ATLANTIC COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS

Dennis Levinson
County Executive

Atlantic County
Board of Commissioners

The Atlantic County Office of Cultural & Heritage Affairs (ACOCHA) is a unit of County government founded in 1975 to foster the growth and development of the local arts community. Through funds from the NJ State Council on the Arts (NJSCA), the ACOCHA is able to provide Atlantic County non-profit organizations the opportunity to apply for grant funding for projects that promote artistic excellence, provide public benefit, and are accessible to the public at large.

N.J. HISTORICAL COMMISSION
COUNTY HISTORY PARTNERSHIP PROGRAM

GUIDELINES AND APPLICATION
FOR
CALENDAR YEAR JANUARY 1, 2023 – DECEMBER 31, 2023
DEADLINE TO APPLY: Friday, October 14, 2022 at 4:00 pm

HISTORY GRANT WORKSHOP

This workshop will provide information specific to the Arts Grant Application Guidelines and is recommended for all new applicants, as well as a current and past regrantees.

WEDNESDAY, SEPTEMBER 7, 2022 ~ 6PM

Mays Landing Library, 40 Farragut Avenue, Mays Landing, NJ 08330
Registration is required through the link below.
https://www.atlantic-county.org/calendar/detail.asp?eventID=23694

ATLANTIC COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS
ATTN: KIMBERLY BROWN, ADMINISTRATOR
189 ROUTE 50 SOUTH, MAYS LANDING, NJ 08330
PHONE: 609-909-7309
kbrown@aclsys.org
https://www.atlantic-county.org/cultural-affairs/

THIS APPLICATION IS AVAILABLE IN PDF FORMAT VIA THE OFFICE'S WEBSITE AND AVAILABLE IN MICROSOFT WORD/EXCEL BY REQUEST.

The Atlantic County Office of Cultural and Heritage Affairs received a grant from the New Jersey Historical Commission, a division of the Department of State.

NOTE: Applications must be delivered to Kimberly Brown, Administrator, Atlantic County Office of Cultural & Heritage Affairs on or before October 14, 2022. Only the original with all support material needs to be submitted.
Organizations may apply for one (1) arts re-grant and one (1) history re-grant per year

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History Block Grant Guidelines and Application   **Page 1**
Atlantic County Office of Cultural & Heritage Affairs   **Calendar Year 2023**

ATLANTIC COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS

COUNTY EXECUTIVE

DENNIS LEVINSON

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GRANTS REVIEW PANEL

KAREN CHIGOUNIS, *Retired, former Director at Perkins Center for the Arts*
MARISA BOZARTH, *Burlington County Historian*
OMAREY WILLIAMS, *Cumberland County Shared Service Coordinator*
OPEN, *to be announced*
OPEN, *to be announced*

STAFF

KIMBERLY BROWN, *Administrator*

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INTRODUCTION

Thank you for having an interest in the Atlantic County Office of Cultural and Heritage Affairs' (ACOCHA) re-granting program. The ACOCHA is the organization charged by the County to recommend and administer programs to increase the visibility and impact of local and county arts, cultural values, goals and traditions of the community.

A significant part of the ACOCHA's work each year is the development and administration of the Block Grants provided by the New Jersey State Council on the Arts (NJSCA) and the New Jersey Historical Commission (NJHC). A Block Grant is a single proposal submitted to a single source to fund the projects and/or expenses of several organizations. The NJSCA and NJHC review the proposals, and based on the perceived quality of the proposed programming and the anticipated value to the community, they allocate funds from their annual budgets to the County. Using the same criteria, the ACOCHA then regrants some or all of the funding requested to the individual groups for implementation of their programs. As you are working on this application, should you have any questions, contact Kimberly Brown at 609-909-7309 or kbrown@aclsys.org.

The NJHC is dedicated to the advancement of public knowledge and preservation of New Jersey history. Its work is founded on the fundamental belief that an understanding of our shared heritage is essential to sustaining a cohesive and robust democracy. Proposals submitted to the ACOCHA must comply with guidelines established, making it essential that all information requested be supplied. Failure to do so will result in disqualification.

CATEGORIES OF FUNDING:

Project Support (PS): Funding is for any nonprofit group, regardless of the intent of its charter to sponsor a history related project. Project Support funding is intended to allow, for example, an organization to present re-enactment portraying a historical event; a historical exhibit/program; or a special publication containing local historical significance/information. More details on page 5.

General Programming Support (GPS): Funding is for any nonprofit group, regardless of the intent of its charter, to offset the expense of presenting major, on-going history programming. The programming should have its own mission and goals and contain multiple events or activities. These activities could include a series of presentations, history lectures or other multiple events throughout the year and is distinguished from Project Support by having multiple events rather than a single activity within a calendar year. More details on page 5.

General Operating Support (GOS): This funding is for groups whose charter is primarily history related. It is designed to provide general operating support for groups that increase exposure to history within the community. This would include, but is not limited to: community groups, not-for-profit museums or galleries, historical societies, etc. who exist primarily to create and/or provide history projects/programming. General Operating Support funding is more stringent in its requirements and more detail is required in substantiating fiscal responsibility.

<u>FUNDING LEVELS</u>

The maximum request for any of the categories listed on page 4 is $6,500. Since the grant process is competitive, final awards will be based on historic merit, documentation of past programming, financial and administrative capability, and the quality of the project. *In addition, the completeness and correctness of the application submitted to the ACOCHA will be a factor in award considerations.* Use good judgment when completing the budget information. Inflated budgets will be flagged, and may adversely affect funding decisions at all levels of review. *Applicants are encouraged to submit budgets that accurately reflect their needs.* Although the ACOCHA always receives more requests than funds available, every effort will be made to award appropriate funding. **Please do not hesitate to request more funding if your project truly requires it, <u>and you can justify the expenses</u>.** *It is not our intent to restrict your vision, but rather to encourage fiscal responsibility.*

ELIGIBILITY FOR THE HISTORY REGRANT PROGRAM

The goal of the New Jersey Historical Commission's grant program is to engage diverse audiences and practitioners in the active exploration, enjoyment, interpretation, understanding, and preservation of New Jersey history. The County History Partnership Program provides funding through the NJHC to county agencies in order to be regranted to local organizations. Any nonprofit, government or educational agency with a historic focus within Atlantic County may apply for itself or as the umbrella agency for a historical project that is largely the work of an individual. Applications must be in some way related to Atlantic County history. A successful proposal will draw upon one or more of the following:

1. Broadening, deepening, and diversifying the audience for history within Atlantic County;
2. Strengthening existing history within Atlantic County organizations or programs;
3. Initiating new programming on history within Atlantic County;
4. Increasing accessibility of historical resources to diverse communities;
5. Increasing the body and quality of information on history within Atlantic County that is available to the public; and
6. Preserving materials for the study of history within Atlantic County.

Eligible History "Project Support or General Programming Support" include any work of a historical nature that is based in documentation or research, primary or secondary, whether or not it is intended for publication. For all the sub-categories 1-4 listed here, **applications must present the significance of the history and include evidence that the work will be (or has previously been) performed or reviewed and approved by persons professionally qualified to do so.**

"Professionally qualified" is defined as meeting or exceeding the National Park Service's 36CFR 61, Appendix A, minimum professional requirements as listed in an amended version below:

The minimum professional requirements in history are a graduate degree in history or closely related field or a bachelor's degree in history or closely related field plus one of the following:
a. The equivalent of at least two years of full-time experience in research, writing, teaching, interpretation, or other demonstrable professional activity with an academic institution, historical organization or agency, museum, or other professional institution; or
b. Substantial contribution through research and publication to the body of scholarly knowledge in the field of history.

1) **Written history based on primary sources:** National register nominations of County sites; Oral history projects; Biographies of significant persons or group biographies, or histories of cultural groups or entities. Inventories or curatorial assessments of historical, archeological or antiquarian collections are eligible provided the work will produce a documentary record.

2) **Non-written historical work intended as public history** (that is, to develop and communicate or publicize primary historical information related to County or local history): Videos, group or self-guided tours, podcast tours, websites, seminars, conferences, workshops, expert lectures or lecture series, Historic American Building Survey work, documentary photography, etc.

3) **Publication Re-grants:** The re-grant program will provide limited funding assistance to offset the cost of printing brochures or tour guides or creating video documentaries from research (whether or not previously funded by this program) or for posting information on a community or other internet site, or both. The program will also offer limited assistance for republication of important historical materials (maps, pamphlets, brief local histories) of demonstrated public value and interest.

4) **"Artful History":** Artistic history-based happenings, historically based murals, musical arrangements or performances, historical re-enactments or performances on historical subjects inside or outside a theater can be considered history projects if at least 25% of the cost to be covered by the re-grant is for consultation with qualified historian(s) of the subject matter, or if they are the outcome or byproduct of a previously-awarded history re-grant that has been acknowledged to be genuinely history-based. If a proposed application cannot meet these requirements, the application might be better submitted under the ARTS category.

ELIGIBLE/INELIGIBLE EXPENSES

- Projects must begin no sooner than Jan. 1, 2023 and must be end on or before Dec. 31, 2023.
- *Proposals must be for projects/programming that take place within Atlantic County.*

GOS – ELIGIBLE EXPENSES

- Salaries and wages
- Printing, publicity, marketing
- Fundraising and development
- Lease expenses
- Contracted services/outside fees and services
- Postage and telephone
- Staff training
- Mortgage interest
- Equipment purchase, installation, and lease (e.g., computers, office furnishings, files)
- Utilities and HVAC (purchase, installation, and operational costs)
- Maintenance of collections and the interiors of structures (i.e. most routine maintenance) *(Note: Interior construction and other cyclic maintenance is not an eligible expense.)* Definitions of Routine vs. Cyclic maintenance can be found here: https://www.nj.gov/dep/hpo/1identify/nj_register_hist_plac_rules_07_02_2015.pdf
- Basic grounds maintenance
- Travel and transportation (automobile travel @ $.31/mile, train, or air coach travel)
- Insurance
- Licensing and registration fees (e.g. New Jersey charities registration)
- Planning for compliance with the Americans with Disabilities Act
- Long-term and strategic planning

- Audits. *Depending on the amount of the grant, the funder may require either a formal audit of grant expenditures or financial review by a licensed certified public accountant as part of the final report. Applicants may include the fee for this work in their budget.*

GOS – INELIGIBLE EXPENSES
- Capital improvements, including the construction of structures and work such as roofing, replacement of gutters, windows, doors, and the removal or addition of interior walls, and major landscaping projects.
- Exterior maintenance
- Purchase of real estate, motor vehicles, or leasehold improvements
- Acquisitions (including artifacts and collections)
- Hospitality
- Retroactive funding
- Mortgage or loan principal
- Deficits and debt service
- Endowment

PS & GPS – ELIGIBLE EXPENSES
- Archival folders, boxes, and other materials for conservation of historical materials
- Archival or research library user fees
- Equipment purchases with the following restrictions: <u>only institutions and organizations may use grant funds to purchase major items, such as computers or video cameras.</u> All grant recipients, however, may use grant funds to purchase items such as inexpensive recording devices and computer software.
- Equipment rental
- Microfilming
- Exhibition loan fees and shipping costs
- Materials for fabricating/installing exhibitions
- Oral history tape transcription
- Photography and photocopying
- Production of promotional or advertising materials
- Travel and maintenance for speakers and honoraria for speakers in the following amounts:
    - Keynote speaker, up to $1,000; one keynote speaker per program
    - Main speaker, up to $500
    - Chairperson or moderator, up to $250
    - Panelist, up to $175
- Additional funds for higher honoraria may be requested if you can demonstrate the speaker's particular merits
- Supplies to be used in the project (such as storage materials, office supplies, display materials, and materials for educational projects)
- Travel and/or maintenance while conducting research
- Travel expenses with the following limits: a. Automobile travel: $.35 per mile b. Train or airplane fares (coach only; not first class) c. Food and accommodations: up to $100 per day
- Publication costs, such as typesetting, printing, copyright permission fees, and binding
- Wages or stipends for project personnel, such as conservators, curators, educational consultants, and researchers

PS & GPS – INELIGIBLE EXPENSES
- Projects that do not relate to New Jersey history
- Project work that is completed before the grant is awarded
- Conservation of collections of unidentified photographs
- Conservation of materials owned by federal, county, or municipal governments

- Construction, restoration, preservation of gravestones, commemorative statues, historical markers, and other non-interpretive items
- Genealogical projects such as genealogies of specific families (unless applicants can demonstrate the usefulness of the projects to the understanding of New Jersey history)
- Fiction and poetry
- Projects of federal or state government agencies
- Projects that are not accessible to the general public
- Publication of coloring books, cookbooks, and calendars
- Purchase of collections, furniture, costumes, artifacts, or other items for collections
- Restoration or preservation of structures
- Recordings of public programs or oral history interviews without the production of transcripts that are accessible to the public
- Projects that do not comply with the requirements of the Americans with Disabilities Act
- Field trips, if that is the only component of the project
- Purchase of books or prepackaged instructional materials
- Purchase of items for collections
- Purchase of refreshments for the project's audience
- Retroactive funding (for example, an exhibition proposal may not include a request for funding for exhibition research completed before the submission of the application)

MATCHING REQUIREMENTS

Each organization must match the funding requested from the ACOCHA's Block Grant program at least on a 1:1 basis (colleges and universities must match on a 2:1 ratio). That is, for each dollar you request, you must be able to provide a dollar from other funding sources. These sources may include other government agencies (excluding the ACOCHA and NJHC), private contributions, membership fees, admission to programs, and other grants, etc. 25% of the contributions must be cash. Salaries and benefits for employees of the organization may be considered part of the cash match for that part of their job that is related to the project in question. In-Kind services can be allotted for the remaining 75% of the match. Take note, volunteer hours at a rate of $28.54 per hour can be utilized for in-kind.

CULTURAL & PROJECT/PROGRAM CODES

The following codes are required by the State, and must be specified on the signature page of your grant application. **The Cultural Code that applies is the one that best represents the predominant composition of your board and/or staff.** If the program itself is targeted at a special constituency to promote cultural diversity, that should be noted in the narrative.

Cultural Codes:

A	Asian	**B**	African-American
H	Hispanic	**N**	Native American / Alaska Native
W	White, not Hispanic	**P**	Native Hawaiian / Pacific Islander
G	General (no single race represents more than 50%)		

Project/Program Codes:

01	Historical Site Support	**05**	Oral History Project
02	Public History Program	**08**	Conservation/Preservation
03	Educational History Program		

PROOF OF NON-PROFIT STATUS MUST BE PROVIDED

Recipients of grant funding must comply with the Fair Labor Practices Law in the payment of supporting personnel at least the minimum compensation level prevailing for persons employed in similar activities. They must comply with the Civil Rights Act of 1964 and the Rehabilitation Act of 1973, as amended, and with the Americans with Disabilities Act. The organization must clearly explain its mission relating to history.

REVIEW PROCESS

During each grant cycle, a Grant Writing Workshop is held to provide applicant organizations the opportunity to meet with ACOCHA staff, review the requirements for the proposal, and ask questions and explore ideas for qualifying projects. All organizations planning to submit a proposal are encouraged to send a representative to the meeting, preferably the person responsible for organizing the proposal and writing the narrative.

Once the final submittal is made, the Administrator checks to determine that all required information is included, then prepares review packets for the Grants Review Panel. All applications are carefully reviewed by this independent panel of arts and history professionals. The proposals are evaluated for historic merit, the manner in which the proposals address the needs of the community, compliance with local, state and federal law, the applicant's administrative capabilities and prior program and funding history, where available.

The panel will provide recommendations and scores to the ACOCHA based on the following criteria:
1. Quality of Historic Experience: Does the project, program or institution have a system or plan to ensure the highest quality to the work being conducted? Is the organization listening to numerous interests and points of perspective? Is the work or organization engaging and thought-provoking? How innovative is the concept?
2. Audience Engagement: Audiences seek experiences that are active, immersive and even social. How well does the organization understand and know its audience? Is the activity participatory or have a participatory component? Is there a learning component? Is the experience more than a singular event and include ways of continuing interaction and impact?
3. Attendance/Quantitative Impact: How many individuals will be touched by this programming in some way? Are there plans to reach as many people as possible? Is the marketing inclusive (i.e. are there efforts to reach a diverse audience)?
4. Governance: Does the organization have a track record of good programming administration? Is the governance (staff and board) diverse and inclusive? Is the governance representative of the community being served? Are high standards of professional conduct in place? Does the program or institution conduct critical assessment to determine success and impact?
5. Budget: Does the organization seem to have a realistic grasp of the programming costs? Is the organization working to diversify funding sources across government, foundation, business and audience/member giving? Is efficiency a consideration in programming goals?

The funding decisions are not made with regard to an upper limit. The panel may recommend reduced funding because of procedural failings or because the panel feels that the amount requested cannot be justified by the scope of the project, but it will not reduce the amount requested simply to fall under an artificially constructed dollar limit. The Panel's recommendations are then submitted to the ACOCHA, which makes award recommendations to the Advisory Board. Upon final approval, award letters will be sent from the County Executive to all grant recipients.

APPEAL PROCEDURE

Applicants may appeal the decision of the ACOCHA upon receipt of the County Executive's Award letter. **Please note: Appeals can be made only on the grounds that the application was misinterpreted or misunderstood. No appeal will be heard based solely on disagreements with the recommended funding level.** No new information will be accepted for consideration, and additional segments cannot be added to increase the funding. **Applicants will have two weeks from receipt of the award letter to file an appeal with the ACOCHA.**

AWARDS

Awards will be made by letter in late December. Groups should not begin projects dependent on NJHC funds until they have received official notification of the award amount. Every effort will be made to determine the likelihood of funding based on the best information available at the time, but no guarantee of funding can be made until the results are officially announced.

FUNDING

Grant funds are distributed in two payments. The first payment will be made early in 2022, after the terms and specifications of the award are met and agreements are signed. You must also allocate the funds that will be available, and advise us of any changes that will be necessary to programs if there were reductions in funding at this time. The first payment is 75% of the final award amount.

The second payment (25%) is made in January/February 2023, after the Final Report is submitted and approved. Receipt of the final payment is dependent on several factors:
1) Programs must be completed and funds utilized in strict compliance with the plans outlined in the proposal;
2) Any changes in the program must be reported in the Final Report, and must have been discussed with ACOCHA staff *prior* to implementation;
3) A Final Report must be on file at the ACOCHA office;
4) The ACOCHA and the Historical Commission must have been credited in all advertising and published programs;
5) The organization must have provided and documented the required cash matching funds.

All or part of the final payment may be withheld if the above conditions are not met, or if other requirements that may be stipulated by the ACOCHA or NJHC during the contract period are not met. The extent of the monies that are withheld will be based on the individual circumstances.

Organizations may not receive grants from both the Atlantic County Office of Cultural and Heritage Affairs and the New Jersey Historical Commission in the same funding cycle.

ACKNOWLEDGEMENTS

The Atlantic County Office of Cultural and Heritage Affairs and the New Jersey Historical Commission must be credited in promotional materials (e.g. posters, flyers, programs) and press releases. Regrantees are not required to use the NJHC logo. Use the following language:

**Funding has been made possible in part by the New Jersey Historical Commission,
a division of Cultural Affairs within the Department of State, through funds administered
by the Atlantic County Office of Cultural and Heritage Affairs.**

Atlantic County Office of Cultural and Heritage Affairs
History Block Grant Application Checklist

This checklist (completed in its entirety, signed and dated) must accompany the original copy of the application (no additional copies are required). Please do not staple.

THE CHECKLIST ITEMS REPRESENT THE ORDER IN WHICH THE APPLICATION SHOULD BE PACKAGED.
DO NOT STAPLE!!!

SP	GPS	GOS	DESCRIPTION
			Application checklist
			Signature page **(SIGNED IN BLUE INK)**
			Narrative (3-5 pages, 1.5" spaced, no smaller than 12-point font). The narrative should detail the history of the organization and be updated annually to include goals and results in the preceding calendar year.
			Activities Chart (Form A)
			Local History Finance Chart – Expenses (Form B)
			Local History Finance Chart – Income (Form C)
			Local History Finance Chart – Fundraising (Form D)
			Community Chart (Form E)
			Board & Governance Chart (Form F)
			Resumes of Key Staff: This item may include biographies and should include information on artists proposed to be hired with grant funds.
			Copy of By Laws *(GOS and first-time applicants)*
			Copy of audit or financial review **(Note: At a minimum, for non-government non-profits this must include the organization's most recent IRS Form 990. Preferably, the Better Business Bureau Standard 11 should be followed: When total annual gross income exceeds $500,000, complete annual financial statements audited in accordance with generally accepted auditing standards should be submitted. For organizations whose annual gross income is less than $500,000, a review by a certified public accountant is sufficient to meet this standard. For organizations whose annual gross income is less than $250,000, an internally produced, complete financial statement is sufficient to meet this standard.)**
			ADA Plan Narrative OR Copy of Board Approved ADA Plan
■			Copy of Board Approved Long Range Plan
			Support materials: brochures, press clippings, programs, flyers etc., limit of five (5) samples. ***Organizations who have previously received funding, please include examples showing correct funding credit line.***
			For collaborative projects: a letter of commitment from the partnering school, organization or institution
			For publication projects: writing sample from manuscript, representative illustrations, and production bid sheet from printer
			For exhibition projects: exhibition outline, photos of representative objects with captions

Signature _____ Date _____

Organization _____ Phone _____

Atlantic County Office of Cultural and Heritage Affairs – History Block Grant Application

<u>**Signature Page**</u>

Complete all forms in a clear and concise manner.

THE DEADLINE FOR ALL APPLICATIONS IS: **FRIDAY, OCTOBER 14, 2022**

Applicant Organization: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Web Address: _____

Contact Person: _____ Phone Number: _____

Federal ID No. _____ Tax Exemption No. _____

NJ Charities Registration #_____

Congressional District: _____ State Legislative District: _____ Cultural Code: _____ Discipline: _____

(for Cultural and Project/Program codes, see page 8)

Program Summary *(100 words or less):*

Enter the Award Request in <u>ONLY ONE</u> of the following funding categories:

Maximum request for any category is $6,500.

Project Support Amount Requested $ _____

General Programming Support Amount Requested $ _____

General Operating Support Amount Requested $ _____

CERTIFICATION: *(2 different signatures are required) (**sign in blue ink** after printing the page)*
I certify to the best of my knowledge and belief, the information in this application is true and accurate. I further understand that submission of this application implies prior review and representations therein by my organization's board or appropriate governing body. I also understand and agree that submission to Atlantic County Office of Cultural & Heritage Affairs signifies intention of compliance with title VI of the Civil Rights Act of 1964, and Title IX of the Education Amendments 1972 and the Americans with Disabilities Act (ADA).

_____
Print Name & Title *(President/Chair of Organizational Board)*   **Signature**   **Date**

_____
Print Name & Title *(Project Coordinator/Contact Person)*   **Signature**   **Date**

Narrative Instructions

NOTE: The Atlantic County Office of Cultural and Heritage Affairs Grants Review Panel will use the information provided herein to form its opinion of the value of the project and the appropriate funding level. Please provide enough specific information to allow the panel to make a valid decision and to prepare a sound grant proposal. (See the below Narrative Checklist to help in organizing the narrative.) *Narrative should be 3-5 typed pages, 1.5 spaced with 1" margins and font no smaller than 12 point.*

Project Suppport Applicants: Provide a complete description of your proposed program/project. Include the title, program location, presenters and date. Give a *brief* history of your organization and explain how this project helps artistic or historic enrichment. Please put the organization's name at the top of each page of the narrative, and number the pages sequentially.

General Programming Support Applicants: Provide a complete description of your proposed events or activities. Include the titles, program locations, presenters and dates of the program. Give a *brief* history of your organization and explain how these events or programs provide historic enrichment. Please put the organization's name at the top of each page of the narrative, and number the pages sequentially.

General Operating Support Applicants: <u>You must complete two distinct parts of your narrative</u>. The first should include a history of your organization, including major programs, goals and objectives. The second part must describe, in full, the intended use of the GOS grant funds received as the result of this application, and explain how it will further your organization's goals and objectives. Please put the organization's name at the top of each page of the narrative, and number the pages sequentially.

<u>**Budget Narrative:**</u> Applicants are strongly encouraged to include a synopsis of their budget within the narrative. This may take the form of a few paragraphs describing any anomalies in forms B, C & D or just a review of the financial components of your organization. If your organization received panel comments in the past which involved questions relating to your financials, these should be addressed in this section.

Narrative Checklist

The following checklist has been prepared to help you develop a complete narrative. In general, be sure your proposal answers the standard questions: **who, what, when, where, why and how**.

Your narrative should strive to answer these questions:

➢ Did you tell us what the project/program is, who the presenters are, where it will take place, and when it is scheduled?

➢ Did you tell us who your audience is? How many people will attend? How many will participate? What is the demographic distribution of your targeted audience? Include the elderly, children under 12, minorities, and persons with disabilities. **NOTE: A detailed breakdown will be required as part of your final report. Please tell us here how you will gather the data required (see Form E).**

➢ Did you tell us why the project is important? How will it benefit the community? What is the social, cultural, and/or historic significance of the program? What is the connection to history?

<u>Did you tell how your project will broaden, deepen, and/or diversify the community's participation in history</u>?

➢ Did you explain the organization's mission? How will this project/program help you meet the organization's stated goals?

➢ Did you tell us why the organization's activities/programs are unique or exciting?

➢ Did you tell us what methods you have used to reach out to special needs audiences: persons with disabilities, senior citizens, children, ethnic minorities?

Publicity Plan

In the past, this application has asked applicants to describe their plan for publicity. Rather than asking applicants to complete a publicity plan, the ACOCHA is providing a checklist of what it expects as a minimal approach to adequate publicity:
➢ Be sure to properly use the acknowledgments as stipulated on Page 10 of the application.
➢ Your organization should have a Social Media presence (e.g. Facebook, Twitter, Instagram, etc.) Social media announcements of upcoming events should be posted (always with images) about one month prior to the event. A follow-up posting should be made (with new images) about two weeks prior to the event.
➢ Give consideration as to how to reach underserved communities (i.e. disabled, elderly, youth, low- to moderate-income) in Atlantic County and the surrounding area. Consider what audiences you are not reaching and plan efforts to reach out to them. If you do not attract them, consider why and what can be done to build diversity in audience.
➢ Collecting audience demographics is critically important, not just to grant reporting, but to understand gaps in audience attraction. The only way to build audiences is to understand who is coming to your events and why, and who you are not reaching and why.

ADA Plan

Please provide a **one- to three-page narrative** plan describing efforts to ensure accessibility in facilities, programming, governance, and marketing or include a copy of the Board's approved ADA Plan. The plan should address the following items:
➢ Organizational Mission Statement: An ADA Plan should include a few paragraphs describing the organization's background, mission and type of programming offered.
➢ Board-Approved ADA and Non-Discrimination Policy Statement: An ADA Plan should outline the attitudes, practices and policies which provide a conducive environment for inclusion of people with disabilities, including, but not limited to, employment/volunteer practices, interview processes, and accommodations for volunteers with special needs.
➢ Grievance Procedure: All non-profit organizations must develop their own Grievance Procedures. The purpose of a Grievance Procedure is to provide an internal mechanism for the prompt and equitable resolution of discrimination issues and complaints for employees, volunteers and **audience members**.
➢ Outline of Program and Services for People with Disabilities: The outline should include descriptions of current services and programs and those proposed to be implemented.
   o Do you conduct sensitivity training with your staff and volunteers on an annual basis?
   o Do you provide reduced ticketing charges for disabled audience members and non-disabled assistive companions?

- Outline of Marketing, Publication Services and other Outreach Efforts to People with Disabilities: The outline should include current and proposed outreach efforts.
    - Do you advertise through the County Department of Aging & Disabled?
    - Do your press releases and advertising mention accessibility and provide contact information for further information?
    - Do your fliers and brochures include standard accessibility logos?
- Outline of the Current Status of ADA Accessibility for All Venues to be Utilized:
    - Have you completed a self-assessment of your facility? If so, what were the findings?
    - Do you have ADA compliant parking with accessible spaces and drop off areas?
    - Do you have wheelchair accessible routes to all public spaces?
    - Do you have accessible bathrooms?
    - Do you have wheelchair seating?
    - Do you offer assistive listening devices to augment sound for people who are hearing impaired?

BLOCK GRANT ACTIVITIES CHART (FORM A)

Applicant Organization:

ALL ORGANIZATIONS MUST COMPLETE THIS FORM.

This chart is intended to provide the panel with a listing of <u>all</u> the event(s) of your organization or project and the ability to see how the project fits into the total organization's activities. For a Special Project or General Programming Support please asterisk (*) those activities relating to the project/programming. *If you need additional space, please reproduce this page and number your copies.*

Projected Year 2023 (1/1/23 – 12/31/23)

Dates	Name of Project / Activity	Total Attendance

Current Year 2022 (1/1/22 – 12/31/22)

Dates	Name of Project / Activity	Total Attendance

BLOCK GRANT FINANCE CHART - EXPENSES (FORM B)

Applicant Organization:

Please round to the nearest dollar. **ALL ORGANIZATIONS MUST COMPLETE THIS FORM.**

It is strongly encouraged that the figures presented herein are explained in a budget narrative as part of your narrative component to this application. Also, make sure that you meet the match requirements of any grant request.

	2023 Projected (1/1/23 - 12/31/23)			
A. Personnel	**Grant Request**	**Matching Cash***	**Matching In-Kind****	**Total**
Administrative Salaries (staff)				
Artistic/History Salaries				
Technical/Production Salaries (IT, etc.)				
Fringe Benefits				
SUBTOTAL PERSONNEL				
B. Outside Fees & Services				
Artistic/History (contracted)				
Other (contracted)				
SUBTOTAL OUTSIDE FEES AND SERVICES				
C. Capital Expenditures				
Acquisitions				
Other				
SUBTOTAL CAPITAL EXPENDITURES				
D. Other Operating Expenses				
Space Rental/Mortgage				
Marketing (advertising, PR, etc.)				
Travel & Transportation				
Phone & Postage				
Facility Maintenance				
Rentals (port-o-johns, etc.)				
Supplies & Materials (includes printing)				
Insurance				
Technical/Production (non-personnel)				
Hospitality (Food expenses)				
Other (itemize if over 5% of Line E below)				
SUBTOTAL OTHER OPERATING EXPENSES				
E. TOTAL CASH EXPENSES (A+B+C+D)				

* Each organization must match the funding requested from the ACOCHA's BLOCK Grant programs at least on a 1:1 basis (colleges and universities at least 2:1). Match may consist of cash or a mix of cash and in-kind contributions. At least 25% of the match must be cash.
** In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value. A volunteers' time can be included using the national rate of $28.54/hour.

BLOCK GRANT FINANCE CHART - INCOME (FORM C)

Applicant Organization:	
Please round to the nearest dollar. **ALL ORGANIZATIONS MUST COMPLETE THIS FORM.**	
	2023 Projected (1/1/23 – 12/31/23)
A. Earned Income	
Admissions (Ticket Sales, registrations)	
Contracted Service Revenue (Rides, etc.)	
Merchandise, concession, ad sales	
Other (Property sales and all investment income to be spent)	
SUBTOTAL EARNED INCOME	
B. Contributed Income/Private *(Itemized in Form D: Fundraising)*	
Corporations & Businesses	
Foundations & Non-Profits	
Individuals & Other Private Sources	
SUBTOTAL CONTRIBUTED INCOME/PRIVATE	
C. Contributed Income/Government	
Government Grants (other than this grant)	
SUBTOTAL OF ALL CONTRIBUTED INCOME/GOV.	
D. Other Income	
CASH (include carry-forward surplus and other unearned and non-contributed income)	
LOANS used to support the activities of the organization	
IN-KIND: Volunteer hours, value of donations used toward project, etc.*	
ATLANTIC COUNTY C&H AWARD (Requested for 2023)	
SUBTOTAL OTHER INCOME	
E. TOTAL INCOME	

In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value. A volunteers' time can be included using the national rate of $28.54/hour.

BLOCK GRANT FINANCE CHART - FUNDRAISING (FORM D)

Applicant Organization:	
Please round to the nearest dollar. **ALL ORGANIZATIONS MUST COMPLETE THIS FORM.**	
SOURCES	**2023 Projected (1/1/23 - 12/31/23)**
A. Corporations & Businesses (List individually below)	
SUBTOTAL CORPORATIONS & BUSINESSES	
B. Foundations & Non-Profits (List individually below)	
SUBTOTAL FOUNDATIONS	
C. Individuals	
SUBTOTAL INDIVIDUALS	
D. Government *(other than this grant)*	
SUBTOTAL GOVERNMENT	
E. TOTAL FUNDRAISING	

BLOCK GRANT COMMUNITY CHART (FORM E)

Applicant Organization:

ALL ORGANIZATIONS MUST COMPLETE THIS FORM.

Based on reporting requirements from the State and Federal agencies supporting the Block Grant Program, we must provide additional demographic analysis of the community being served by our programs.
Please provide the following information.
NOTE: The numbers provided on this form may be estimates based on prior years.
When your final report is submitted, actual figures will be requested.

	General Population*	Board	Executive Staff	Support Staff	Volunteers	Artists	Live Audiences
Total #	274,534						
African-American	46,945						
Asian/Pacific Islander	22.238						
Native American	1,922						
Hispanic	54,632						
White	152,366						
Multi-racial	7,961						
N.J. residents	274,534						
Adults	217,156						
Children	57,378						
Seniors Over 65	52,986						
Persons w/ Disabilities	15,596						

*as per 2020 Census

A. Estimate number of people served by Special Project/Program: _____

B. Total number of people served by your organization: _____

(Total annual attendance figures for performances, workshops, classes, seminars, etc.)

BOARD & GOVERNANCE CHART (FORM F)

Applicant Organization:					

ALL ORGANIZATIONS MUST COMPLETE THIS FORM.

NAME	TOWN OF RESIDENCE	ASSET/ OCCUPATION/ AVOCATION	YEAR TERM TO END*	TOTAL YEARS ON BOARD	BOARD TITLE**

*Year Term to End = year each member's current elected term is up

**Board Title = enter "board member" or provide specific title for those who serve as officers

Does your organization limit the total number of terms or years a member can serve? ___Yes ___No

If 'Yes,' what are the board term limits?_____

Do all of your board members make a financial contribution of personal significance? ___Yes ___No