) or (973) 285-5115 ex. 14.

**All applications and support materials must submitted via email to:  
[kdelaura@morrisarts.org](mailto:kdelaura@morrisarts.org) by 4:00 PM on Friday, September 4, 2020.  
Late, incomplete or handwritten applications will not be considered.**

**This application is available in Large Print upon request.**



Made possible by funds from the  
New Jersey State Council on the Arts, a partner  
agency of the National Endowment for the Arts.

## LOCAL ARTS GRANT FY 2021 LOCAL ARTS GRANT GUIDELINES

### APPLICANT QUALIFICATIONS:

All applicants must be:

- A. Incorporated in the state of New Jersey as a non-profit corporation or a unit of government;
- B. Tax-exempt as determined by the Internal Revenue Service in accordance with IRC §501(c)3 or (c)4. Organizations that have not yet achieved not-for-profit status may apply for a Mini Grant;
- C. Located in Morris County and primarily serving the constituency of Morris County;
- D. Conducting an active program in the arts for at least two years prior to application. An applicant with less than two (2) years' history will be considered on a case-by-case basis; and
- E. In compliance with all pertinent state and federal regulations including, but not limited to, the following:
  1. Civil Rights Act of 1964 which bars discrimination based on race, color, national origin, sex and disability; and
  2. Americans with Disabilities Act (ADA), which requires all providers of public programs and services to ensure that those programs and services can be enjoyed by all citizens, including those with disabilities.

### TYPES OF GRANTS:

Organizations are encouraged to note that (i) there is no set limit on the amount of funding that may be requested by an applicant, and (ii) awards are in the minimum amount of \$1,000. Applicants may apply in only one category of grants. Funding is available for activities conducted between January 1, 2021 and December 31, 2021 in the following categories:

**NOTE: In response to the COVID-19 crisis, all matching requirements for Local Arts Grants have been waived for FY2021.**

- A. **General Operating Support (GOS) Grants** are available to support the overall operations of organizations whose mission is exclusively devoted to the arts. Requests can be up to 20% of the organization's annual expense budget. There are no matching requirements for GOS grants.
- B. **Special Project Support (SPS) Grants** are available to support the costs of an arts-related special project of the applicant, which need not be an arts organization. The special project, however, must be wholly dedicated to the arts and be a project or program open to the general public. Note that projects or activities which are normally part of the curriculum or extra-curricular activities of an educational organization are not eligible. There are no matching requirements for SPS grants.



### APPLICANT QUALIFICATIONS FOR MULTI-YEAR FUNDING:

Applicants who meet the criteria set forth above are encouraged to apply for multi-year funding. Multi-year grant applicants are approved for a two (2) calendar year cycle. **The dollar amount requested in this application is only for the first calendar year.** An interim report (for year two) will be required prior to the second calendar year as an update to indicate the applicant's funding request for the second year. Receipt of multi-year funding is not automatic. Applicants that are unsuccessful in receiving a multi-year grant may be recommended to receive funding for a single-year grant period and, if recommended, may reapply for multi-year funding the following year.

### LOCAL ARTS GRANT RECIPIENT REQUIREMENTS:

All recipients of a Local Arts Grant must comply with the following:

- A. Upon notification of funding, execute a Letter of Commitment prepared by Morris Arts.
- B. If you are a multi-year grantee, submit an Interim Report to Morris Arts no later than **August 6, 2021** on a form supplied during the funding year by Morris Arts.
- C. Submit a Final Report to Morris Arts no later than **January 7, 2022** on a form supplied during the funding year by Morris Arts.
- D. Notify Morris Arts of any personnel changes in Board or staff (either volunteer or paid) that directly affect the administration of the Local Arts Grant during the funding year.

- E. Include the following statement and Morris Arts logo in all publicity and public information (including all advertising, posters, programs, press releases, newsletters, flyers):



***"Funding has been made possible in part by Morris Arts through the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts."***

- F. Make available to Morris Arts two (2) complimentary tickets in order to allow Staff and Local Arts Grant Evaluation Panel members the opportunity to attend the recipient's performances/events. It is the recipient's responsibility to inform Morris Arts at least five (5) weeks in advance of all performances/events.

### EVALUATION CRITERIA:

Applicants are evaluated based upon the following criteria:

- A. Artistic merit of the applicant, its program and/or special project;
- B. Ability of the applicant's staff (volunteer or professional) and Board to responsibly administer the organization and/or special project;
- C. Demonstration of the applicant's sound financial planning and management of financial resources;
- D. Responsiveness to the needs of the community;
- E. Outreach efforts to the culturally diverse, special constituency, and young (18 and under) audiences in Morris County, particularly in the past calendar year; and
- F. Efforts to comply with ADA standards (see ADA Compliance section below).

**INELIGIBLE REQUESTS:**

Local Arts Grant awards cannot be awarded:

- A. To individual artists;
- B. To those organizations funded by the New Jersey State Council on the Arts or any other County Arts Agency;
- C. To pay administrative salaries;
- D. For capital improvements, projects or acquisitions, including the purchase of permanent equipment;
- E. For hospitality costs and travel;
- F. To replace deficits or funds normally budgeted for the requested program or project;
- G. For the purpose of sub-granting to another organization; or
- H. For fundraising projects or events, or for scholarship funds or fellowships.

**ADA COMPLIANCE:**

Ensuring that the programming supported by Morris Arts is available to the widest possible audience is a high priority. This includes access for people with disabilities. Accessibility includes the physical performance/exhibition space (whether owned, rented or free), programming, audience and audience development, marketing, sensitivity training for staff, and printed materials.

**Need help with ADA planning?**

**[Visit the New Jersey Theatre Alliance's Cultural Access Network Project for resources and the recommended self-assessment survey tool.](#)**

**All grant applications must include an ADA Accessibility Checklist and related ADA narrative for compliance with the Americans with Disabilities Act** (form available from the Morris Arts website).

**EVALUATION PROCESS:**

- A. All Local Arts Grant applications are reviewed by the Morris Arts staff for completeness and then forwarded to Morris Arts' Local Arts Grant Evaluation Panel for review based upon the criteria stated in these Guidelines. The Evaluation Panel is comprised of independent arts panelists selected for their experience with various artistic modalities and their solid knowledge of the workings of non-profit arts organizations. Morris Arts strives to select panelists with backgrounds that reflect the arts disciplines of the organizations whose applications they are going to review. The Morris Arts staff does not evaluate applications.
- B. The Evaluation Panel meets to review and assign a score to each application based upon how well the applicant meets the criteria stated in these Guidelines. The Evaluation Panel forwards its assigned scores to the Local Arts Grant Funding Panel (Funding Panel) which meets to discuss funding ranges and to determine specific award recommendations based upon the funds awarded to Morris Arts by NJSCA.
- C. The Funding Panel's recommendations are subsequently reviewed by the Morris Arts' Board of Trustees, which makes a final decision on all funding requests.
- D. All applicants are notified of funding decisions no later than November 2020. Successful applicants receive a Letter of Commitment, which they must promptly execute and return to the Morris Arts in order to receive their first award installment.
- E. Funding will be disbursed in three (3) payments:
- \*Note: payments are subject to and sent out by Morris Arts upon receipt of funding from NJSCA. The dates for receiving payments are subject to change.**
1. **The first payment** (80% of grant award) will be forwarded to the recipient after the recipient's signed Letter of Commitment and voucher have been received by Morris Arts.
  2. **The second payment** (10% of grant award) will be forwarded in August 2021.
  3. **The third and final payment** (remaining 10% of grant award) will be made upon receipt and approval of the final report due in January 2022 and may be withheld or reduced if grant funds are not expended based on the Letter of Commitment. The Final Report includes a financial statement, attendance figures, and a narrative. Morris Arts and NJSCA must be credited in accordance with the credit/publicity guidelines.
- F. Funding to recipients is based on NJSCA's funding of Morris Arts. If the actual amount provided to Morris Arts by NJSCA is less than originally awarded, an across the board formula established by the Funding Panel and approved by the Morris Arts Board will be implemented.
- G. Local Arts Grants are highly competitive. An award for the current year does not guarantee that an organization will continue to be funded in subsequent years, nor does it guarantee that the amount awarded will remain unchanged in subsequent years. Each year, new organizations apply for funding and the amount received from NJSCA changes.

## LOCAL ARTS GRANT FY 2021 APPLICATION CHECKLIST

LEGAL NAME OF APPLICANT: \_\_\_\_\_

*Please read the following requirements carefully and respond fully. Incomplete information or a lack of responsiveness may impact the ability of the Evaluation Panel to adequately evaluate your application.*

**CHECKLIST - Materials should be submitted in the order and format described below. Please complete and include this checklist with your application.**

**All materials should be properly labeled with organization name and title of file.**

*For example, the Morris Arts Narrative Letter would be labeled MorrisArts\_NarrativeLetter and the Finance Chart would be labeled MorrisArts\_FinanceChart.*

**A complete application includes the following** (please check off each completed component):

1. **Application** (please include this checklist with your application).
2. **Narrative Letter:**  
Prepare and attach a descriptive letter that is no longer than four (4) pages on the applicant's letterhead that includes and answers the following:
  - (a) A brief history of the applicant and mission statement
  - (b) A detailed description of the applicant's programs and activities planned for the grant year (1/1/21 through 12/31/21);
  - (c) Purpose of funding: an explanation of how the applicant intends to use the Local Arts Grant funds. This statement should illustrate both what will be made possible through the grant and its public benefit. (Note: GOS applicants should encompass the entire operation or program. SPS applicants should describe their project and indicate whether your project is viable if your Local Arts Grant application is not fully funded);
  - (d) What efforts will the applicant take to reach underserved and culturally diverse communities?
  - (e) What benefit does the applicant's program and/or project bring to the public and who is the target audience?
  - (f) Please explain your plan to adhere to the ADA checklist and;
  - (g) Provide a detailed description of how the applicant satisfies each item of the Evaluation Criteria section of the Local Arts Grant Guidelines (page 3).
  - (h) A list of additional information or concerns the applicant would like Morris Arts to be aware of.
3. **Organizational Finance Charts - Income & Expenses** (Excel file).  
All applicants must fill out the Organizational Finance Chart as necessary: complete financial information for the applicant for the three years requested. The first column is

the actual figures from the last completed funding year (2019); the second column refers to the current funding year budget (2020); and the third column is the budgeted figures for the grant period (1/1/21 through 12/31/21).

**You are strongly encouraged to include a Financial Narrative to briefly explain the following:**

- (a) any significant changes in income or expenses from the last fiscal year;
- (b) any deficit and how the deficit is being addressed;
- (c) how any surplus is to be used, or indicate any organizational policy with respect to a surplus; and
- (d) any other comments. *This is your opportunity to clarify your financial information.*

4. **Proposed Calendar of Activities & Events:**

Submit the applicant's *Proposed* Calendar of Activities & Events for the grant period (1/1/21 through 12/31/21). This calendar will be used by Morris Arts to schedule on-site evaluations. Please note: these dates can be updated during your grant period and can be estimated to the best of your ability.

- 5. **Not-for-Profit Status:** provide a copy of the applicant's letter from the Internal Revenue Service conferring not-for-profit status.
- 6. **Completed ADA Accessibility Checklist and Narrative:** must be signed by the applicant's board president.
- 7. **List of Board of Trustees and Officers:** include names, addresses and officer positions.
- 8. **List of Staff:** indicate whether the applicant's staff is paid or volunteer and include brief résumés for key personnel.
- 9. **List of Artists/Actors/Vocalists/Performers/Musicians/Dancers/Directors/Writers, Paid or Unpaid.** Include the following information:
  - (a) Artist Name;
  - (b) Discipline;
  - (c) Part time/full time;
  - (d) Number of hours worked during the grant period (1/1/20 through 12/31/20); and
  - (e) Résumés for key personnel.
- 10. **Video/Audio Support Materials:**  
Include, if possible, any videos of your performances/productions or visual art images in JPEG format. Please include videos and media as links or attachments – do not send CDs, DVDs or USB drives in the mail). This is not mandatory, but helpful if available. Good quality recording or video are critical to evaluating the artistic quality of the applicant's organization or project. Files must be clearly labeled with the following information: name of organization, title and date of performance, event, or exhibition.



**Optional Support Materials (limit of five attachments):**

PDFs with links to media coverage, advertisements, press releases, promotional materials, critical reviews, awards or recognition received, newsletters, annual report, one page containing links to websites and social media postings that promote or praise the applicant organization.





LOCAL ARTS GRANT FY 2021 APPLICATION

GENERAL INFORMATION

NAME OF APPLICANT: ADDRESS: MAILING ADDRESS: WEBSITE: E-MAIL ADDRESS: GRANT CONTACT PERSON: CONTACT E-MAIL ADDRESS: NJ LEGISLATIVE DISTRICT #: FEDERAL ID #: FAX NUMBER: DAYTIME PHONE NUMBER: CONTACT PHONE NUMBER: CONTACT OFFICIAL TITLE: CONGRESSIONAL DISTRICT #:

TYPE OF GRANT REQUESTED

Please check which type of grant AND funding you are applying for: Note: Special Project Grants are only eligible for single-year funding

- Special Project Single-year Funding
General Operating Support Multi-year Funding

Grant Request Amount: \$ (minimum \$1,000)

Do you receive or are you applying for funding from another County Arts Agency or New Jersey State Council on the Arts? Yes No

MISSION STATEMENT OF APPLICANT/SPECIAL PROJECT:

I certify to the best of my knowledge and belief, that the information in this application is true and accurate. I further understand that submission of this application implies prior review of the representations therein by the applicant's board or appropriate governing body. I also understand and agree that submission of this application signifies the applicant's intention to comply with Title IV of the Civil Rights Act of 1964 and the Americans with Disabilities Act (ADA).

Name (please print) Title Date Officer's Signature



LOCAL ARTS GRANT FY 2021
PROPOSED CALENDAR OF ACTIVITIES & EVENTS
JANUARY 1, 2020 to DECEMBER 31, 2021

NAME OF APPLICANT:
CONTACT PERSON FOR TICKETS:
CONTACT DAYTIME PHONE NUMBER:
CONTACT E-MAIL ADDRESS:

The applicant should make two (2) complimentary tickets available for Morris Arts for this purpose. Tickets may be left at the box office/sign in area for each activity.

Please indicate (a) date of event; (b) type of event (e.g. concert, play, dance); and (c) location of event. Morris Arts understands that the applicant may not have made final selections or have firm dates for its activities. If that is the case, indicate the date/month ranges and generic titles (November-Fall Concert-Morristown, for example). If the applicant is applying for a Special Project Support Grant, list only activities and events pertinent to the Special Project. It is the applicant's responsibility to inform the Morris Arts of all upcoming events/performances at least five (5) weeks in advance, as well as any changes to this Proposed Calendar.

Table with 3 columns: Date(s), Event Name, Location (town). The table contains 11 empty rows for data entry.