



# ARTS PROJECT SUPPORT GUIDELINES - FY2012

The Department of Economic and Community Development (DECD), Connecticut Office of the Arts (COA) and its Arts Project Support (APS) program is designed to support established programs aimed at providing access through the creation of artistic works and/or targeted outreach to audiences and participants.

## PROGRAM TIMELINE

<b>Application Deadline</b>	<b>Friday, January 13, 2012</b>
<b>Award Notification</b>	March, 2012
<b>Funding Period</b>	March 15, 2012 - March 14, 2013
<b>Final Report Due</b>	60 days after completion or no later than May 31, 2013

**\* Applications must be received (not postmarked) by 4:00 p.m.**

## PROGRAM INFORMATION

Arts Project Support (APS) is designed to support ongoing arts programming conducted by nonprofit organizations, colleges and universities. Proposed projects must have a minimum two-year history of effective public participation and administration to be eligible for funding. APS grants do not fund the start-up of new programs.

- An organization may submit only one Arts Project Support application for the funding period outlined above.
- Two organizations working in partnership cannot both apply for funding for the same project.
- Universities may not submit more than two applications (for separate programs) per application cycle.

## WHO MAY APPLY

**Eligible Applicants** may be either:

- A Connecticut (501)(c)(3) nonprofit arts organization, incorporated for at least two years\*, and having a two-year history of presenting the proposed activity; or
- A Connecticut (501)(c)(3) nonprofit non-arts organization, incorporated for at least two years\*, with a publicly accessible arts program having at least a two-year history; or
- A college or university-affiliated program or venue that meets the following additional criteria:
  - More than half its audience is drawn from the general public, excluding students and faculty.
  - Can provide annual operating income and expense figures for arts program/venue apart from the college/university.
  - Has a broad financial base of support from outside sources, i.e., can provide a cash match beyond staff time and overhead provided by the college or university.
  - Note: Academic departments are not eligible.

\* Defined as 24 months prior to the January 13, 2012 deadline

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**WHO MAY APPLY  
(CONTINUED)**

**Ineligible Applicants/Activities**

- Elementary and secondary schools
- State and local government agencies
- Private, for-profit organizations
- Organizations acting as fiscal agents for individual artists or other groups
- Organizations that receive General Operating Support, Local Arts Agency funding, or legislatively directed funds for operations through COA
- Projects/programs with less than a two-year history (Note: If the project involves the creation of new work, it must be within an established program, exhibition or performance series)
- Projects that are primarily fundraisers, e.g., social events or entrepreneurial activities

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**WHAT WE FUND**

**Examples of Eligible Applicants and Projects:**

- An arts organization with an established season or series that is developing or commissioning a new work for public performance
- A university theater, museum or performing arts center program that engages local citizens, public school students or other “outside” audiences
- A social service organization offering an intensive arts training program to at-risk youth
- A health service organization offering arts programming for the elderly or disabled

Eligible expenses include but are not limited to:

- A percentage of staff salaries
- Payments to contracted artistic, technical or administrative professionals
- Production, travel, telephone, shipping and postage costs
- Space rental and occupancy costs (maintenance, security, insurance, utilities, etc.)
- Printing, advertising and marketing costs

Additional requirements:

- The project budget must total a minimum of \$10,000
- Administrative salaries and fees may total no more than 20% of the total budget

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**HOW WE FUND**

**Grant Amounts**

Project Support grant request amounts **may not exceed:**

- \$25,000 (returning applicants) or \$20,000 (first-time applicants to APS) regardless of project size
- 50% of the project expense budget
- 10% of an organization’s operating budget for its most recently completed fiscal year

Grant awards are determined by factoring the amount of COA funds available, the grant request amount and the rating of an organization’s application based on the criteria outlined below.

**Matching Requirements**

COA grant funds must be matched at least 1:1 by other cash income received for the project. Income may be derived from a variety of contributed and earned sources, to be identified on the Budget Income form.

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## **REVIEW PROCESS**

The following criteria will be used to evaluate applicants:

### **Artistic Quality and Merit**

A project assessed highly in this area will:

- Result in high quality artistic product(s)
- Involve qualified artistic staff and engage professional artists
- Be of significance to the community for which it is intended
- Have clear intended outcomes and benefits

### **Community Involvement, Outreach and Accessibility**

A project assessed highly in this area will:

- Utilize effective methods of broadening access to and engaging audiences/participants
- Engage the community in the development and execution of the project
- Utilize diverse marketing strategies
- Promote access for underserved populations

### **Project Management and Evaluation**

A project assessed highly in this area will:

- Be well-planned and capably staffed
- Include methods for documenting and assessing project effectiveness
- Have a realistic budget and timeline
- Have adequate resources, including a broad base of financial support

Another important means of assessing applicants is through review of support materials, particularly when evaluating program quality. Both printed and audio/visual materials may be submitted with the application.

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## **HOW TO APPLY**

The deadline for APS applications is **Friday, January 13, 2012**. Applications must be received (not postmarked) in the Constitution Plaza office of DECD/COA by 4:00 pm of this date. If hand-delivered, applicants must request and retain a receipt from the DECD/COA staff person accepting the application, regardless of delivery date. No application or parts thereof will be accepted after the deadline. E-mail or fax submissions will not be accepted.

All mailed applications shall be sent to:

David Bahlman, Director of Culture  
FY12 Arts Project Support Program  
Connecticut Office of the Arts  
Department of Economic and Community Development  
One Constitution Plaza, 2nd Floor  
Hartford, CT 06103

When mailing applications, we strongly suggest using express service or 1-day delivery and retaining the receipt. Applicants will be notified of receipt of their application via e-mail within two weeks of the deadline.

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## **APPLICATION MATERIALS**

Applications for Arts Project Support consist of several required forms along with a narrative of approximately two (2) pages and support materials.

All applications must:

- Be assembled as directed on the Application Checklist with the “original” placed on top of five (5) copies.
- Be signed by an authorized official of the organization on the Application Checklist.
- Be single-sided on 8 ½” x 11” white paper with margins no less than ¾” on all sides.
- Include the organization name in the upper right hand corner of all pages which are not provided as forms. The narrative must be prepared in an easily readable font no smaller than 11 point and numbered.
- Not include a cover letter, double-sided copies, blank spacing pages between sections, colors, logos or other special markings.

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## **GRANTEE RESPONSIBILITIES**

You must read the Connecticut Office of the Arts Grant Overview Guidelines, as all guidelines are strictly enforced. Applicants must comply with stated Affirmative Action and ADA requirements. Also note the following sections:

- Award Notification/Grant Payment
- Grantee Responsibilities
- Credit and Publicity Responsibilities
- Reporting Requirements
- Grant Cancellations

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## **APPLICATION NARRATIVE**

The narrative is an essential part of the application and provides the most complete picture of the applicant and proposed project or program. The narrative may be approximately two (2) pages. Address the criteria in the sequence in which they appear, using the bold-faced headings and question numbers to identify your responses (it is not necessary to repeat the entire question). Be sure to address every question; failure to do so will impact the assessment of your application. Include your organization name at the top of each page and number them.

### **Introduction**

State the organization’s mission. (Non-arts organizations should also state the purpose of its arts programming. Colleges and universities should describe the purpose of the arts program or venue for which it is applying. ) Include information on size and composition of audience, range and scope of programs offered, and facilities where programming is conducted.

### **Quality and Artistic Merit**

- 1) Describe the project for which you seek funding, noting its significance to the community. Why is this project important and who will it serve?
- 2) List the goals of this project and what you hope to accomplish. Describe the intended outcomes citing any benefits or changes in skill, knowledge, or attitude of the target population.

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**APPLICATION  
NARRATIVE**

**Community Involvement, Outreach and Accessibility**

- 1) Define the community your organization serves and its key demographic and distinguishing features. Is there a particular population or identified need within the community that this project addresses?
- 2) Describe your marketing strategies and tactics. Indicate how these will draw or increase audience members/participants.

**Project Management**

- 1) Describe your plans for monitoring and evaluating the project. What are your indicators of success? Describe the methods (including evaluation instruments) that you will use to determine the effectiveness of your project.
- 2) Describe efforts to diversify your base of financial support for this project. Include information about in-kind donations of goods or services that will be provided (what and by whom) if applicable.

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**BUDGET FORMS**

**Project Budget Income and Expense Forms**

Complete these two forms based on your projected income and expenses for the project for which you seek funding.

- List only those funds to be applied to the project, and which will be expended during the grant period March 15, 2012 – March 14, 2013.
- Total project expenses and income must be equal.
- Administrative salaries and outside administrative services fees should not total more than 20% of the project costs.

**Financial Summary Form**

This form summarizes three years of fiscal activity according to your organization's fiscal year ('09, '10 and '11). Report unrestricted cash operating income and expenses only. Universities and colleges provide operating budget figures for the arts program or venue (e.g., theatre, arts center) for which funds are sought.

Indicate whether or not the organization is carrying debt; if not, enter \$0. Also explain reasons for large budget fluctuations from year to year, and your debt reduction plan, if applicable.

The information on this form must be verified (i.e., signed) by the organization's chief financial officer, defined as the board treasurer or the highest level staff person in the organization (other than the director) responsible for budget/fiscal matters.

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**DATA COLLECTION  
FORM**

**National Standard for Arts Information Exchange Data Collection Form**

Submit one copy of this 3-page form. The information is collected for the National Endowment for the Arts and it's used nationally to track states' grantmaking activities.

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**TAX EXEMPT  
LETTER**

**IRS Tax-Exempt Letter (Nonprofit Organizations)**

Submit one copy of the most recent Internal Revenue Service determination letter reflecting the organization's current 501(c)(3) status and legal organization name.

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**SUPPORT  
MATERIALS**

All applicants are required to submit a set of support materials, which are a critical part of the review process and play a major role in the evaluation of the quality of an organization's work. Materials should be related to the project for which you seek funds.

**Audio or Visual Work Sample**

Choose one from the following media to submit:

- Audio CD
- DVD video
- Digitally formatted materials (e.g. PowerPoint presentation, video clip, etc.) submitted on CD-R or DVD-R
- Photographs or digital images on CD with titles (no more than 12)

Please label your A-V materials.

**Press, Publicity and Educational Materials**

Submit **up to 3** different printed items such as:

- Critical reviews, newspaper, web or magazine articles (up to 3 pages, stapled together)
- Sample program evaluation instrument such as an audience survey or questionnaire
- Programs and playbills
- Brochures, posters or other marketing materials
- Exhibition catalogue
- Teacher preparation packets and student study guides
- Sample curricula and/or education planning documents

**Note:** You must submit a self addressed stamped (postage paid) mailer if you would like support materials to be returned to you. Materials will otherwise be discarded.

Applicants must follow all instructions and provide accurate and complete information in all sections and supporting materials as stated in the guidelines. Failure to do so will render your application ineligible for review.

The Arts Project Support (APS) application forms are available at [www.cultureandtourism.org](http://www.cultureandtourism.org) on the APS program page.

Forms are "fillable" PDF files that you can save to your computer and print.

Questions regarding the Arts Project Support application process may be addressed to Rhonda Olisky at 860-256-2752 or by email at [rhonda.olisky@ct.gov](mailto:rhonda.olisky@ct.gov)

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Department of Economic and Community Development (DECD)  
Connecticut Office of the Arts (COA)  
One Constitution Plaza, 2nd Floor  
Hartford, Connecticut 06103  
Main Telephone: 860-256-2800  
Web Site: [www.cultureandtourism.org](http://www.cultureandtourism.org)  
Application drop-off: Monday - Friday, 9:00 a.m. - 4:00 p.m.