



# NEW ARK ARTS START

**Applications Open  
January 25, 2021**

## **ARTSTART 2021**

Bringing Community Arts Innovations to Life

**[newarkarts.org/artstart](https://newarkarts.org/artstart)**

# INTRODUCTION

- Newark Arts was created to advance and expand the City of Newark's artistic and cultural resources. **Its mission is to power the arts to transform the lives of those who live in, work in, and visit Newark.**
- Newark Arts established the ArtStart Grant Program in 2001 to nurture arts and cultural activities and to enhance the capacity of non-profit organizations, schools, and individual artists to provide arts-based projects throughout Newark's five wards.
- ArtStart 2021-2022 events must take place between **July 1, 2021 and June 30, 2022.**

# PURPOSE

- ArtStart projects demonstrate cultural assets as a vital part of community life, education, well-being, and economic development. Programs should be designed to serve as a catalyst for cultural activity that is *either not available, sporadic, or available only in limited supply* within a community.
- Individuals and organizations may apply for projects in various disciplines, including the creative visual, literary, performing, film, and public arts.
- **You must follow government guidelines that are designed to protect the public during the COVID-19 pandemic.**

## ELIGIBILITY CRITERIA

- ArtStart Grants provide support for local arts and cultural organizations, schools, and individual artists.
- Organizations that wish to provide a community-based arts program within the City of Newark are eligible to apply. However, to request this grant, your organization must either be a federally tax-exempt, section 501(c)3 charitable organization with an annual budget of *less than* \$1 million or an accredited school or public agency.

## NON-501C3 ELIGIBILITY CRITERIA

- **Individual artist projects** *must* partner with a non-profit organization, school, or agency serving as their fiscal agent. **A Memorandum of Understanding (MOU)** is required as evidence of this relationship.
- **Organizations with no IRS determination letter** *must* partner with a tax-exempt organization that will serve as a fiscal agent. **A Memorandum of Understanding (MOU)** is required as evidence of this relationship.
- **Newark schools (public, private and charter)** may apply for support of summer and in or out of school time creative arts projects.

# HOW MUCH?

- Applicants may request a maximum of \$3,000.

**Reviewers will  
give paramount  
consideration to  
projects that...**

- Show collaboration with community-based organizations in local neighborhoods
- Address civic & social needs and empower residents
- Stimulate creativity and community engagement
- Engage diverse populations such as children, youth, seniors and people with special needs
- Are led by small-budget organizations and individual artists
- Occur in neighborhoods beyond downtown Newark

# PROPOSAL CRITERIA

- Artistic programs that benefit underserved communities
- Programs address a specific community issue or concern demonstrated by:
  - Documented collaboration with at least one community organization
  - Description of how/why the specific project was selected
  - How the project will benefit the targeted audience
- Demonstration of ability to administer the program:
  - Realistic implementation strategies
  - Reporting of data and evaluation/assessment
  - Well-written narrative
  - Appropriate budget
  - Support material regarding effectiveness

## **DEADLINES and RELATED INFORMATION**

- **Applications Available:** January 25, 2021
- **Grant Preparation Workshop will be presented via Zoom:** January 16 at 11:00 am. Workshop recordings will be available at [newarkarts.org/artstart](https://newarkarts.org/artstart). **Viewing is mandatory for first-time applicants.**
- **Application Deadline:** April 30, 2021
- **Important: Applications must be received no later than 11:59 pm on Friday, April 30. Late or incomplete proposals will not be reviewed. Early submissions welcome!**
- **Notification of Awards:** June 2021
- **Funding Period:** July 1, 2021 – June 30, 2022
- **Final Report Due:** June 2022

# **SUPPORT MATERIAL**

- Memorandum of Understanding, as necessary
- Proof of commitment from professionals to be hired
- Proof of commitment from secured project location
- Resumes of key project participants
- Work samples (3 pieces), including photos, demonstrating your ability to successfully complete the project.
- Organization's most-recent annual budget

# PROCESS

- Organizations may submit one 2021 ArtStart Grant application requesting no more than \$3,000 for projects that occur between July 1, 2021 and June 30, 2022. Staff will review applications for completeness only. A professional Peer Review Panel will review proposals based on the Evaluation Criteria. Their deliberations will be provided to the Newark Arts Board of Directors, which makes final funding decisions and awards.

**\*Important Note:** Schools and other applicants who are partnering with schools, should take special note of this timeline. ***Applications are due in April 2021 with notification occurring in June 2021. School-related programs cannot not start before July 1, 2021 and may continue throughout the school year 2021-2022 (September-June).***

## **What Grant Funds May Be Used For**

- Artist fees, coordinators, technical crew, and other professional fees
- Space rental, props, transportation costs, and other material fees integral to the project or related to making it accessible to people with disabilities (e.g. sign language interpreter; audio-description)
- Operating expenses such as printing, photocopying, supplies, and materials
- Promotional expenses related to the project. If you have an expense not listed, please call Newark Arts to discuss your specific needs.

## **What is NOT funded by ArtStart grant funds**

- Programs in service of individuals outside of Newark
- Treatment programs such as substance or alcohol abuse; however, a creative arts program (poetry, music, visual arts, etc.) which serves that population is allowed
- Athletic teams or events
- Fundraiser or gala events
- Advocacy or research groups
- Capital or building construction projects
- Endowment campaigns
- Support of permanent staff doing their usual job
- Scholarships

## BUDGET INFORMATION

- All applicants are required to complete the Project Budget Form, which contains an untitled column of listed expenses.
  - **Column A** equals the expenses covered by the requested grant funds
  - **Column B** equals the additional necessary project expenses that will not be covered by the ArtStart Grant.
  - **Column C** represents the totals of Columns A and B.
- Confirm that all figures add up correctly and correspond to the figures you provided in Narrative Question 8.
- It is not necessary to have a figure on each line on the form; complete only what is applicable to your project. Requested grant funds may be allocated to one or more categories.

# FREQUENTLY ASKED QUESTIONS

## **What is the success rate for ArtStart applicants?**

- As funds are limited, grants are very competitive. Historically, approximately one in every three proposals have been funded. Please be aware that projects may not be fully funded.

## **Can Newark Arts Staff help me with my application?**

- Members of Newark Arts may be contacted to answer specific questions about the application materials and forms. However, Newark Arts *does not review full proposals or provide edits to texts or budgets.*

## **I'm not from Newark; can I still apply for an ArtStart Grant?**

- Organizations/Artists not from Newark seeking funding support for programs *specifically in service of Newark residents* are welcome to apply. As long as your program happens within the City of Newark and benefits its communities, you are eligible for an ArtStart Grant.

# FREQUENTLY ASKED QUESTIONS

## **What if only *part* of my program happens in Newark?**

- Newark Arts *only* supports projects that happen in Newark. If part of your project occurs outside of the city, you must clearly demonstrate that the grant funds you are requesting are being applied only to the portion happening in Newark. We strongly recommend that proposed projects happen here in their entirety, and benefit only Newark and its communities.

## **If I plan to partner with other organizations, should I list them in my proposal?**

- Local partnerships are integral to the success of any community-based project. You must mention your partners, indicate whether they are confirmed or proposed, and tell us how they will be involved. A letter of support from the executive director(s) is also required.

## **I have a great idea for a project, but nowhere to hold it! What should I do?**

- Applicants must secure space to run their program *prior* to submitting their proposal. Our panel will be looking at how realistic your program is to implement, based on the details you provide and your program history/experience. Projects proposed without a definite space are deemed “less realistic.”

# FREQUENTLY ASKED QUESTIONS

## **What is the ADA and how does it affect my program?**

- The Americans With Disabilities Act (ADA) is a civil rights law that prohibits discrimination against individuals with disabilities in all places that are open to the general public. The purpose of the law is to ensure that people with disabilities have the same rights and opportunities as everyone else. This means that your venue should be accessible to people who have mobility impairments and you should seek to accommodate people who are hearing or visually impaired or have other disabilities *by asking them to let you know in advance of special needs*. It's advisable to have an organizational ADA plan that describes those accommodations that are currently available and notes those that are being planned for.

## **How should I notify the Newark Arts Council if my email or mailing address changes after I submit my ArtStart grant application?**

- Contact us at 973-643-1625 or [info@newarkarts.org](mailto:info@newarkarts.org) to let us know. Be sure to provide your contact information, the name of your organization, old address information, and any updated contact information in the email.

## **Are ArtStart grants transferable?**

- Grant funds are not transferable. Funds may be spent *only* on those activities specified in the grant application or approved in a project or budget revision. Applicants must submit a written request to the Newark Arts Council prior to implementing any project or budget revisions. If the project cannot, for any reason, be implemented as described, the grant check must be returned to the Newark Arts Council.

# FREQUENTLY ASKED QUESTIONS

## **What happens if part of my proposal falls through after I've been awarded an *ArtStart* Grant?**

- Major changes to your project (such as population served, staffing, funding, timeline, location, partners) must be approved prior to proceeding. You must submit a written request for approval explaining the proposed changes before moving forward with your project. If the alteration to your project changes the initial scope/benefit/impact of your awarded proposal, you may not receive your funding.

## **If I'm awarded a grant, what are the requirements and payment information?**

- You may not spend grant dollars until you have received an official award letter and signed a contract. Within 30 days following the conclusion of the project end, you must submit a final report form (which will be provided), describing the project, how grant funds made a difference, the number and demographics of the participants and audience, and a completed final budget form. *Failure to submit a complete final report in a timely manner will affect future funding.*

# FREQUENTLY ASKED QUESTIONS

## **Will you send us a grantee kit?**

- Resources are available at [www.newarkarts.org](http://www.newarkarts.org) to help you promote your partnership with us. Recipients of ArtStart Grants are provided with all necessary documentation, ArtStart posters, and proper logos as well as instructions for how to properly credit the Newark Arts Council as a funder after the award is given. Organizations receiving support are encouraged to promote receipt of the award through press and social media.

## **If I'm a first-time applicant, how do I make sure I'm successful?**

- Newark Arts Staff strongly recommend that you choose a reviewer for your application. Have someone whom you trust review your application to check for typos and anything you may have missed! Did you include all the required attachments? Did you answer each question to the best of your ability? Select a friend/colleague to check over your application before submission.

**Generous  
Supporters of  
Newark Arts  
ArtStart**

- Newark Arts gratefully recognizes the supporters of the ArtStart Grant Program:
  - Prudential Foundation
  - NJ Arts & Culture Recovery Fund
  - CARES Act Funding via NJSCA
  - Geraldine R. Dodge Foundation
  - NJ State Council on the Arts/Dept of State
  - Turrell Fund
  - Bank of America
  - M&T Bank