Arts for Community Engagement Grant
Projects occurring between November 1, 2021 – October 31, 2022
Deadline: July 16, 2021 no later than 11:59 pm EST

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Arts for Community Engagement (ACE) project grants support community enrichment and public benefit by providing access to high quality arts events and activities presented by community-based organizations, Main Street programs, and municipalities. The ACE grant supports a wide range of activities across a range of disciplines and includes performances, concerts, exhibits, workshops, community arts programming, and collaborative public art projects. The goals of this funding category are to engage and benefit New Hampshire residents and communities through the arts, especially people who are underserved or under-represented; encourage collaborative and cross-sector community partnerships; stimulate local economies through cultural tourism and the arts; and enhance the vibrancy of New Hampshire communities and quality of life for New Hampshire citizens.

GRANT REQUIREMENTS

Projects funded in this category are required to:
- Clearly articulate a plan that centers community engagement and public benefit;
- Demonstrate a clear focus on artistic quality;
- Incorporate the direct participation of an artist as a core element of the program;
- Ensure that activities are accessible and provide an opportunity for meaningful participation for people of all abilities and underserved populations;
- Compensate artists at a professional level.

Projects funded in this category are strongly encouraged to:
- Foster deep connections within the community by establishing partnerships and collaborations with artists, organizations, local businesses, government agencies, and others. Collaborations should deepen the content, reach, and impact of the project;
- Identify and reach individuals in the community who may not be known to the organization, and present a plan to engage them through the project design, presentation, and artistic content;
- Include N.H. artists. For FY2022, preference will be given to projects that request NHSCA funding to employ N.H. artists and/or NHSCA Roster Artists.

Sample Projects
- A municipality partners with a performing arts nonprofit to offer a series of public performances at the farmers’ market. The event enlivens the town and attracts patrons to downtown businesses.
- A chamber of commerce and a community arts organization collaborate to host a weekend “Arts Walk” featuring local artists and live music to attract out-of-town visitors to the downtown area.
- A Main Street program, library, and historical society engage an artist to host public workshops at the library and local schools to inform the creation of a community mural on a downtown building. The artist seeks input and participation to ensure the mural
Authentically reflects the identity, history, cultural heritage and/or landscape of the town.

- An art exhibition features works that address urban growth and renewal. The exhibition incorporates a series of panel conversations with town planners and local leaders to prompt conversations about changes in the community and to seek public input into an upcoming community visioning process.

**GRANT AMOUNT**

Funding requests may be made for $1,000 - $6,000. For Fiscal Year 2022, no matching funds are required, but your budget should reflect the total cost of your proposed project. All grant categories and amounts are subject to change, depending upon availability of state and federal funds in any fiscal year.

**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 that meet the following conditions:

- Make all programs and facilities accessible to people with disabilities
- Have submitted all required reports on past State Arts Council grants
- Good standing with the N.H. Secretary of State’s Office and the N.H. Attorney General’s Office
- **Arts organizations only:** at least one-year of arts programming prior to the application deadline

Organizations incorporated in Maine, Vermont or Massachusetts may also be eligible if they meet all of the following conditions. Contact the grant coordinator with questions about eligibility.

- 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
- Have a significant representation of N.H. residents on their Board

**Restrictions**

To allow for broad and equitable distribution of public funds, organizations may receive ONE grant in the following categories. An exception to this restriction may be made for organizations acting as a fiscal agent; please contact the coordinator for approval prior to applying.

- Arts for Community Engagement Grant (ACE)
- Folklife and Traditional Arts Project Grant
- Public Value Partnership
- Youth Arts Project Grant (YAP)

Please carefully consider your project and the grant category that best suits it. If you have any questions, contact the grant program coordinator.

This grant does NOT support:

- 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
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- Projects that do not require the direct participation of an artist as a core element of the project
- Projects/activities that are not open to the general public
- Any cost item listed in the glossary under ineligible expenses

Covid-19 Updates
All projects must be able to be completed while following the New Hampshire health and safety guidelines related to the COVID-19 pandemic. NHSCA will not accept proposals that would put artists and/or community members at risk of contracting or spreading COVID-19.

Making the Project Accessible to All
Recipients of public funding are required to make reasonable efforts for projects to be accessible to the public. Applicants should consider physical and programmatic accessibility as an integral part of the planning and budgeting process. Accessibility involves both the location (the facility) and the content (the activity or product). Thinking about accessibility issues in the early design and planning stages of a project (e.g., accessible websites, sign language interpreters, recordings of printed materials, audio-description describers, or large-print labeling) is key to ensuring that persons with disabilities will be able to participate. For information and resources, see Making Your Programs and Services Accessible on the NHSCA website.

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

Submitting the Application
NHSCA uses an online application system, Submittable. Please visit the grant page for instructions. The online system cannot be used to submit drafts. Errors and omissions may affect a panel’s evaluation of the application, so please follow instructions and prepare the application carefully. We recommend you keep a copy for your files.
  - 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 16, 2021. 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.
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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 follow instructions and prepare your application carefully.

RECEIVING AN AWARD
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 no later than 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, 2022. 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

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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?
Contact Lisa Burk-McCoy, Program Coordinator
lisa.m.burk-mccoy@dnr.nh.gov | 603-271-0794

Questions about the online application system at Submittable?
Submittable Technical Support support@submittable.com | 855-467-8264, ext 2
https://submittable.help/
FUNDING CRITERIA

Reviewers will use these criteria to rank and recommend applications for funding.

**Quality of Arts Programming (30 pts.)**

- Thoughtfully conceived and well-developed project concept and goals, with the capacity to deliver appreciable community benefit
- Quality and depth of the artistic and community engagement opportunity; community engagement is centered in the project design and goals
- Project aligns with and supports the organization’s mission and strategic priorities
- Experience and appropriateness of artist(s) for the proposed project
- Inclusion of N.H. artists in project conception, development, and execution
- If NHSCA has funded this project in past years, evidence of project evolution driven by incorporation of input and learning from previous years’ project evaluations

**Public Benefit and Community Engagement (30 pts.)**

- Clearly describes intended public benefit and demonstrates value for the audience/community served
- Community partners are intentionally incorporated into the project design and are integral to the project
- Evidence of support from community partners and/or the community(ies) served
- Clearly articulated plan to provide programmatic access to individuals of all abilities and to underserved populations
- Intent to identify and meaningfully engage individuals who may face barriers to participation is clearly demonstrated across all aspects of the project

**Administrative Capacity (20 pts.)**

- Well-designed and actionable plan to implement the project, with a realistic timeline (as demonstrated by the narrative and work plan upload)
- Project leadership demonstrates appropriate qualifications and experience
- Realistic budgetary projections, with a demonstrated plan for securing additional funding and/or in-kind support (if applicable)
- Project budget incorporates compensation for artists at a professional level
- Well-developed promotion/publicity plan that utilizes appropriate media resources and strategies to effectively reach the target audience(s)

**Project Measurements/Outcomes (20 pts.)**

- Clear, appropriate method and inclusion of tool(s) for evaluating project effectiveness and impact, with particular focus on how well the project meets stated goals and provides community benefit
- Clear and appropriate plan to document project activities and share project outcomes for future benefit
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REQUIRED UPLOADS
Upload required documents to the online system. Please keep a copy for your files.

☐ Answers to Narrative Questions (see below)
☐ Completed Budget Form
☐ Work plan with comprehensive timeline (1-2 pages)
☐ Board-approved financial statement for applicant’s most recently completed fiscal year
☐ For arts organizations embedded within an institution (e.g., an art gallery in a university): Financial statement for the past two years, approved by a financial officer of the supervisory institution. Statement should detail financial support to the arts organization from internal and external sources, as well as expenditure of those funds. These organizations should also submit a balance sheet, if available.
☐ List of current Board or arts advisory committee members, including address and primary employer/occupation
☐ One-page resume or biography of project leader(s)
☐ A brief description of any outside contractors who will assist with the project and their experience to undertake their designated role (if applicable)
☐ Letters of Support by community members and/or participating partners relevant to the proposed project (up to three recommended)
☐ Samples of relevant evaluation forms, assessments or rubrics (note: while it is important to evaluate the financial success of projects, e.g. number of tickets sold, NHSCA is particularly interested in learning how projects will assess their community impact)
☐ Selected 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
☐ National Endowment for the Arts Brief Accessibility Checklist

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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 questions in the order in which they appear.

Introduction
Briefly describe your organization, including its mission and goals. Remember that some panelists may not be familiar with your work or its importance to the arts in New Hampshire.

Quality of Arts Programming (30 pts.)
1. Describe your project. Details should include major project activities, target audience, location(s), and key project date(s).
2. What are your goals and desired public benefit outcomes for this project? Explain why this project is important and fitting for your organization, especially as pertains to your mission and strategic goals.
3. Who is your participating artist(s)? Describe your process and criteria for selecting the participating artist(s). What experience and skills do they contribute to uphold artistic quality and integrity, and appropriately align with the target audience? Indicate if artists are committed or proposed. If the key artists you have selected are not from New Hampshire, explain why they are the most qualified for your project. Include a link in the grant narrative to the artist’s website or Creative Ground profile, if available.
4. Does your project reflect racial, cultural, and/or aesthetic perspectives that are practiced within your community, or broaden access to diverse artistic and cultural experiences? If yes, please describe.
5. For recurring projects only: Describe how your project has evolved. How has prior feedback from participant and/or artist evaluations informed any changes you have made to the project?

Public Benefit and Community Engagement (30 pts.)
1. Describe the public value (importance and relevance) and benefit of the project for the audience and/or the community. Indicate any community needs or challenges your project has identified and addresses.
2. Who are your community partners and how will their partnership strengthen the project? Has the general community indicated interest and/or support for this project? If yes, please describe.
3. How does your project ensure that individuals with disabilities (developmental, cognitive, physical, and sensory) and other underserved populations are able to participate in a meaningful way? Include information about how your commitment to making your project
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programmatically and physically accessible is reflected in your project design, materials, physical location, fee structures (if any), and budget.

4. How is your project designed to reach yet-to-be-known participants in your community? This may include individuals who face barriers to participation due to race, ethnicity, country of origin, language, economic capacity, gender orientation, ability, or geography. Describe your specific strategies for outreach and engagement for these community members. How will you measure the progress achieved through your strategies?

5. How will this project deepen understanding of the value of arts strategies to provide public benefit and support community and economic development outcomes, especially among non-arts, cross-sector entities?

Administrative Capacity (20 pts.)

1. Describe the strengths in your organizational capacity, project leadership, and action plan. How will they enable you to implement this project successfully? Who will the lead project coordinator(s) and key project team members report to? Indicate if they are committed or proposed. Upload a work plan with a comprehensive timeline for implementation.

2. If the project budget exceeds your grant request, what is your plan to secure additional funds and/or in-kind support?

3. Describe your promotion plan to attract and build an audience for this project.

Project Measurements/Outcomes (20 pts.)

1. Describe your plan to evaluate and measure the outcome(s) of your project (this should align with your stated project goals).

2. How will you leverage your evaluation to inform your future programming?

3. How will you document, promote, and share project outcomes so that future audiences (individuals and communities) will benefit?