

## CAP Grants / Grant Writing Advice

General info about funding

CAP grants

Grant writing advice

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## WHAT IS A GRANT?

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A grant is money given, usually through a competitive application process.

Funders can be government entities, and public or private foundations.

Program/project grants are the most common type of grant.

Program/project grants specify that funding may only be used to support the program or project referenced in your proposal.

“Fellowships” generally refer to funds given with no attached project.

# ABOUT GRANTS in GENERAL

Every grant program is different. Each has it's own:

- Definition of what is funded.
- Goals, mission, criteria.
- Eligibility requirements.
- Application format, length, and level of difficulty.
- Availability for you to ask questions.
- Financial and record keeping requirements.
- Funder acknowledgement requirements.
- Contracts and agreements.
- Final and/or interim reporting requirements.
- Time limit for project occurrence.

# ARTSPARTNER.ORG



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## WHO WE ARE

For 30 years, the Community Arts Partnership's grants, events, and programs have been a driving force behind the vibrant arts community of Ithaca and Tompkins County! ... [READ MORE](#)



## JANUARY DEADLINES: GRANTS FOR ARTS IN TOMPKINS.

Got to our grants page for information three grant programs due in January. If you are a Tompkins County artists, or a not for profit doing arts events, check it out! ... [READ MORE](#)



## THROUGH NOVEMBER: NICOLE COSTA IN THE ARTSPACE

This is a GREAT exhibit. Visit 'Perpetual Validations'. Hours are Tues to Sat, 10 to 5. ... [READ MORE](#)

<http://www.artspartner.org/content/view/full/resources-for-artists.html>

LOCAL SERVICES & CONSULTANTS  
LOCAL EXHIBIT SPACES  
LOCAL INSTRUCTION - ALL DISCIPLINES  
GENERAL RESOURCES



on a tour for her latest book, "We Take Our Cities With Us: A Memoir."

While Sorayya has published 3 novels, this is her first book tour. Khan was encouraged by peers to tour and she wanted to put 100% effort into promotion in the first month post-release. Sorayya applied for the grant to help cover costs for her 1990 mile journey.

Khan is known for her three previous novels "City of Spices" (winner of the



## FOR ARTS ORGANIZATIONS AND ARTISTS

### **New York State Council on the Arts**

**NYSCA.org** Through our core grantmaking activity, NYSCA awarded \$43.8M in FY2020 to 2,500 organizations statewide through direct grants and regrants in our 15 programs; the Regional Economic Development Council initiative. NYSCA funding supports the visual, literary, media and performing arts and includes dedicated support for arts education and underserved communities. NYSCA further advances New York's creative culture by hosting convenings with leaders in the field and providing organizational and professional development opportunities and informational resources.

### **New York Foundation on the Arts & NYFA Source**

**NYFA.org** provides fiscal sponsorship, professional development, grants, and online resources for individual artists.

### **Candid and Candid Learning**

**https://candid.org/** Information about nonprofits, grants, funding and data. Learn at **https://learning.candid.org/**

### **Tompkins County Tourism Grants**

The Tompkins County Tourism Program offers a variety of grant programs. All tourism grants are funded from the Hotel Room Occupancy Tax. The Strategic Tourism Planning Board (STPB) advises the Tompkins County Legislature on all tourism grant programs and awards. **http://tompkinscountyny.gov/tourism/Grants**

### **Tompkins Festivals**

The **Tompkins Festivals program** assists tourism generating events in Tompkins County (NY) by providing free equipment rentals, technical assistance, and access to common information

### **Tompkins County Grants Development Center**

The Center offers information and resources that are specifically designed to meet the grantseeking needs of County departments and programming affiliates. This unique central resource includes information on Federal and State funding as well as grant opportunities from local and private foundations.

**https://www2.tompkinscountyny.gov/ctyadmin/grants/index**

### **Human Services Coalition**

Check out their workshop series and consulting services (i.e. help with board and staff relations) at **hsctc.org**  
Funder Director - **hsctc.org/funders/**

### **New York Council of Non Profits (NYCON)**

NYCON and its affiliates provide many services designed to meet the diverse needs of nonprofits throughout New York State and beyond. They have innovative programs and resources in almost every area of nonprofit operations and governance, helping nonprofits achieve sustainability and growth. **Nycon.org**

### **Guidestar**

World's largest source of information on not for profit organizations. **guidestar.org**

### **Raise-funds.com**

a free knowledge base and virtual community center for the volunteer leadership and professional staff of nonprofit organizations. **Raise-funds.com**

### **Copyright Law [www.copyright.gov](http://www.copyright.gov)**

### **Volunteer Lawyers for the Arts [www.vlany.org](http://www.vlany.org)**

### **NY Sales Tax information <http://www.tax.ny.gov/pdf/publications/sales/pub750.pdf>**

### **CAP Artist Registry for all disciplines**

Our very own registry on this website. E-mail **programs@artspartner.org** for instructions.



**Apply Now: 2023 Queens Arts Fund**

Apply

**Upcoming at NYFA**

New York Foundation for the Arts empowers the creative community by providing critical support, resources, and opportunities.

**Fiscal Sponsorship**

- [Application Guidelines](#)
- [Fiscal Sponsorship FAQ](#)
- [Project Directory](#)

**Professional Development**

- [Career Advice](#)
- [Online Learning](#)
- [Trainings](#)
- [Immigrant Artist Program \(IAP\)](#)
- [Professional Development FAQ](#)
- [The Profitable Artist](#)
- [Educational Partnerships](#)
- [Demystifying NFTs](#)

**Awards & Grants**

- [NYSICA/NYFA Artist Fellowship](#)
- [Rauschenberg Emergency Grants](#)
- [NYSICA/NYFA Artists with Disabilities Grant](#)
- [NYC Women's Fund for Media, Music and Theatre](#)
- [Queens Arts Fund](#)
- [Anonymous Was A Woman Environmental Art Grants](#)
- [The JGS Fellowship for Photography](#)
- [The Recharge New Surrealist Prize](#)
- [The Canadian Women Artists' Award](#)
- [\[By Invitation Only\] The Murray Reich Distinguished Artist Award](#)

**Online Resources**

- [Immigrant Artist Resource Center](#)
- [Business of Art](#)
- [#ArtistHotline](#)
- [Emergency Resources](#)

# PREPARATION FOR WRITING GRANTS

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You may (or may not) be asked for:

- Artist statement, Bio, Resume / Organization Mission.
- Brief summary of project.
- Detailed description of your project (who, what, when, where, why).
- Background and qualifications of artists and/or organizers.
- Community impact and outcomes. (What fabulous things will happen?)
- Budget: expenses and expected income.
- Your expected and/or targeted audience (numbers, demographics)
- A timeline (straightforward outline of activities)
- How you will you advertise, get the word out?
- Letter of support or confirmation from partner organizations.
- Work Sample.

# CAP GRANT TIMELINES

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- Guidelines & applications are posted.
- Publicity, outreach, workshops, and draft reviews.
- Deadline.
- Panel selection and orientation.
- Requests and information are sent to panel.
- Panel meets, discusses, and scores requests.
- Funding decisions are made.
- Notification to applicants.
- Contract & agreements signed (W9 forms from individuals).
- Checks mailed.
- Grantee follows requirements such as acknowledgement.
- Final Reporting.



ALL CAP'S GRANTS

RECENT AWARD LISTS

## ALL CAP'S GRANTS

CAP has grant programs for Tompkins County artists, and not-for-profits!

[All CAP's Grants](#)  
[Recent Award Lists](#)

### CAP'S GRANT PROGRAMS

#### 2024 GRANTS FOR ARTS PROGRAMS

Due: Monday, January 8, midnight \*\*

#### 2024 ARTIST IN COMMUNITY GRANT

Due: Thursday, January 11, midnight \*\*

#### 2023 ARTS EDUCATION GRANT

Due: Saturday, January 13, midnight \*\*

*\*\*We will know in late November 2023 whether we have sufficient funds for two deadlines for the above 3 grants. If so, the 2nd 2024 deadline will be in June. (But don't count on it.)*

#### 2024 STRATEGIC OPPORTUNITY STIPEND (SOS)

Due: February 1 (for opportunities from Feb 2024 - January 2025)

## CAP 2024 Grants

#### 2024 GRANTS FOR ARTS PROGRAMS

Due: Monday, January 8, midnight \*\*

#### 2024 ARTIST IN COMMUNITY GRANT

Due: Thursday, January 11, midnight \*\*

#### 2023 ARTS EDUCATION GRANT

Due: Saturday, January 13, midnight \*\*

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#### 2024 STRATEGIC OPPORTUNITY STIPEND (SOS)

Due: February 1 (for opportunities from Feb 2024 - January 2025)

#### 2025 ARTS & CULTURAL ORGANIZATIONAL DEVELOPMENT GRANT (ACOD)

Due: Pre-application October 2024

## **New York State Council on the Arts Program & Priorities**

The Community Arts Partnership (CAP) has three grants available in January of 2024. This **GAP grant, an Artist in Community Grant, and an Arts Education grant**. All three are part of [New York State Council on the Arts](#) (NYSCA) Statewide Community Re-grants Program which CAP administers for Tompkins County.



SCR is a statewide effort to make exemplary arts programming available to geographically, ethnically, and racially diverse segments of the State's population, and to support the continued development of local cultural resources responsive to community cultural needs.

NYSCA embraces the widest spectrum of cultural expression and artistic pluralism and encourages funded organizations to demonstrate a holistic and comprehensive commitment to DEIA (diversity, equity, inclusion, and access).

NYSCA interprets underrepresented communities as including, but not limited to, African American/Caribbean, Latino/Hispanic, Asian/Pacific Islander, Middle Eastern, Native American/Indigenous communities; people in geographically remote areas; disabled communities; LGBTQIA communities; neurodiverse communities; vulnerable aging populations; veterans; low income and homeless populations; as well as justice-involved juveniles and adults.

## **WHAT TYPE OF ART DOES NYSCA FUND?**

Funded projects must have at their core an activity that is **fundamentally arts related and in-line with art forms funded by NYSCA** (visual art exhibitions, public art, performances of theatre, music, dance; poetry, fiction or creative non-fiction readings; film screenings, and the like.) as opposed to an activity the outcome of which is primarily rehabilitative, spiritual or religious, educational, therapeutic, or recreational.

## (Organizations that apply directly to NYSCA cannot apply or profit)

Local not-for-profit organizations that have applied directly to New York State Council on the Arts for 2024 funding (whether funded or not) are called “Direct NYSCA Applicants” (DNA) and cannot apply for this grant, our Artist in Community Grant or Arts Education Grant, and cannot serve as a Sponsor Organization.

**However, a GAP grant applicant CAN hire or book a DNA** for a service, or for use as a venue and can pay for any direct costs related to the use of the DNA venue such as staff or custodial costs. The DNA cannot benefit from the GAP program financially (i.e. ticket sales). The funded GAP program cannot be advertised as part of the DNA’s season/programming but may be included on their website as a “supported project”.

**Direct 2024 NYSCA Applicants are:** Cayuga Chamber Orchestra, Cherry Arts, Center for Transformative Action, Cinemapolis (Seventh Art Corp), Civic Ensemble, Community School of Music and Arts, Cornell Cinema, Cornell University, Dorothy Cotton Jubilee Singers, Hangar Theatre, Historic Ithaca, The History Center in Tompkins County, Ithaca College, Ithaca Shakespeare Company, Johnson Museum of Art, Kitchen Theatre, NYS Early Music Association, Traditional Center for Indigenous Knowledge and Healing, Opera Ithaca, Opus School of Music, Running to Places Theatre, the [Saltonstall](#) Foundation, Sciencenter, State Theatre, and Trumansburg Conservatory of Fine Arts.



## 2024 GRANTS FOR ARTS PROGRAMS (GAP)

### **FOR:**

**Public arts events in Tompkins County that can include performances (theatre, music, dance), visual art exhibitions, literature related events, film.**

*(Image: Dorothy Cotton Jubilee Singers under the direction of Baruch Whitehead)*

### **CAP and FUNDERS MISSION:**

The GAP Grant is part of [New York State Council on the Arts \(NYSCA\)](#) Statewide Community Regrant (SCR) program, along with our Artist in Community Grant, and our Arts Education Grant. SCR makes exemplary arts programming available to geographically, ethnically, and racially diverse segments of the State's population, and to support the continued development of local cultural resources responsive to community cultural needs.

### **WHO CAN APPLY:**

- \* Tompkins County not-for-profits
- \* Municipalities
- \* Individual artists (or groups) using a local not-for-profit sponsor.



### ABOUT:

- \* GAP grants are awarded to Tompkins County not-for-profits such as libraries, arts organizations, towns, villages, community centers, and the like.
- \* Grants are for professional arts projects and programs.
- \* Individuals or groups can apply through a local not-for-profit sponsor.
- \* Funded projects must be open to and promoted to the general public of Tompkins County.
- \* Preference is given to requests that fill community needs and reach diverse cultures and communities in Tompkins County.
- \* The maximum award is for all three NYSCA grants (GAP, Arts Ed, Artist in Community Grant) for one entity is \$5,000
- \* Applicants can apply for costs directly associated with the project: artist fees, promotion, marketing, space rental, technical assistance.

### DUE DATES FOR 2024 FUNDING:

**Due: Monday, January 8, midnight**

(There might be a 2nd deadline in June which will be determined by November 2023)

### GRANT MATERIALS:

**GAP GUIDELINES** [HERE](#) (please read carefully!)

**GAP APPLICATION FORM** [HERE](#)

**GAP BUDGET FORM** [HERE](#)

If you can not open the application (doc) or budget (excel), try opening them in google docs or sheets. If that doesn't work, email [programs@artspartner.org](mailto:programs@artspartner.org)

### PAST GRANTEES:

Page Link [HERE](#)

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## 2024 ARTIST IN COMMUNITY GRANT (AICG)

### FOR:

**Artists to create new work and share that work in an immersive way with a local community of their choosing.**

*(Image: Ithaca Mural and Southside Community Center mural project)*

### WHO CAN APPLY:

Tompkins County Artists

### ABOUT:

Artist in Community Grants support the creation of new work by Tompkins County artists. The work must be shared with the Tompkins County community in an immersive and impactful way.

### FUNDERS:

The Artist in Community Grant is part of [New York State Council on the Arts \(NYSCA\)](#) Statewide Community Regrant (SCR) program, along with our GAP Grant, and our Arts Education Grant. SCR makes exemplary arts programming available to geographically, ethnically, and racially diverse segments of the State's population, and to support the continued development of local cultural resources responsive to community cultural needs.

### DUE DATES FOR 2024 FUNDING:

**Due: Thursday, January 11, midnight**

(There might be a 2nd deadline in June which will be determined by November 2023)



## 2024 ARTS EDUCATION GRANT

### FOR:

Artist residencies in K-12 public schools, or after school programs

### WHO CAN APPLY:

Tompkins County Artists  
Tompkins County Arts Organizations and Cultural Centers

### ABOUT:

Weaving the arts into K-12 core curriculum, as well as teaching youth new artistic skills

and abilities, is at the core of this Arts Education grant. Art instruction (visual, dance, music, theatre, literary...) helps children with the development of motor skills, language skills, social skills, decision-making, creative problem solving, inventiveness.

Arts Education funds are designed to assist artists in developing and implementing artist residencies. The grant can also fund after artists working in after school programs. Artists need to meet with the same group of students at least 3 times to teach them an art form. The students must also create something from their own imaginations as part of this residency. Partnerships with non-art teachers is required for in-school programs and residencies must be in regular classrooms and not for students self selected or appointed.

### FUNDERS:

The Arts Education Grant is part of [New York State Council on the Arts \(NYSCA\)](#) Statewide Community Regrant (SCR) program, along with our Artist in Community Grant, and our GAP Grant. SCR makes exemplary arts programming available to geographically, ethnically, and racially diverse segments of the State's population, and to support the continued development of local cultural resources responsive to community cultural needs.

### DUE DATES FOR 2024 FUNDING:

**Due: Saturday, January 13, midnight**

(There might be a 2nd deadline in June which will be determined by November 2023)



## 2024 STRATEGIC OPPORTUNITY STIPEND (SOS)

### FOR:

Funding for individual artist's career opportunities worldwide

*(Image: Stringpuller puppets creator Linda Wingerter)*

### WHO CAN APPLY:

Tompkins County Artists

(Note: Arts Organizations can not apply and are

encouraged to apply for our other grant programs.)

### ABOUT:

Strategic Opportunity Stipends (SOS) is a privately funded grant which gives Tompkins County artists with a consistent record of producing art the opportunity to take advantage of a very specific and strategic opportunity (which is well documented) that will take their career to the next level.

### DUE DATES:

**February 1 2024** (for opportunities from Feb 2024 - January 2025)

## GRANT WRITING ADVICE

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It's a  
competition

## GRANT WRITING ADVICE

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A Common Myth:  
“If my request fits the  
guidelines, I'll get  
funded.”

## HOW DO CAP PANELS MAKE DECISIONS?

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- Panel meets for discussion.
- Panelists complete rating sheet after the meeting.
- Staff compiles the ratings and makes funding recommendations based on ratings AND each request's budget.
- Recommendations are sent back to panelists for approval.

## SAMPLE CRITERIA (GAP Grant)

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### **Community Benefit:**

- Projects that demonstrate that they are providing successful access to as broad and diverse an audience as possible to include geographically, ethnically, racially and culturally diverse segments of the County's population.
- Projects that support the development of local cultural resources responsive to community cultural needs.
- Requests that contribute to the artistic landscape of Tompkins County and its communities.

### **Artistic Merit:**

- Artistic quality and program quality.
- Caliber and credentials of artists.

### **Guidelines and Application:**

- Adherence to these guidelines, and alignment with funding preferences.
- Application clarity, completeness and neatness. Were all questions answered in full?

### **Feasibility:**

- Clearly defined project objectives, budget, project implementation and management.
- Demonstrated ability of personnel to administer project.
- Demonstrated community interest, support & benefit, without duplicating existing programs.
- Effectiveness of proposed promotional efforts throughout the community.

### **Applicant's History:**

- Compliance and prior success with previous projects.

Form - 2022 GAP Scoring

Sheet 1

## 2022 GAP Grant

**Scoring Criteria:**

**Artistic and Event Merit**  
Quality of artists and events  
Overall clarity, feasibility, and thoughtfulness of project proposal  
Does this contribute in a good way to the artistic landscape of Tompkins County?

**Audience**  
Great experience for the intended audience  
Reflects the targeted community's needs and interests

**Community**  
Contributes to making quality arts programming available to geographically, ethnically and racially diverse communities.  
Serves an under-resourced area or population.

**Budget**  
Does the budget reflect the proposal?

**Scoring Instructions:**

**Exceptional / Outstanding (5)** Exceptionally strong model with essentially no weaknesses  
**Excellent / Very Good (4)** Very strong with some minor weaknesses  
**Good / Satisfactory (3)** Some strengths but with at least one moderate weakness  
**Marginal / Fair (2)** At least one or more major weakness  
**Poor (1)** Very few strengths and numerous major weaknesses  
**Not Scorable (0)** Not scorable or too many major weaknesses; or the criteria is not addressed in the request

A minor weakness is one that is easily addressed that does not substantially lessen impact  
A moderate weakness is one that does lessen impact.  
A major weakness severely limits impact

Organization	Website	Project	Request	Merit	Audience	Community	Budget	Comments: favorite aspects; room for improvement
Black Hands Universal	<a href="http://blackhandsuniversal.com">blackhandsuniversal.com</a>	Freedom Institute for Art and Advancement	\$3,000					
Cayuga Vocal Ensemble	<a href="http://cayuga.vocal.org">cayuga.vocal.org</a>	Spring Concert	\$1,500					
Circus Culture	<a href="http://circusculture.org">circusculture.org</a>	Circus Connections 2022 Summer Tour	\$3,000					
Civic Ensemble	<a href="http://civicensemble.com">civicensemble.com</a>	Community Based Play	\$3,000					
CUMEP (Village of Ithaca Sponsor)	<a href="http://CUMEP.org">CUMEP.org</a>	Floreo Unapologetic Books Takeout	\$6,000					
Danby Community Center	<a href="http://danbycc.org">danbycc.org</a>	Danby Concert Series	\$1,000					
Dorothy Cotton Jubilee Singers	<a href="http://DorothyCottonJubileeSingers.org">DorothyCottonJubileeSingers.org</a>	Annua Programs	\$5,000					
DownTown Ithaca Alliance	<a href="http://gallerynightithaca.com">gallerynightithaca.com</a>	Gallery Night	\$1,800					
Dryden Band & Chorus	<a href="http://dabc.org">dabc.org</a>	Concert Season	\$1,500					
FineTroZone	<a href="http://the.finetrozone.org">the.finetrozone.org</a>	From Sound to Song: A Musician's Factory	\$3,000					
Family and Children's Services	<a href="http://www.fcsillt.org">www.fcsillt.org</a>	F&CS Public Art Mural	\$3,000					
Fitz and Startz (Triphammer Arts Sponsor)	<a href="http://fitzandstartzproductions.org">fitzandstartzproductions.org</a>	I Have a Song to Sing Out	\$3,950					

Text: 2022 GAP Grant

## SAMPLE CRITERIA (Artist in Comm Grant)

- Artistic merit.
- Strength of artistic work sample.
- Community accessibility to created work.
- Extent and anticipated impact of community involvement.
- Nature of the artist's interactions with a community.
- Response to cultural and community needs.
- Application completeness, thoughtfulness & presentation: as written by the applicant artist.
- Quality of the proposed plan, demonstrating clarity, purpose and innovation.
- The potential for expanding public understanding and appreciation of the arts.

## GRANT WRITING ADVICE

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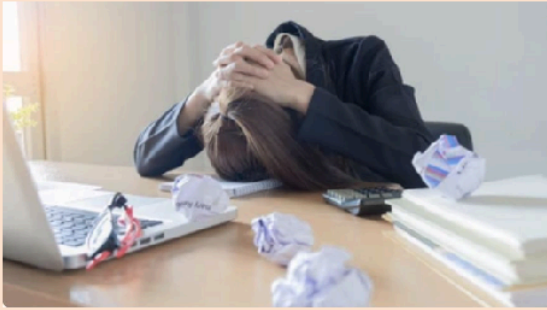
- Read the guidelines carefully.
- Take note of the criteria.
- Read the entire application before starting to fill it out.
- Follow directions EXACTLY - Do not improvise.
- Read and answer each question carefully.
- Leave yourself plenty of time.

## GRANT WRITING ADVICE

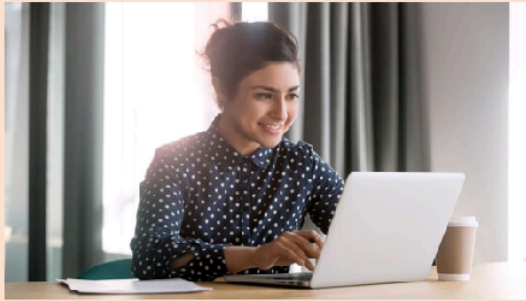
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- Keep your narrative clear and factual.
- Avoid abstract or academic language.
- Start with the who, what, where, when and why
- Use full sentences.
- Don't exaggerate.
- Have someone proof for grammar, clarity, completeness.
- Presentation counts.
- Read it out loud.
- Take advantage of CAP's draft review.

### Write for this person...



### Not for this person...



- Panelists are human.
- They may be reading 40 plus requests.
- **Prioritize clarity.**
- Don't assume the panel knows who you are, or has knowledge of your references (organizations, people, events.) Provide this information.

You want the panelists to think:

“I really want to go to that event!”

or

“Wow, how exciting!”

It's okay to convey your own excitement or enthusiasm.

## COMMON MISTAKES

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- Lack of clarity: After reading the narrative, the panelist still has no idea what your project is.
- Sloppy writing: If you don't take your time with the writing, panelists assume you won't take your time/do your due diligence for your project/initiative.
- Irrelevant writing: Responses that don't answer the question (questions are asked for a reason, e.g. they are often part of the evaluation or rating process).
- Ineligible: Didn't follow the guidelines/isn't eligible.
- Budget doesn't balance: (math is wrong).

## NARRATIVE and BUDGET MATCH

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Your written narrative and your budget provide the same information in two different ways.

A cost included in the budget should be mentioned in the narrative. A cost mentioned in the narrative should be listed in the budget.

### NARRATIVE

The concert will include 15 musicians

### BUDGET ITEM

15 @ \$100/ea = \$1,500



## Questions from CAP's "GAP" grant

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- *Write a clear, concise, detailed description of your project. (dates, times, location, content)*
- *Provide names and tell us about the qualifications and experience of your proposed artistic personnel. (The caliber of the artistic personnel is a major consideration for the panel.)*
- *Describe and name the administrators of the project and their qualifications to administer.*
- *Describe the size of your expected audience, and & audience make-up. Comment on community interest in your proposed project, and community benefit.*
- *How will you advertise your event(s)?*
- *Address your need for these funds.*

## SAMPLE not-so-great NARRATIVE

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Johnstown is a town that lost its industrial base twenty years ago, and suffered serious economic decline from which is never fully recovered. Not only has the town seen a loss of shops and municipal services, it has also lost population. In the 1970 census, Johnstown was listed as having over 30,000 people living within its town limits. Today, we have fewer than 22,000 people.

We have been presenting an important chamber music series in Johnstown since 1991, and regularly receive very positive press reviews for our efforts. Our exciting concerts are presented in the town's high school auditorium and are sometimes attended by over 50 people. Our ten musicians are drawn from the faculty of the local junior college, which was founded in 1982 and has several professional and technical degree programs. We perform a variety of music, from chamber to the moderns, and vary the ensemble to include trios, quartets and the full chamber orchestra.

We are proud of our ability to publicize our concerts widely, including newspaper ad, local radio spots and a mailer to our membership. We hope the panel recognizes our significant accomplishments in this relatively poor community, and fully supports our request this year.

PROJECT EXPENSES	Provide Breakdown Below	A. TOTAL EXPENSES
Artistic Personnel	<b>5 x 3 x 100</b>	<b>\$1,500</b>
Technical Personnel		
Space Rental		<b>\$500</b>
Equip. Rental Supplies	<b>Music Stands</b>	<b>\$350</b>
Travel		<b>\$75</b>
Advertising Promotion		
Remaining Operating Expenses (itemize)	<b>Rental Scores, recording space</b>	<b>\$550</b>
	<b>TOTAL</b>	<b>\$2,975</b>
PROJECT INCOME	Provide Breakdown Below	B. TOTAL INCOME
Admissions		<b>\$850</b>
Membership, Dues		
Workshops, Sales		
Contributions Individual		<b>\$250</b>
Contributions Corporate		<b>\$250</b>
Other Grants (not DEC)		
Other (explain)		
	<b>TOTAL</b>	<b>\$1,250</b>

## Why the narrative is not-so-great

The panel is left with too many questions. They would be unable to rate this request against the grant's criteria.

- *How many concerts a year? Two? Ten?*
- *When are the concerts? Weekends? Afternoons? Nights?*
- *Where are the concerts? Is the location accessible?*
- *Are the concerts scheduled yet?*
- *What is the content of each concert?*
- *Is there an admission fee?*
- *Are these professional musicians? (It says they are faculty but are they music faculty?) The narrative just says "We." Who are they?*
- *They says concerts are sometimes attended by 50 people. We wonder about the rest of the time.*
- *Who is the audience? Is it community members or students/fellow faculty from the college? (Without this information, the panel can't determine whether the audience is from the County the grant is serving.)*
- *No social media? It mentions a mailer to membership? How many/who is that? They may not be doing a great job getting the word out.*

## Why the budget is not-so-great

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Not only are there too many questions, but the costs mentioned in the budget are not explained in the narrative or in the “budget breakdown” column.

- What is 5 x 3 x 100? Five concerts, three people each? Or three concerts. The narrative mentioned 10 musicians...
- *Why do they need to buy music stands? What have they done in the past?*
- *What is the space rental for? The narrative didn't explain that.*
- *Who is the \$75 travel fee for?*
- *What is recording space? Are they recording the concert? Is it for public access or just their own archive? (Because the latter wouldn't be fundable.)*
- *Apparently, they are charging admission. How did they end up with \$850. 50 people at \$17 each? Any sliding scale?*
- *Also, the income adds up incorrectly.*

## GREATLY IMPROVED

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The Johnstown Arts Group has been presenting chamber music concerts in Johnstown since 2015. Our 10 current musicians are drawn from the music faculty of the local Johnstown Junior College. (See attachment for a brief paragraph about each musician).

“JAG” performs a variety of music for community performances, from the classics to the moderns, and varies the ensemble to include trios, quartets, and the full group. Many of us play multiple instruments and the ensembles include string, woodwind, brass, and percussion. We enjoy making music together, and discovering new composers. Our mission is to share the music and our love for the music with the local community.

The board of directors is made up of five of the musicians in the group that meet 8 times a year and perform all tasks associated with the logistics of the concerts.

We have three concerts scheduled for 2022. The first will be on Sunday, February 9<sup>th</sup> at 2pm and will feature a quartet a piece by a New Mexico composer duo, Momoko Dern and Darnell Bean. Their music is a fusion of classical and jazz, and is very exciting and challenging to play.

The second concert will be in May and will feature the full chamber group (8 musicians). The last concert will be in October and will feature a trio. We do not yet know the program for the second and third concert, although we are thinking of one concert featuring segments of each JAG member's favorite ensemble piece, and one concert of Aaron Copeland work that will celebrate (and invite) our local service workers.

Each concert will be on a Sunday and will start at 2pm. All will be held at the High School auditorium, a location that locals feel comfortable coming to, and has ample parking. We advertise the concert as free with a suggested donation of \$5 (or more). Our intention is to increase the size of our audience, and also gain income of at least \$225 per concert. We find that the best time to ask for donations during applause and we have our musicians at the exits with empty drums for donations.

Attendance at these concerts in the past has not been wonderful, although we have an enthusiastic core of followers. With the requested grant funds, along with new ideas and innovations, we would like to increase our audience size and visibility in the community. Our goal is to increase attendance from about 25 per concert to at least 75.

We will make a strong effort to interest families. One way to do this will be to work with our local library, especially Jean Morrow (Youth Services and Community Engagement) to spread the word. Jean has also invited our group to be featured in a family event, where we show families and children our instruments and how they work! We will also invite these audiences to our concerts. We believe that these individual invites are a great way to gain fans and spread the word.

For 2022, we plan on beginning each concert with entertaining and interesting information about the composers and the work we will perform. We'll tell them what styles to look for as we play and signal them when that occurs. JAG members will encourage audience members to stay after the concert to chat and we plan on live Zooming with the composers!

We would like part of the grant funds to help with the cost of publicity so that we can get the word out more effectively. We currently send out a mailer to our membership (150 people) and utilize whatever free publicity the local newspapers offer. This year we would also like to create a website for the group, gather more names for our mailings, print and distribute posters, put out road signage to inform everyone who drives through Johnston on Route 78 to visit our website (everyone in town will see those signs!), send an e-blast using the college's listserve and pay for three print ads in the Johnstown paper (one before each concert). We will also boost Facebook events, and start using Instagram.

We would also like to pay the musicians \$100 each for each performance. In the past we have only been able to pay \$25 each. We pay a minimal fee of \$50 per concert to the High School for a custodian (\$150). We have recorded our concerts in the past, but have not shared the resulting videos. This year we would like to pay local filmmaker David Schmidt \$200 per concert to both record and do some light editing.(\$600). We post the edited videos on our new website.

PROJECT EXPENSES	Provide Breakdown Below	A. TOTAL EXPENSES
Artistic Personnel	1st concert: 4 musicians / 2nd: 8 musicians / 3rd: 3 musicians. Total 15 @ \$100 each	\$1,500
Technical Personnel		
Space Rental	Custodian for three concerts @ \$50 each	\$150
Equip. Rental		
Supplies		
Travel		
Advertising	3 display ads @200 each (\$600) / postcard	\$829
Promotion	printing \$45, mailing \$144, 100 posters \$40	
Remaining Operating Expenses (itemize)	Recording and editing	\$600
	<b>TOTAL</b>	<b>\$3,079</b>

PROJECT INCOME	Provide Breakdown Below	B. TOTAL INCOME
Admissions	Donations at three concerts	\$675
Membership, Dues		
Workshops, Sales		
Contributions Ind	Donations from Audience Members	\$250
Contributions Business	Johnston Bank Contribution	\$500
Other Grants		
Other (explain)		
	<b>TOTAL</b>	<b>\$1,425</b>

## MOVING FORWARD

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- A “no” is not necessarily a never
- Ask for advice and feedback