



New Hampshire  
State Council on the Arts

## Arts for Community Engagement Grant

Projects occurring between November 1, 2020 – October 31, 2021

**Deadline: July 17, 2020 | Applications must be submitted by 11:59 pm EST**

Arts for Community Engagement project grants support community enrichment and public benefit by providing access to high quality arts performances, activities, and programs presented by community-based organizations, Main Street programs, and municipalities. This category funds projects that are developed specifically by artists working with an eligible organization/agency to serve New Hampshire citizens. The goals of this funding category are to promote community engagement and collaborative community partnerships, especially for people who are economically disadvantaged, underserved or marginalized; to stimulate local economies through cultural tourism and the arts; and to enhance the vibrancy of New Hampshire communities and quality of life for New Hampshire citizens. This grant category supports a wide range of activities including performances, concerts, exhibits, workshops, community arts programming, and collaborative public art projects that engage the arts and artists for the benefit of New Hampshire residents and communities.

### *Projects funded in this category should:*

- Have a clear focus on artistic excellence as a means to create vibrant community environments;
- Engage people in a shared experience of the arts, which may include performances and/or participatory activities such as hands-on workshops, panel discussions, etc.;
- Confer a clear benefit to the community and/or to individual participants;
- When possible, include community partners to deepen the content and reach of the program;
- Reduce or eliminate barriers to provide equitable opportunities for participation by diverse, economically disadvantaged, and underserved populations;
- Feature New Hampshire artists and appropriately compensate them at a [professional](#) level.

### *Sample Projects*

- A series of public performances for the local farmers' market or town center
- An "Arts Walk" for downtown to coincide with local productions and a holiday celebration
- A partnership with a local Main Street program, library, and historical society to create a community mural on a downtown building or a series of banners that reflect the history, cultural heritage, or landscape of the town
- A performance featuring works by a New Hampshire composer or playwright that may be accompanied by an open rehearsal and/or public discussion tying the performance to a community theme or challenge

## **NEW FOR FY2021**

The Arts for Community Engagement Grant category replaces the former General Project Grants for Community Engagement and focuses on community-based arts projects for adult and multi-generational participants. Schools and/or organizations undertaking projects specifically for youth arts education should



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apply to the [Youth Arts Project Grant program](#). Applications specifically for traditional arts and cultural heritage projects should be submitted to the new [Folklife and Traditional Arts Project Grant](#) category. To allow for broad distribution of public funds and to maximize funding of arts activities in New Hampshire communities, applying organizations may RECEIVE **ONE** grant in the following categories:

- [Artist in Residence Grant \(AIR\)](#)
- [Arts for Community Engagement Grant](#)
- [Folklife and Traditional Arts Project Grant](#)
- [Public Value Partnership \(Operating Grant\)](#)
- [Youth Arts Project Grant \(YAP\)](#)

### Maximum Grant Request

Funding requests may be made for \$1,000 - \$7,500. Grants must be matched on a one-to-one basis with a minimum of 50% cash match and up to 50% in-kind. All grant categories and amounts are subject to change, depending upon availability of state and federal funds in any fiscal year. NHSCA funds cannot be matched by other awards from the NHSCA or National Endowment for the Arts.

**Cash match** can include the percentage of time applied to the project by salaried employees of the organization (staff and administrators). When applicants provide materials and equipment needed for the project, the cost of these may be included in the budget as cash match.

**In-kind contributions** will also be considered by the reviewers as evidence of support and commitment by the community and/or partner organization, for up to 50% of the cash match.

#### Example:

NHSCA Grant Request	Applicant Cash Match	In-Kind Value	Total Project Value
\$6,000	\$3,000	\$3,000	\$12,000

### Who May Apply?

Any organization with 501(c)(3) tax-exempt status from the IRS and not-for-profit incorporation in the State of New Hampshire; state, federal, county, municipal, or government agency; or unit of a post-secondary educational institution. **Arts organization applicants must have at least a one-year history of arts programming prior to the application deadline.**

#### **All applicants must:**

- Make their programs accessible to people with disabilities;
- Have submitted all required reports on past State Arts Council grants; and
- Be in good standing with the N.H. Secretary of State’s Office and the N.H. Attorney General’s Office.



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**Note:** Organizations incorporated in a neighboring state of Maine, Vermont or Massachusetts that are physically headquartered within 50 miles of the New Hampshire border, can demonstrate that over 50% of the individuals who benefit from their work are N.H. residents, and have a significant representation of N.H. residents on their Board are also eligible. Contact the grant coordinator if you have questions about eligibility.

### **Restrictions**

This grant does not fund:

- Commercially viable "for-profit" publications, recordings, or films
- General operating expenses not directly related to the project
- Lobbying or fundraising expenses
- Organizations or projects already receiving funds from another State Arts Council grant category
- Arts programs that do not require the participation of an on-site artist as a core element of the program
- Any cost item listed in the glossary under [ineligible expenses](#)
- Projects/activities that are not open to the general public

### **Funding Criteria**

The following criteria are used by reviewers to rank applications for this grant category:

#### **Goals and Outcomes (10pts.)**

- Clearly stated project goal(s) and desired outcome(s)
- Project and goals connect to the organization's mission and/or long range plan

#### **Quality of Arts Experiences and Programming (20pts.)**

- Thoughtfully conceived and clearly communicated project concept, with the capacity to deliver appreciable community benefit
- Clearly defined process for the selection of the artist(s)
- Quality and experience of the artist(s) selected to present or lead activities is fitting for the project and appropriate for the population served
- Project includes New Hampshire artists
- Project incorporates interactive components to encourage audience participation
- Promotes identified benefit(s) to participants and/or the community as a primary focus of the project
- If NHSCA has funded this project in past years, evidence of incorporation of input and learning from previous years to improve project implementation and/or impact

#### **Administrative Capacity (15pts.)**

- Well-designed and actionable project plan with realistic timeline
- Project staff demonstrates the appropriate qualifications and experience to lead the project
- Well-developed promotion/publicity plan that utilizes appropriate media resources and strategies to effectively reach the target audience(s)



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- Realistic budgetary projections and ability to meet the required match
- Project budget includes appropriate compensation for artists at a professional level

### ***Public Benefit and Community Support (20pts.)***

- Demonstrates potential for current and/or ongoing community benefit
- If applicable, community partners are intentionally incorporated into the project design and are integral to the project
- Evidence of support from the community(ies) benefitting from the project/activities (applicants are strongly encouraged to submit up to three Letters of Support with support materials; in-kind donations are also indicative of community support and should be included in the budget, if applicable)

### ***Access and Equity (20pts.)***

- Clear and appropriate plan to provide programmatic access to people of all abilities
- Inclusion of pathways to participation for individuals who are economically disadvantaged
- Clear and appropriate plan to include all members of a community by reducing or eliminating barriers to participation for [underserved](#) or marginalized populations, including targeted marketing efforts to reach those individuals/populations

### ***Evaluation and Documentation (15pts.)***

- Clear and appropriate method of evaluating the effectiveness and impact of the project, with particular focus on how well the project meets stated goals and benefits the community
- A plan for documenting the project and related activities for marketing and future reference

## **Application Review Process**

A panel with expertise in the focus area of the grant category meets to review and rank applications according to the funding criteria listed. Whenever possible, a State Arts Councilor attends the meeting. After discussion and review of work samples submitted, applications are ranked by the panel. Funding recommendations are forwarded to the State Arts Councilors, a volunteer 15-member advisory council appointed by the governor, for review and approval. If the organization's cumulative total of grants received from the State Arts Council for that fiscal year (July 1 - June 30) is \$10,000 or more, the grant recommendation must also be submitted to the Governor and Executive Council for approval. Errors and omissions may affect a panel's evaluation of your application, so please prepare your application carefully and follow instructions.

## **How to Apply**

Applicants are strongly encouraged to attend one of the State Arts Council's [grant information sessions](#) and discuss their proposals with the appropriate grant coordinator before writing and submitting applications. Applicants should also review the [legal and reporting requirements](#) relevant to State Arts Council grants.

The grant program coordinator will review and provide feedback on drafts of narrative questions and budgets



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if submitted by email at least two weeks in advance of the application deadline. First time applicants are especially encouraged to submit drafts.

### **Required Documents**

All required documents should be uploaded to the [online system](#). Please keep a copy for your files.

- Answers to Narrative Questions (see below)
- Completed Budget Form
- List of current Board or arts advisory committee members
- Timeline/work plan (one page)
- Board-approved financial statement for most recently completed fiscal year
- One-page resume or biographical statement of lead project coordinator(s)
- A brief description of the experience of any outside contractors who will assist with the project, if applicable
- Letters of Support by community members and/or participating partners relevant to the proposed project (up to three recommended)
- [National Endowment for the Arts Brief Accessibility Checklist](#)
- Evaluation form to assess community impact of the project/activities (*note: while it is important to evaluate the financial success of projects, e.g. number of tickets sold, grantees are also encouraged to evaluate how well the project met their stated community benefit goals*)
- Selected relevant program materials such as reviews, season performance schedule, exhibition catalogues, etc. of previous programming
- Work samples for all artists. If possible, we prefer that you include a link in the grant narrative to the artist's website or [Creative Ground](#) profile.

### **Submitting the Application**

NHSCA uses an online application system, [Submittable](#). **Do not use the online system to submit drafts.**

**Email drafts directly to the grant program coordinator.**

- Watch [instructional videos](#).
- [Click here](#) to start the online application.
- [Click here](#) to download the Budget Form in MS Excel or PDF format.

### **Deadline**

Applications must be completed online by 11:59 pm on **July 17, 2020**. Office hours are Monday - Friday, 8:00 am - 4:00 pm. The office is closed all state and most federal holidays. Late applications will not be accepted. The Council cannot accept applications transmitted by facsimile (FAX) or e-mail and is not responsible for uncompleted online applications or paper applications lost in transit. Errors and omissions may affect a panel's evaluation of the application, so please follow instructions and prepare the application carefully.



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### Notification of Award

No formal announcement regarding a funding decision and/or grant amount will be sent to any applicant until after the Council meeting ([meeting dates](#) are listed on the NHSCA website). At that time applicants will receive official notification of the Council's action, as well as panel comments. Whether or not a grant is awarded, these comments should help in the development of future applications. This notification may take up to 10 weeks after the application deadline.

### Payment

NHSCA disburses funds appropriated from public sources, both federal and state. Checks are issued by Administrative Services of the State of NH, not the Department of Natural and Cultural Resources or the NHSCA. Upon receipt of properly executed grant forms, the State of New Hampshire generally pays grants under \$10,000 to grantees within four to six weeks. If an organization is awarded \$10,000 or more or has received other NHSCA funds which bring the cumulative total received for that fiscal year (July 1 - June 30) to \$10,000 or above, grants must be approved by Governor and Executive Council; consequently, payment can take up to 10 weeks. All awards are subject to availability of state and federal funds. Please plan cash flow accordingly.

**IMPORTANT:** All grant agreements must be returned by January 15 of the fiscal year (July 1 to June 30) in which they are awarded. Failure to return the grant agreement by that date could result in cancellation of the grant and reallocation of funds. Payment of a grant will be withheld if final reports for previous grants are not in compliance with policy below.

### Grant Period and Reporting

A [final report](#) is due 30 days after the completion of your project, but no later than November 30, 2021. An extension of up to two months may be requested. The request for extension must be made *in writing* to the grant coordinator *before* the deadline for filing has passed and should briefly note why the extension is necessary and the date the report will be submitted.

Failure to submit the final report by the required date will result in the organization becoming ineligible to apply for NHSCA funding for two years. Additionally, failure to submit the final report may result in a withholding of funds from any currently awarded NHSCA grant.

### Questions

#### **Questions about the grant program?**

Please contact Lisa Burk-McCoy, Program Coordinator

[lisa.burk-mccoy@dncr.nh.gov](mailto:lisa.burk-mccoy@dncr.nh.gov) | 603-271-0794

#### **Questions about the online application system at Submittable?**

Submittable Technical Support [support@submittable.com](mailto:support@submittable.com)

855-467-8264, ext 2 | <https://submittable.help/>





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### Narrative Questions

The total narrative portion of the application **should not exceed five typed pages**. Margins (not less than 1 inch), fonts (not smaller than 12 point), and spacing should provide easy reading for the panelists. Please number and respond to the following **questions in the order** in which they appear.

**Introduction:** Provide a profile of your organization including its mission and goals. Please keep in mind that some panelists may not be familiar with your organization or its importance to New Hampshire.

#### 1. Project Goals and Outcomes (10pts.)

- What are the goal(s) and intended outcome(s) of the project/activities?
- Explain how your project relates to your organization's mission, goals and long-range plan.
- If NHSCA has funded this project in past years, evidence of incorporation of input and learning from previous years to improve project implementation and/or impact

#### 2. Project Description and Quality of Arts Programming (20pts.)

- Describe the project and related activities. If your project includes the community in its design and development, please explain that process.
- Who is your target audience/participants?
- When will the project occur?
- Where will the project occur?
- Who are the participating artists and describe the process to identify them. *If you have not yet identified all artists, name as many as you can. If the artist(s) you have chosen are not from NH, please describe why they are the most qualified to lead your project.*
- Describe any interactive/participatory components of the project that will enhance community benefit.

*Related Uploads/Links: Resumes or background summaries (2-4 paragraphs) and work samples for all artists. We prefer that you include a link in the grant narrative to the artist's website or [Creative Ground](#) profile.*

#### 3. Administrative Capacity (15pts.)

- Describe your action plan to successfully implement this project.
- How do you plan to meet the cash and in-kind match? *Use the "Details" column of the budget form to provide sufficient information to ensure panelists understand how your project expenses correspond with the activities described in your narrative.*
- Provide information about the lead project coordinator(s) and other key team members that describes their ability to manage the project.
- Describe the promotion/publicity plan and the methods you will use to attract targeted participants or audiences.

*Related Uploads/Links: Work plan/timeline; one-page résumé or biographical statement of project coordinator; brief description of contractor experience (if applicable)*



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### 4. Public Benefit and Community Support (20pts.)

- How will this project benefit the public and/or the community as a whole?
- Does your project fill an identified need in the community? Provide statistics, if relevant.
- Who are your community partners and how are they supporting this project?
- Explain how volunteers will be involved with this project, if applicable.

*Related Uploads/Links: Letters of Support (up to three)*

### 5. Access and Equity (20pts.)

- Describe your plan to provide access to individuals with [disabilities](#).
- Is there a cost for participation, and if so, how will you provide access to people who are economically disadvantaged?
- How will your project promote diverse participation among underserved or marginalized populations (which may include race, religion, gender, sexual orientation, country of origin/ethnicity, and age)?
- What targeted outreach efforts will you make to attract these participants?
- *Related Uploads/Links: [National Endowment for the Arts Brief Accessibility Checklist](#)*

### 6. Evaluation and Promotion (15pts.)

- What method(s) will you use to evaluate how well the project achieves your project goals and community benefit objectives? *For information on evaluation techniques, click [here](#). For a checklist to help you track your evaluation, promotion and documentation metrics, [click here](#).*
- How will you use your evaluation to inform future programming?
- How will you document, promote, and share the outcomes of the project (i.e. photography, interviews, surveys, etc.)?
- What is your plan to credit the New Hampshire State Council on the Arts and the National Endowment for the Arts for any funding support received?

*Related Uploads: Project evaluation tool/form to assess project goals and community impact.*