

A HUDSON COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS | TOURISM DEVELOPMENT GRANT PROGRAM

For programs and services from Januarry 1st, 2025 to December 31st, 2025

APPLICATION DATES

Opens:

Monday, August 19th, 2024

Closes:

Monday, September 23, 2024



Contact

Phone 201-459-2070

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Jersey City, NJ 07306



Cultural & Heritage Affairs Tourism Development





INTRODUCTION



Hudson County Executive Craig Guy and the Hudson County Board of County Commissioners are pleased to introduce the Fiscal Year 2025 Hudson County Local Arts Program (LAP). Funding for this program is made available through the New Jersey Department of State - State Council on the Arts (NJSCA) and the County of Hudson.

In partnership with NJSCA, the Hudson County Office of Cultural & Heritage Affairs/Tourism Development/Tourism Development (HCOCHA/TD) offers matching grants to non-profit organizations located in, and serving the residents of, Hudson County.

Hudson County depends on the arts to express the vast diversity that thrives in our community. The Hudson County Local Arts Program (LAP) enables our community to grow our existing art programs and support the success of our local artists. Hudson County has a rich tradition of artistic expression - whether it be through dance, theater, music, film, or visual arts - and we are stronger for it. The County's Local Arts Program grant provides valuable resources to our many vibrant arts and community organizations so that they may continue to bring high quality creative programming to the residents of our 12 municipalities.

Hudson County Executive, Craig Guy



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PRIORITIES FOR FUNDING

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

Outreach to underserved communities (i.e., senior citizens, physically challenged, developmentally challenged, culturally diverse, economically disadvantaged).

Focus on funding accessible / ADA compliant programming.

Support of the arts in municipalities in northern and western Hudson County.

Promoting the growth of artists, arts organizations, and arts programs in Hudson County.

Expanding the influence of Hudson County artists to a broader sphere.

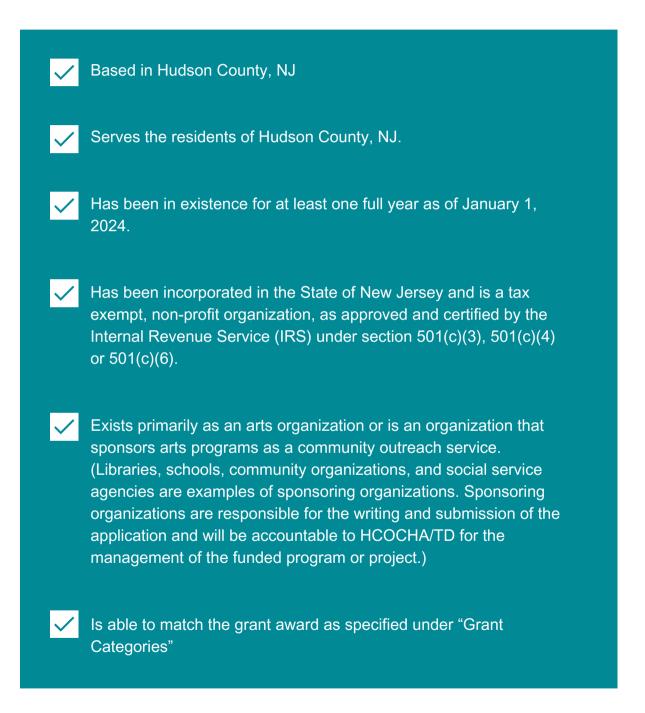






ELIGIBILITY

An organization that meets **ALL** of the following criteria may apply:



ELIGIBILITY 4





MULTIPLE APPLICATION ELIGIBILITY

ARTS-ONLY ORGANIZATIONS

Organizations whose primary mission is related to the artistic realm (i.e., visual arts, music, dance, theater, literature, etc.)

May apply for grants in the following categories:

- Program Support
 OR
 General Operating Support
- Technical Assistance

NON-ARTS ORGANIZATIONS

Such as schools*, hospitals, religious institutions, social service agencies or fraternal organizations

May apply for a grant in the following category:

· Program Support

*SCHOOLS

At any level - public or private, arts training programs, or arts in education programs

Schools or school organizations that offer programs that are **OPEN TO THE PUBLIC** may apply for:

· Program Support

Schools are encouraged to contact the education coordinator of the New Jersey State Council on the Arts for assistance in identifying state grant to support artist residencies.

KEEP IN MIND

Arts Only organizations may apply for grants in two of the FY25 LAP categories, BUT General Operating Support (GOS) applicants may NOT apply for a Program Support (PS) grant in the same Fiscal year.

Organizations with several divisions or agencies may only submit one proposal per fiscal year.

Schools may NOT apply for or use LAP grant funds for:

- · general operating support
- scholarships
- tuition
- school supplies
- residencies
- camps
- · humanities lecture series
- any curricular or extracurricular activity that involves or engages school programs, its students, and its teachers and their spouses, relatives, children or friends.





INELIGIBLE PROGRAMS

Ineligible programs, projects, and expenses in ALL grant categories.

LAP Grants MAY NOT be used for:

- Administrative salaries, except for GOS applicants as previously defined.
- · Hospitality or food costs.
- · Airline travel and hotel expenses.
- Capital improvements, such as renovation or construction.
- Purchase of equipment, including, but not limited to, phones, computers, televisions, theatrical lights, dimmer boards, cameras, etc.
- Programs or projects that are for the curricular or extracurricular 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.
- Using as fund to lend to other organizations.
- 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.
- · For personal gain in any manner





GENERAL OPERATING SUPPORT



MAX REQUEST

\$17,000

WHO MAY APPLY

Arts Only organizations
Applicants to this category of support must demonstrate the highest artistic and administrative professionalism, with a proven multi-county impact.

ELIGIBLE USE 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;
 - have an active Board of Directors or Trustees involved in the governance of the organization.
- · Applicants must offer year-round programs.
- Must submit a schedule of its board of directors or trustee meetings for FY2024 and FY2025
- Must submit 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.
- Must match any grant award 1-to-1 and at least 25% of that match must be in cash.
- Must submit a copy of the by-laws of its organizations with the application.

RESTRICTIONS

- ALL applicants to the GOS category, including previous GOS recipients, must first discuss this option with HCOCHA/TD BEFORE applying.
- Organizations that rely upon membership dues or fees for more than 25% of their operating budgets are ineligible to apply in the GOS category.





PROGRAM SUPPORT



MAX REQUEST \$14.000

WHO MAY APPLY

Arts Only and Non-arts organizations

Agencies that sponsor arts programs as part of a broader range of community outreach activities, such as schools, social service agencies, chambers of commerce, community development agencies and libraries

ELIGIBLE USE OF FUNDS

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

REQUIREMENTS

- May apply for up to 50%, or half of the total projected cost of their PS-eligible program, up to a maximum of \$14,000
- Must match any grant award 1 to 1, providing the other half of the total cost of the PS-eligible program
 - Example: A program or project's expenses total \$6,000; the applicant would request \$3,000 would be required to match it with \$3,000.
- May match the grant amount with cash, and/or with in-kind contributions equaling the cost of those materials and services(including space rent) that are crucial to the presenting and planning of the program or project, or any combination of cash and in-kind contributions.

RESTRICTIONS

- An organization's administrative costs cannot be underwritten using funds from this category.
- Organizations may not reimburse themselves for the administrative or operational services it provides or donates to the program.
- Programs or 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

HCOCHA/TD 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



MAX REQUEST

\$5,000

WHO MAY APPLY

Arts Only organizations that clearly demonstrate a genuine need for assistance in non-profit administrative development.

ELIGIBLE USE OF FUNDS

There are two types of TA grants:

- TA-Consultancy
- TA- Seminar/Workshop.

Training provided by qualified professionals or organizations that will strengthen the professional non-profit administration of arts organizations, including strategic planning; staff grant writing development; fundraising development; board development.

Artistic-related consultancies, guest artists programs, items such as lighting, sound, costume or set design and choreography and the like **are not eligible** for TA grants.

REQUIREMENTS

- · Technical Assistance grants do not require a match.
- The applicant's narrative must explain how the training will be conducted. Items to consider and address:
 - Whether the training will be held at a reputable nonprofit support center or will a consultant be brought in.
 - Must clearly state what the training goals are and how they will be achieved.
 - The dates these services will begin and end and how long each session will last

Consultancy

- If bringing in a consultant, the TA applicant must submit:
 - · the professional qualifications of the consultant
 - references
 - a letter of intent or scope of services, including the breakdown of cost of services

Workshop/Seminar

- If using an acknowledged and reputable training center, the TA applicant must provide:
 - · A description of the courses or seminars offered.
 - An evaluation of the training and/or consultancy must be provided in a final report at the end of the grant term.
 - All expenses that are reimbursable through this grant must be backed up with actual receipts.

RESTRICTIONS

- Any Technical Assistance application that does not include a consultant's letter of intent will be automatically rejected.
- Consultant travel mileage is limited to the current State of New Jersey rate of reimbursement (65.5 cents). Air travel and hotel costs are not eligible expenses under this grant.
- Technical Assistance proposals that requestthe services of current and past employees, past and present board members, relatives, friends or associates, regardless of their professional expertise, will not be considered.





THE APPLICATION

The following section is not intended to be an exhaustive list of every question in the LAP application. Rather, this section is intended to help you draft your narrative, budget narrative, and budget, which are crucial parts of your application.

Please read these guidelines carefully, in their entirety, as well as the following important application pointers.



APPLICATION POINTERS

As with all other grant programs, HCOCHA/TD 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 program or project.

The HCOCHA/TD grant program is highly competitive. A successful applicant will have articulated the standards enumerated in the EVALUATION OF PROPOSALS criteria throughout its application.

Also keep in mind HCOCHA/TD's PRIORITIES FOR FUNDING.

When composing your narrative, please consider the need your mission or program/project is addressing in Hudson County.

Cite relevant information; Present supporting facts for stated assumptions; Use clear, understandable language (jargon or acronyms discouraged) and be brief, concise, and simple.

THE APPLICATION 11





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 volunteer 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 so 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 program/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.



THE APPLICATION 12





YOUR NARRATIVE

The narrative will constitute an overview of your organization, including its mission, targeted audience, history, governance, administration, planning and artistic distinction (i.e., what sets your group apart from others).

Each grant category - GOS, PS and TA - has its own narrative. The guidelines for each are below.

GOS NARRATIVE PARAMETERS



- Please discuss the qualifications of the full-time and part-time paid administrative and artistic personnel, including their longevity.
- Present an overview of the board of directors, including longevity of each member, titles, term of office, frequency of meetings, board retreats, standing committees, and how board members are cultivated and chosen to serve.
- Explain in detail the process used to develop and choose your organization's programming and who makes the final decisions.
- Indicate how artists with special needs are considered for inclusion.
- State what measurable tools are employed to evaluate the artistic excellence and audience participation in all programs.
- Discuss the organization's long-range plan, with goals to be achieved, and elaborate on the time frame and current status of that plan.
- Illustrate how your organization's programs address HCOCHA/TD's Priorities for Funding as described in the LAP Guidelines.
- Tell how the organization measures greater diversity in its audience and how it develops programming to respond to that diversity.

PS NARRATIVE PARAMETERS



- Explain in detail your organization's programming for which you are seeking funding.
- Indicate how artists with special needs are considered for inclusion in this programming.
- State what measurable tools are employed to evaluate the artistic excellence and audience participation in this programming.
- Illustrate how your organization's programming addresses HCOCHA/TD's Priorities for Funding as described in the LAP Guidelines.
- Tell how the organization measures greater diversity in its audience and how it develops programming to respond to that diversity.
- Detail artists/performers/instructors from Hudson County that will be participating in your program or project.





TA NARRATIVE PARAMETERS



- Describe in detail what kind of Technical Assistance is needed and why. You must cite specific problems or situations to justify your request for assistance and why a consultant, seminar, workshop or retreat is necessary.
- Detail your organization's genuine need for the services allowed under the TA grant category.
- Describe how a TA grant will help sustain your organization long term. In addition, you must identify if you are seeking funds from other source(s) for this Technical Assistance. If "yes," then identify the source(s).



BUDGET NARRATIVE AND BUDGET

Your LAP budget narrative and budget are important because they inform the Peer Review Panel about the costs of your program/project or the finances of your organization and the rationale for same. Please be advised that both the narrative and line item sections are required for consideration.

The budget narrative is a summary of your income and expenses. It allows you to discuss the foundation of line items of your budget in greater detail. It allows you to "put some meat on the bones," of your budget, so to speak. It is advisable to keep your budget on hand when filling out this portion to ensure that all numbers are correct and reflect your actual calculations.

Please also include as much detail as possible for the Peer Review Panel to identify your organization's plan and programming as it relates to the budget.

The LAP budget is the actual accounting of your organization's finances (General Operating Support) or the expenses associated with your proposed program or project (Program Support) or consultant or workshop (Technical Assistance). It is important to be as specific and accurate as possible.

ALLOWABLE ADA EXPENSES

Applicants are encouraged to budget appropriate expenses to make programming accessible to as wide an audience as possible to comply with the Americans with Disabilities Act (ADA), such as, but not limited to, sign language interpreters and large print type programs.

The purchase of equipment is not permitted. HCOCHA/TD offers free rentals of assistive listening devices.





ADA ORGANIZATIONAL PLAN

The Americans with Disabilities Act (ADA) and Accessibility to Facilities and Programming

A universal or inclusive environment for the arts is one that is usable by everyone: people with and without disabilities and people of all ages. It is an environment with buildings, grounds, and communication systems that are usable by all. It is an environment where chosen programs and exhibits reflect a commitment to being part of an inclusive community.

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 of New Jersey/Hudson County Local Arts Program (LAP) grant program supports this law.

HCOCHA/TD requires that all applicants develop an ADA Organizational Plan. In addition, the FY25 LAP application has several questions related to accessibility which you must answer.

Your Plan must cover the years 2025, 2026, and 2027. Applicants must use the ADA Plan chart template provided by HCOCHA/TD. The chart is provided in the application portal which you will print, fill out, and upload back into your application.

YOUR ADA PLAN AND ANSWERS TO THE ADA QUESTIONS ON THE APPLICATION CONSTITUTE 20% OF YOUR TOTAL LAP SCORE









SCOPE OF YOUR PLAN

Your ADA Organizational Plan requires careful thought and analysis of your facilities, as well as your programming, your organization's website and audience/artistic outreach. Groups that do not own their own spaces/facilities are still required to comply with ADA accessibility issues in their programming and facilities.

Plans will vary in length depending on the mission, size and scope of your organization. An ADA Organizational Plan should describe your accomplishments and outline any future goals and objectives for making your facilities, programs, and services accessible to persons with disabilities.

ADA Organizational Plans should be submitted in a combined narrative and chart form. The narrative page or pages should be attached to the chart. The name of the organization should be at the top of each page of the Plan. You must use the chart provided by HCOCHA/TD in the online application.

AREAS TO BE INCLUDED IN YOUR PLAN

Areas that must be addressed in all ADA Organizational Plans:

- Board of Directors Resolutions regarding ADA policy.
- Appointment of an ADA Compliance Officer.
- A grievance policy:facility analysis and plans for compliance.
- Outreach both for audience and artistic engagement.
- · Publications.
- · Neighborhood accessibility.

ADA ACCESS PROJECT

Once all applicants' ADA scores are tabulated, the 10 organizations with the lowest ADA scores will be asked to participate the ADA Access Project.

Through the Project, John McEwen, Executive of the New Jersey Theater Alliance, and an expert on accessibility issues, will exhaustively review the participants' ADA plans with them and make concrete recommendations on how to improve accessibility for all patrons.

Being asked to participate in the ADA Access Project is not punitive; rather, it is a constructive way to assist grantee organizations and recommend common sense measures to ensure that all people can enjoy the quality programming that they offer. ADA Access Project meetings are held via Zoom and last approximately 45 minutes to one hour.

ACCESSIBILITY COMPLIANCE PROCEDURE

Applicants who do not submit a detailed ADA Organizational Plan will NOT be considered for funding.

Applicants funded through the LAP grant program that give false or misleading statements may forfeit their entire grant award and may be excluded from future participation in the LAP grant program.

ACCESSIBILITY GRIEVANCE PROCEDURE

Artists or members of the public who are unable to participate in a funded program or project because of a physical or program content barrier may submit a grievance to HCOCHA/TD in writing.

In such a case, HCOCHA/TD staff will investigate each complaint. The recommendations are then presented to the Hudson County Counsel for legal review.





EVALUATION OF PROPOSALS

After all proposals have been reviewed by HCOCHA/TD staff for eligibility and guidelines compliance, they are then evaluated by an independent panel of peer professionals in the arts realm.

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 criteria that includes the following:

- The professional credibility of the applicant.
- The merit and financial need of the program or project proposed.
- The artistic excellence of past and present programs or projects.
- The applicant serving the needs of its constituency by the funds requested in its proposal.
- The applicant's demonstration of community support.
- The applicant's presentation of a true and fully enumerated budget for all expenses.
- The applicant's demonstration of a process for evaluating programs or projects.
- The applicant's presentation of clear, relevant answers to all questions.
- Technical Assistance applicants' demonstration of genuine need for the services allowed under the TA grant category.
- The applicant's demonstration of an appropriate use for the requested funds.
- The applicant's address of any of HCOCHA/TD's Priorities for Funding.

- The applicant's submission of a complete application including all documents requested in the online application.
- The applicant presenting a barrier free, content accessible program.

A consensus critique is developed by a Peer Review Panel at its group meeting. HCOCHA/TD staff does not participate in the deliberations but are present to facilitate the process in a timely and orderly manner and to ensure fairness and objectivity.

The panel's consensus critique is its collective impression and professional evaluation of a proposal, based upon the information provided, 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 all applicants with their letter of grant award recommendation.





ANNOUNCEMENT OF AWARDS AND PAYMENTS

LAP grant awards are announced by letter. If awarded, a grant applicant will receive a first payment of 75% of its total award in the first quarter of FY25.

First quarter means anytime between January and the end of April. We strive to get payments to you as expeditiously as possible. Grant funds are disbursed, only after receiving properly completed and signed contracts and payment vouchers, as follows:

- 75% after HCOCHA/TD's receipt of the county contracts and vouchers signed by the awardee. NO FUNDS WILL BE DISPERSED UNTIL HCOCHA/TD IS IN RECEIPT OF AN ORGANIZATION'S SIGNED FY25 CONTRACT.
- An appropriation from the Hudson County Board of County Commissioners and Hudson County Executive Craig Guy. These funds will be distributed in the third quarter of the year, most likely in July or August.
- 25% after receipt of the final report and final payment vouchers.

Please be advised that FY25 Hudson County operating budget will not be finalized until June of 2025.

In past years, HCOCHA/TD has given grantees a range of possible amounts in the award letter. Once a budget is passed by the Hudson County Board of County Commissioners and signed by the Hudson County Executive, we will know the exact amount in county funds you can expect to receive.

Whether you receive this amount, or any additional county funding at all, will be determined upon finalization of the aforementioned FY25 Hudson County budget.

AUG-SEP	Application
	Open
OCT-NOV	Evaluations
	and Peer
	Review
DEC-JAN	Award Letters
	go out
JAN-FEB	Vouchers &
	Contracts go
	out to
	organizations
JAN-	First payment
APRIL	of 75% of total
	award
	recieved
JULY-	County funds
AUGUST	distributed
DEC-JAN	Final reports
'26	due / once
	received, final
	payment
	vouchers to go
	out





GRANT AWARD GRIEVANCE PROCEDURE

- An applicant may not appeal its grant award based on disagreement with the consensus critique of its proposal.
- An applicant may not appeal its grant award if any part of its proposal contains ineligible expenses or requests that are not allowable under the guidelines.
- An applicant may not appeal its grant award based on outdated HCOCHA/TD guidelines published in prior years. New or additional information that was omitted from the submitted application may not be used as grounds for grievance.
- An applicant that 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 its submitted application
 may appeal its grant award.
- An applicant that can factually document that the consensus critique of its proposal contains actual statements of bias against race, age, religion, physical or developmental aptitude, cultural diversity, or sexual orientation, may appeal.
- An applicant that meets the grievance procedure requirements as enumerated above may submit a written appeal up to 30 days after the date on the HCOCHA/TD letter of recommended grant award and consensus 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/TD. Applicants will receive a written response from HCOCHA/TD with appropriate action, if any, no later than thirty after the appeals due date.

FINAL REPORT

All GOS, PS and TA LAP grant recipients must submit a final report to HCOCHA/TD at a date designated by HCOCHA/TD staff.

- Documentation of all grant and match expenses must be in the form of paid receipts, canceled checks, or print out of an accounting program (e.g. Quickbooks) and submitted with the final reports at the end of the grant cycle. Time record sheets may document in-kind donations for volunteer hours and statements of value document donated goods and services. Whether used for "match" purposes or not, in-kind donations must be noted.
- 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/TD in writing, in advance of the program start date, for approval.
- 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).
- Grant recipients must keep all receipts as they will be required for submission with the final report.
- Applicants must provide all the materials pertaining to their category as requested in the guidelines.
- All GOS and PS grant recipients grant recipients must provide at least two (2) digital photos documenting the funded programming with their final reports. They can be attached to the electronic application. These photos are required by the New Jersey State Council on the Arts and may be used for promotional purposes and/or in its annual report.





QUESTIONS

APPLICATION HELP

If you have any questions regarding the application, please reach us at:



201-459-2070



lapgrants@hcnj.us

We are available Monday - Friday from 9AM to 5PM

TECHNICAL ISSUES/HELP

If you are having techinical issues with the application platform portal, we urge you to reach out to SurveyMonkey Apply.

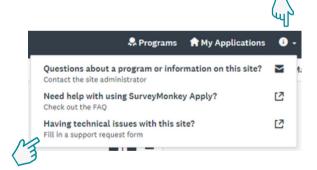
Submit a ticket and their support team will get back to you in a timely manner.

Use the link below to reach Support



https://hcnj.smapply.org/helpdesk/

You can also reach Support through your application in the upper right hand corner. Click the (i) symbol and click "Having technical issues with this site?". This will take you to the support ticket form.



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