



Passaic County Cultural & Heritage Council
at Passaic County Community College

LOCAL ARTS PROGRAM (LAP) RE-GRANT

2021 GUIDELINES

for Special Projects and General Operating Support

Grant Period: January 1, 2021 - December 31, 2021

(Please read our guidelines carefully since the application process has changed, and the application will to be completed online.)

(Funding request may be from \$1,000 - \$10,000)

Application Deadline: Thursday, August 13, 2020

Contact Information for PCCHC:

Passaic County Cultural & Heritage Council
Passaic County Community College
One College Boulevard
Paterson, NJ 07505
(973) 684-5444 or 6507
www.pccc.edu/cultural-affairs/pcchc

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



Introduction

The **Passaic County Cultural and Heritage Council (PCCHC) at Passaic County Community College** administers and awards re-grants to organizations that demonstrate a high degree of professionalism in sponsoring or producing activities in performing, visual and literary arts. Applicant organization will have a responsible administrative staff person(s), and the proposed project will provide innovative programs to be completed within the calendar year. Applications are invited from any eligible non-profit or government organization with a history and/or goal of providing the Passaic County public with high quality arts programs.

The term “**re-grant**” is used to describe funds that are granted from the New Jersey State Council on the Arts to the PCCHC, and are re-granted to local non-profit or government organizations. It does not mean funding for applicants who have been granted funds in the past, although many PCCHC applicants have received funding in previous years.

Eligible Applicants

A Passaic County Arts Re-grant applicant must meet the following criteria:

- ♦ Be based in Passaic County;
- ♦ Be incorporated in the State of New Jersey as a non-profit organization by the Internal Revenue Service, Section 501(c)(3) or 501(c)(4), be pending the same, or be a project of a local or municipal government entity. (A copy of your IRS determination letter of tax-exempt status, preliminary ruling, or application for tax-exempt status must be included with your application);
- ♦ Have been in existence and providing programming for at least two years;
- ♦ Comply with Labor Standards under Section 5 (1) of the National Foundation of Arts and Humanities Act of 1965, the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and Section 504 of the Rehabilitation Act of 1973, and may not discriminate on the basis of race, color, religion, national origin, sex, or disability;
- ♦ Use the re-grant award for an arts project (dance, media arts, music, theater, visual arts, poetry, etc.) that culminates with a public presentation and takes place in Passaic County between January 1, 2021 and December 31, 2021;
- ♦ Match every dollar with \$.50 of your own (at least half of the match must be in cash, and the remainder of the match can be in-kind).

Compliance with the Americans with Disabilities Act of 1990 is the law. Any public program or performance for which funding is requested must be held at a site that is accessible to persons with disabilities (ADA compliance). The Arts Grant Evaluation Panel will be looking for both indications of the applicant’s “good faith” efforts to provide both physical and programmatic accessibility and evidence of ADA long-range planning. Applicants must attach their ADA Plan or complete the provided Accessibility Fact Sheet and, upon acceptance of the award, sign a contract stating that they will comply with the **Americans with Disabilities Act (ADA)**.

Types of Re-grants

Re-grants will be made for **Special Projects** or **General Operating Support**. An organization may apply in only one category in any given grant year.

Requests may be made from \$1,000 to \$10,000*

*(*PCCHC has increased the maximum request.)*

Special Project (SP) Re-grants help support non-profit organizations, including educational, social service and municipal organizations, with the production and promotion of arts projects that culminate in a public presentation within Passaic County. The programming and public events must occur within the calendar year, and projects may include training, a performance or series, an art exhibit, etc. Re-grant funds may only be used for expenses related to the project specified in this application, unless a change is approved, in writing, by the PCCHC office.

Types of Re-grants (cont'd)

General Operating Support (GOS) Re-grants will be made to **non-profit arts organizations** only. Requests should not exceed twenty percent (20%) of the organization's annual expense budget or \$10,000 (whichever is lower). These are non-restricted, non-project oriented funds.

Eligible Expenses:

- Technical/Production staff
- Fees for professional services, particularly artists
- Rentals of equipment/space
- Mounting costs for an exhibition
- Supplies/materials directly related to your project
- Graphic design, printing and photography
- Publicity for your program, including ads and printing of promotional materials

Ineligible Expenses:

- ◆ Projects which are primarily 'recreational' in nature
- ◆ Fundraising events
- ◆ Capital improvements
- ◆ Construction or renovation of buildings
- ◆ Equipment purchases
- ◆ Previous program deficits
- ◆ Projects in educational institutions which exclude non-students
- ◆ Foreign travel
- ◆ Scholarships

Please note: Churches and religious organizations are encouraged to apply for LAP funding. Their applications may need to be reviewed by the state and considered on a case by case basis.

The following may not be funded by the PCCHC re-grant, but may be used as a cash match:

- percentage of administrative salary used for the project;
- postage/telephone;
- hospitality (*food, refreshments, decorations, etc.*).

Please note:

- You may receive New Jersey State Council on the Arts funding for Fiscal Year 2021, or funding from the PCCHC for Calendar Year 2021, **but not both**.
- You may receive PCCHC funding for an Arts (LAP) and a History (CHPP) project, **even if it is for the same project**. (For example, one award can focus on an arts presentation, and the other award can fund an historical, educational/lecture component related to the same subject matter or project.)
- You may only receive funding from one county.

Deadlines

- ◆ **Letter of Intent (LOI)** deadline is on **June 15, 2020**.
- ◆ **Re-grant Applications** must be submitted no later than **Thursday, August 13, 2020 at 12 PM**.
- ◆ **Notification of Re-grant Award** is projected for **mid-November 2020**.
- ◆ **Interim Reports:** all re-grantees will be required to notify the PCCHC regarding project completion or new developments, such as a venue or partner change, etc., midway through the calendar year.
- ◆ **Final Reports** must be submitted no later than **four weeks after the completion of your project**. The final deadline for outstanding reports is **Thursday, December 2, 2021**.

Final Report (Extensions)

Organizations with late November or December programming must contact the PCCHC office to request an extension. The final report must show that the project was completed in good form, include documentation for all expenses and income of the project, and support materials showing proper credit. Failure to complete a final report may result in the forfeit of the second payment and will jeopardize future re-grant funding.

Grant Period

The grant period is **January 1, 2021 – December 31, 2021**. All projects must take place and grant funds must be expended within this time period.

Support Materials

You will be required to upload no more than five examples of your work. Support Materials may include the following:

- ◆ Programs/Brochures/Fliers/Photographs.
- ◆ Links to publications/published works.
- ◆ Links to *Youtube*, *Vimeo*, or other online platforms, featuring artwork, performance clips or visual arts exhibition footage must be (3) minutes or less to be viewed.
- ◆ Please do not include to your organization's general website as support, unless it highlights performances, exhibition footage or images relevant to the application.

Matching Requirements

Re-grants under this program are not intended to underwrite the costs of an entire project. Re-grants are awarded as matching grants. Your organization is responsible for a **total match equal to 50%** or more of the re-grant amount. At least half of the match must be in cash. The remainder of the match can be in-kind. You can also choose to match the entire 50% with cash only. 'In-kind' contributions are documented donations of goods and/or services. (Examples of in-kind contributions include donated rehearsal or performance space, staff or event volunteer hours, donated food, use of equipment, and any other goods or services with a documented cash value.)

Projects may be overmatched by cash and/or in-kind expenses (provided that the cash match is at least half of the total match). Documentation of all re-grant and matching expenses may be asked for at the conclusion of the re-grant cycle. So, keep all records, invoices and receipts but please do not submit unless requested. In-kind donations may be documented by time sheets for volunteer hours and statements of the value of donated goods and services from the providers.

PCCHC LAP Re-grant Evaluation Panel

Applications are evaluated by professional peer panelists, who are selected from various disciplines and backgrounds. The LAP Re-grant Evaluation Panel reviews and rates all applications then recommends to the PCCHC those organizations and projects which it feels are most worthy of support. The final awards are made based on New Jersey State Council on the Arts funding, grant panelists' evaluations, and approval from the PCCHC's Advisory Board. Panelists are required to sign an affidavit, indicating any conflict of interest with applicant organizations. They are also asked to leave the room when those organizations are being discussed, and cannot participate in decision-making concerning funding for those organizations. Any PCCHC Advisory Board member, who has an affiliation with an applicant organization, is asked to recuse himself/herself from voting and/or decisions affecting outcomes for organizations with whom they may be affiliated.

On-Site Evaluations

A site visit may be conducted by the PCCHC, time permitting. If the re-grant is funding an event, the re-grantees must provide the PCCHC with advance notification and two complimentary tickets. If the event is free, publicity for the funded event(s) still must be shared with the public and PCCHC, prior to the event(s).

Notification and Payment of Awards

Following receipt of signed contracts, a payment of 75% of the award will be made in February 2021. The remaining 25% will be paid upon submission and approval of an acceptable final report.

Credit

All publicity items—including printed materials (fliers, programs, etc.), website postings, press releases, announcements (printed and broadcast)—for the project must include the proper credit (exact wording): **“This program is made possible in part by a grant administered by the Passaic County Cultural & Heritage Council from funds granted by the New Jersey State Council on the Arts.”**

Additionally, the template below is a sample of how the credit must be appear at the bottom of all printed materials. The PCCHC will provide re-grantees with credit logos and text once they receive an award notification. (Please do not alter the appearance or placement of the credit.)



This program is made possible with funds from the Passaic County Cultural & Heritage Council, a partner of the New Jersey State Council on the Arts



Appeals

Appeals by applicants will be entertained if an applicant can specifically demonstrate that their application was misinterpreted or misunderstood during the initial evaluation process. The amount of an award will not be grounds for an appeal, and the appeal must be made only on the basis of the information contained in the application. No new materials may be presented during an appeal. The PCCHC staff will clarify the procedure for any applicant requiring further information. The applicant will have thirty (30) days upon notification to appeal the decision.

New 2021 Application Process

(The application process listed below will occur online.)

1. The Letter of Intent (LOI) deadline is on June 15, 2020.

The first step in the application process will be to submit a Letter of Intent, which will include basic information about your organization and project.

2. Applications must be submitted virtually no later than Thursday, August 13, 2020, 12 PM.

If the LOI is approved, the PCCHC will contact the applicant via e-mail with an invitation to submit a full application.

What you will need to prepare for the online application:

- *Organizational Information*
- *Mission, History & Special Project Description*
- *Board of Directors, Project Director(s)*
- *Budget Details, including Expenses & Income*
- *ADA Compliance Information*
- *Outreach Statistics & Information (such as populations served)*
- *Upload Copy of 501(c)3 IRS letter*
- *Upload Support Materials*

3. An Interim Report will be required to update the PCCHC regarding completed projects and/or changes to program specifics, such as budgetary, venue or partner changes, etc.

4. Final Reports will be due no later than four weeks after the completion of the project. (The final deadline for all outstanding reports is **Thursday, December 2, 2021**.)

Getting Started

You will find a link to our online application process on our PCCHC Website.

Suggestions to Applicants

1. Please read the LAP [guidelines](#) and follow the [online application](#) directions. **Failure to supply requested information or meet stated criteria may disqualify your application.** For assistance with our the grant writing process and/or online application, contact the Assistant Director of the PCCHC, Nicholas Rodriguez, at nrodriguez@pccc.edu or call **(973) 684-6507**. *(If you need to enlarge a Word or PDF, you can increase the 'View' setting. For translations of the Guidelines, please us Google Translate or similar tool.)*
2. Make your narrative clear and concise; well-organized narratives receive favorable attention. The information requested in the application helps paint a picture of your organization and the proposed project. This is important because panelists change each year and may be from another county, and thus, not familiar with your organization or the quality of your work.
3. Pay particular attention to the budget; unrealistic projections and/or expectations may result in rejection of your application. You will be required to include an '[Explanation of Expenses](#)'.
4. In your **final report**, particular statistics will be required, so please note the following figures during your programs: total audience (adults and children); indirect beneficiaries through radio or television broadcast, *Youtube*, etc.; number of professional artists, New Jersey artists, culturally diverse artists, and the percentage of people of color in the audience, as well as disabled persons and senior citizens.
5. The PCCHC **Arts Re-grant Evaluation Panel** and New Jersey State Council on the Arts are interested in the use of New Jersey and Passaic County artists, opportunities for training and arts education provided by professional artists (workshops, master classes), and the promotion and production of contemporary artwork. Please indicate plans in this regard in your narrative.
6. **Outreach to underserved audiences** and **special constituencies** is another area of high interest to the New Jersey State Council on the Arts and PCCHC. These include: culturally diverse communities; persons with disabilities; veterans; senior citizens; gifted and talented; and persons in hospitals, nursing homes and prisons. Be sure to highlight your plans in this regard. A list of organizations that serve the disabled and senior citizen groups will **be posted online at the PCCHC website** to assist with outreach efforts and audience diversification.
7. **LAP Contingency Plan 2021**

In light of Covid-19, if you are unable to realize your performances, demonstrations or art exhibitions before a live audience, please consider how you will re-imagine your programming? Be prepared to give consideration to what virtual platforms you will use: (Facebook, Zoom, Google Classroom, gallery sites). How will you reach your audience, such as through websites, videos, etc.? Will you reach the same audiences or will they change and/or expand?

Evaluation Criteria

The following criteria are considered by the PCCHC Re-grant Evaluation Panel to review applications:

1. **Artistic Merit:** does the project seek to **expand the impact of the arts** for the community, rather than simply seek to be 'recreational' or 'entertainment-based'? In particular, when re-grantees present a music series, organizations should carefully consider the following:
 - Ensure that the music series includes jazz, classical or world music styles, and/or other art forms, such as visual art, poetry or dance, to enhance the presentation's artistic merit;
 - Reach out to culturally diverse audiences;
 - Encourage artists to engage/educate audiences beyond pop music or cover songs.

Evaluation Criteria (cont'd)

2. **Professionalism:** are the artists experts in their disciplines; does the project director have the capacity to carry out the project? [Note: resumes/bios for project director(s) and artists **must be included** with the support materials.]
3. Is the **budget** plausible and clear?
4. Judging by the **support materials**, is there evidence of previous undertakings of high-quality arts and cultural projects and presentations?
5. Are efforts to promote **diversity**, for both audiences and artists, evident in the application; does the re-grantee seek to increase **cultural participation** and **accessibility**?
6. Does the organization have a system in place to **ensure accountability** and **measure success**?
7. Is the **ADA compliance plan** satisfactory or have steps been taken toward ADA compliance?

Submission Deadline (Extensions)

Please observe the online **application deadline** of **Thursday, August 13, 2020**. Extensions are discouraged but can be requested **before** the deadline via email. Some acceptable reasons for an extension are unexpected family or medical emergencies or office construction or displacement.

ADA Compliance Guidelines

Ensuring that programs we support are available to the widest possible audience is a priority of PCCHC and the New Jersey State Council on the Arts. This includes access for persons with disabilities. Accommodations listed below should be carefully considered when planning your projects and choosing the site for your programs. If you operate from your own facility, and do not presently conform to these guidelines, please indicate how you will meet them in your long-range ADA plan. If you have not completed an ADA Plan, tools to guide you through the process are available at <https://njtheatrealliance.org/cultural-access-network-project>.

Examples of physical accessibility include:

- ◆ Accessible parking spaces identified with signs and near door entrances.
- ◆ Curb-cuts from the sidewalk to the street.
- ◆ Entrance ramps to the building for wheelchairs (if there are stairs).
- ◆ Door openings wide enough for wheelchairs (36" wide).
- ◆ Accessible seating for patrons in wheelchairs.
- ◆ Elevators provided and identified if performance is not on ground level.
- ◆ Accessible restrooms (36" wide door opening out, stall with handrails, five feet of clear space for wheelchairs to turn).
- ◆ Readable signs printed in large print directing persons to the program and restrooms.
- ◆ Accessible water fountains and reception desk (mounted low for wheelchairs).

Below are examples of programmatic accommodations that can be made available on request, if not routinely provided. For example, you can simply note on publicity materials: "Large print materials, FM listening systems and Braille transcriptions are available on request. Please contact (xxx) xxx-xxxx for availability by [date of two weeks prior to event]."

- ◆ **Large Print** programs, publications or labels (**minimum 18-point font size**).
Tip: These publications can easily be made on a copy machine or by adjusting font size and printing the publication in at least 18-point font from your computer.
- ◆ **Assistive Listening Devices:**
Tip: These devices are available for loan, free of charge, from the libraries listed on the last page.
- ◆ **Telecommunications Device (TTY)** to receive calls from patrons who are deaf or hard of hearing (for organizations with their own sites).

Tip: In October 2001, the Federal Communications Commission (FCC) implemented 7-1-1 for access to Telecommunications Relay Services. Anyone in the United States can dial 711 to be connected to a relay operator who will place either a voice call or a TTY call for the caller. This will enable staff and visitors to place and receive calls to and from persons or organizations who utilize TTY phones.

- ◆ **Audio Description** (audio guides of publications, exhibitions, artwork, performance, etc.).

Tip: This can be done simply with a tape recorder or iPhone. You can also offer guided docent tours of exhibitions.

- ◆ **Disability Access Symbols** to promote and publicize accessibility of your programs to people with various disabilities.

Tip: Publicize your program's accessibility utilizing access symbols on your promotional materials. Symbols can be downloaded at: <http://www.pccc.edu/cultural-affairs/pcchc/ada>

- ◆ **Accessible Website**

Tip: To learn more, visit <http://www.w3.org/WAI/>

- ◆ **Tactile Exhibits** allowing persons with visual impairments to touch objects.

- ◆ **Sign language Interpretation** or **Open Captioning**. While these services are expensive, consider offering them at select performances.

Tip: You can secure interpreters through the Division of the Deaf and Hard of Hearing's free Interpreter Referral Service at **(800) 792-8339** V/TTY. They will refer an interpreter appropriate to your needs and location. Visit <http://www.state.nj.us/humanservices/ddhh/home/index.html> for more information. For open captioning, visit www.c2net.org. This non-profit company offers open captioning for live performances.

- ◆ **Braille Publications**

Tip: The website www.state.nj.us/humanservices/ddhh/services/ lists companies that transcribe Braille from print or disk, ranging from \$0.25 - \$0.50 per page. PCCHC utilizes the services of Braille Enterprises: <http://www.brailleenterprises.com/>.

The **Cultural Access Network** can provide guidance and information on the regulations of the Americans with Disabilities Act and the tools to preparing an ADA Plan. For information contact Robert Carr at (973) 540-0515 ext. 15 or rcarr@njtheatrealliance.org, or please visit <https://njtheatrealliance.org/cultural-access-network-project>.

Assistive Listening and Audio Description Devices Program

The New Jersey Theatre Alliance has multi-channel FM Equipment available for loan that can be used for assistive listening and audio-description events.

Through the NJ Division of the Deaf and Hard of Hearing, libraries participate in the Assistive Listening Loan Program and lend personal FM systems, Wide Area FM systems, conference microphones, and related equipment. The most convenient library locations are:

Montclair Public Library
50 South Fullerton Avenue
Montclair, NJ 07042
(973) 744-0500

Piscataway Public Library
500 Hoes Lane
Piscataway, NJ 08854
(732) 463-1633

Morris County Library
30 East Hanover Avenue
Whippany, NJ 07981
(973) 285-6930
(201) 837-4171

Teaneck Public Library
840 Teaneck Road
Teaneck, NJ 07666

New Jersey State Library Talking Book & Braille Center
2300 Stuyvesant Avenue
Trenton, NJ 08625
(800) 792-8322