

COMMUNITY ARTS PARTNERSHIP

Our mission is to strengthen the arts in Tompkins County by supporting artists and arts groups, ensuring equitable access to the arts, and cultivating a creative culture that reflects our community's diversity.

ArtsPartner.org



Left: Marietta Synodis, CAP's Spring Writes Literary Festival / Senior Theatre Troupe, GAP Grant / Ithaca Welcomes Refugees mural (GAP Grant), Middle: Kathy Lucas dance performance (GAP Grant) Bottom: Lily Silly Puppets (GAP Grant) / Ann Reichlin's Arts Education Grant project, Caroline Elementary / East Hill Jazz Group // CAP ArtSpace exhibit

CAP 2026 GRANT WORKSHOP

PART 1:

- Grants in General Slide 4 - 5
- Resources Slide 6 - 9

PART 2:

- About CAP Grants Slide 10 - 24

PART 3:

- Grant Writing Advice Slide 26 - 41
- Grant Writing Sample Slide 42 - 51

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PART 1

ARTS GRANTS in GENERAL



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GRANT DEFINITION

Funding for specific purposes:

Grants are awarded to support particular activities, such as academic studies, community projects, or business initiatives.

Non-repayable:

Unlike loans, grants are a gift of money that does not have to be repaid.

Awarding bodies:

Grants can come from various sources, including federal, state, or local governments, private foundations, and corporations.

Application process:

To receive a grant, applicants must submit a proposal that details their project and how it aligns with the grantor's goals. This often involves a competitive application process.

Note: "Fellowships" are generally funds given with no attached project.

ALL GRANT PROGRAMS are DIFFERENT

Each will have it's own:

- Funder goals and mission
- Definition of what can be funded and who is eligible to apply
- Application format, length, and level of difficulty
- Availability for applicants to ask questions or submit drafts
- Timeline for funded project
- Process for how decisions are made
- Decision-making criteria

Then, if funded:

- Financial and record keeping requirements
- Funder acknowledgement requirements
- Contracts and agreements
- Final and/or interim reporting requirements

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ARTIST RESOURCES at ArtsPartner.org

New York State Council on the Arts

[NYSCA.org](https://www.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](https://www.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

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Human Services Coalition

Check out their workshop series and consulting services (i.e. help with board and staff relations) at hsctc.org

Funder Directory - 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

Grant writing support

choicewordsithaca.com

Other Grant Websites

Grantstation.com

Grants.gov (federal)

Association of Fundraising Professionals

Copyright Law

www.copyright.gov

Volunteer Lawyers for the Arts

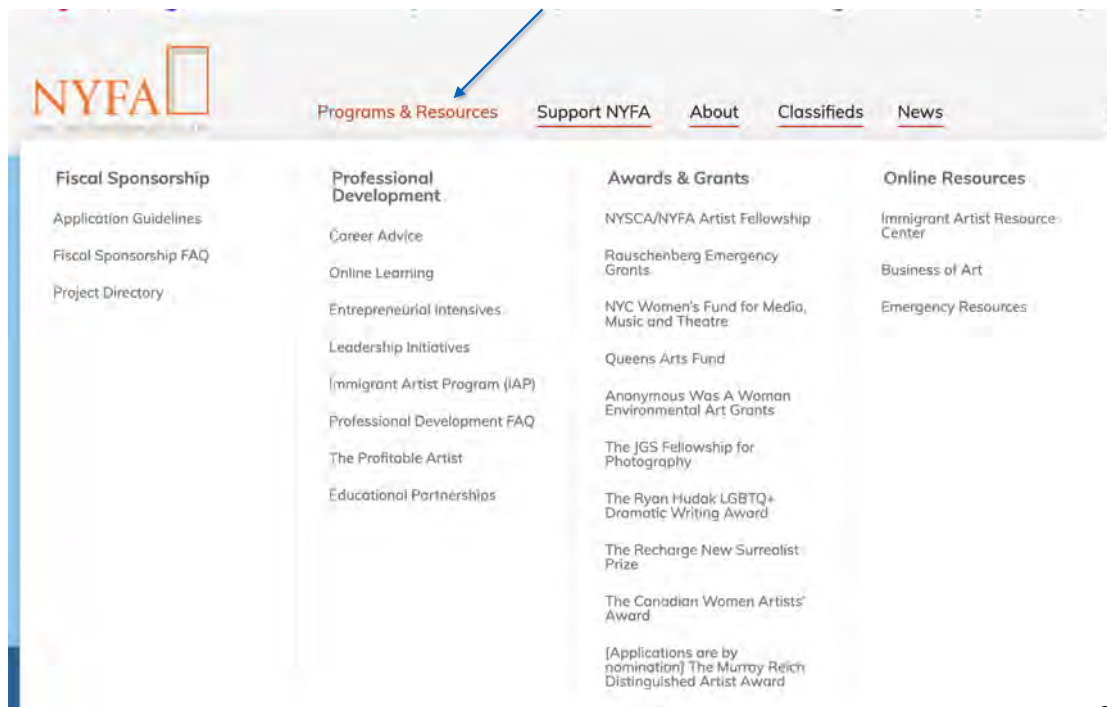
www.vlany.org

NY Sales Tax information

<http://www.tax.ny.gov/pdf/publications/sales/pub750.pdf>

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INDIVIDUAL ARTIST RESOURCE - NYFA.org



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PREPARING FOR GRANT WRITING

You may (or may not) be asked to provide:

- Artist statement, bio, resume, or organization's mission
- Brief summary of proposal
- Detailed description of project (who, what, when, where, why)
- Details of prior activities and outcomes
- Qualifications of artists and/or organizers or collaborators
- Impact, goals, expected outcomes
- Budget: expenses and expected income
- Expected and/or targeted audience (numbers, demographics)
- Timeline: (a straightforward outline of activities)
- How will you advertise, get the word out and get an audience?
- Letter of support or confirmation from partner organizations
- Work Samples

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PART 2

CAP GRANTS

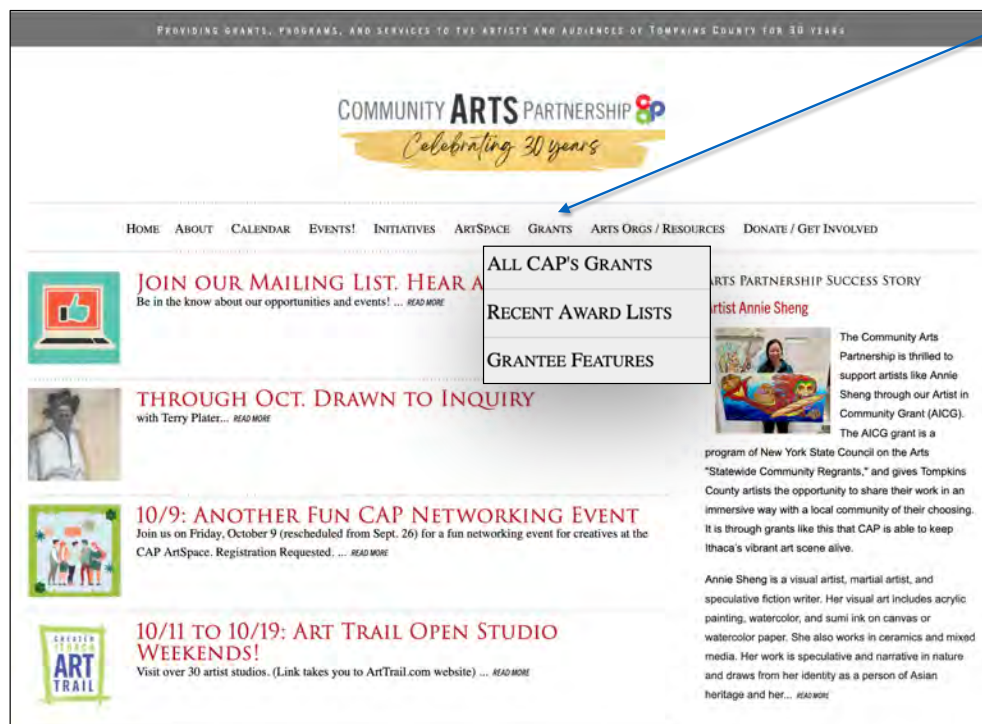


CAP GRANT TIMELINES

- Guidelines & application links are posted - November
- Publicity, outreach, workshops, draft reviews - November to February
- Deadlines in February
- Panel selection and orientation - February
- Requests and information are sent to panel - February
- Separate panels meet, discuss, and rate requests - early March
- Funding decisions are made - mid March
- Notification to applicants - late March
- Contract & agreements signed (W9 forms from individuals).
- Checks mailed/automatic deposit when projects are underway and / or when CAP receives the funding from the State.
- Grantee follows requirements set out in contract, such as funder acknowledgement.
- Final Reporting - by December 15, 2026.

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FIND CAP GRANTS on ARTSPARTNER.ORG



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RECENT AWARD LIST at ArtsPartner.org

2025 STATEWIDE COMMUNITY REGRANTS: \$213,000

"SCR" grants include our "Grants for Arts Programs" for community events, **Artist in Community grant** for artists' creation of new work shared with communities in a significant way, and the **Arts Education grant** which brings teaching artists into schools and after-school programs for residencies.

SCR, a program of **New York State Council on the Arts** makes exemplary arts programming available to geographically, ethnically, and racially diverse segments of the State's population, and supports the continued development of local cultural resources responsive to community cultural needs.



2025 GRANTS FOR ARTS PROGRAMS RECIPIENTS ARE:

Affiliated Chorus of Ithaca: Many Community Chorus Concerts
Ageless Jazz Band: Free Rural Jazz Concerts
Black Hands Universal: Music, Visual and Graphic Arts
Buffalo Street Books (Sponsor Children's Reading Connection): Year Round Literary Events
Cayuga Vocal Ensemble: Spring Concert
CUMEP: Youth Musical Performance
Danby Community and Park: Danby Concert Series
Downtown Ithaca Alliance: Commons Performances
Dryden Intergenerational Band & Chorus: Summer Concerts
Dryden Recreation: Dryden and Ellis Hollow Summer Concert Series
End Abortion Stigma (Sponsor Triphammer Arts): Reproductive Rights Film Festival
eyevee (Inlet Valley Arts Center): Gallery, Readings, Performances
Fitz&Startz (Sponsor Triphammer Arts): Family Musical Performances
Village of Freeville: Live Music at Fiber Festival
Gallery Nights in Downtown Ithaca (Sponsor State of The art Gallery)
Gayogohón? Learning Project: Native American Film Screenings
Greater Ithaca Activities Center: Black History Month Talent Show
Greater Ithaca Activities Center: Performers for Senior Program
Groton Library: Arts and Music Series
Groton Village: Groton Art Show
Groton Village: Summer Concert Series
Heritage Fiesta by Yen Ospina (sponsor Latino Civic Association)
Ithaca Book and Zine Fair (Sponsor Eyevee / Inlet Valley Arts Center)
Ithaca City of Asylum: Voices of Freedom Talk and Reading
Ithaca Community Orchestra: Two Concerts

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NYSCA's SCR Program, SOS, and ACOD

Grants for Arts Program (GAP)

Due: Wed, February 4, 2026, 9pm
 Jan 2026 through Jan 2027 events

Artist in Community Grant

Due: Friday, February 6, 2026, 9pm
 Jan 2026 through Jan 2027 programs/events

Arts Education Grant

Due: Tuesday, February 10, 2026, 9pm
 Jan 2026 through Jan 2027 residencies

Strategic Opportunity Stipend (SOS)

Due: Thursday, February 19, 2026, 9pm
 Jan 2026 through Feb 2027 opportunities

Arts & Culture Organizational Development (ACOD)

Next cycle end of 2026 for 2027/2028 grants

New York State Council on the Arts (NYSCA) Statewide Community Regrant Program (SCR), administered by CAP for Tompkins County

We hope to have over **\$200,000** for all three.

a CAP Grant: Funded by both a private foundation, and the Tompkins Today and Tomorrow Fund / Maralyn W. Fleming Fund from the Community Foundation of Tompkins County. We have **\$23,000** in hand and are fundraising for more.

A Tompkins County Tourism program, administered by CAP. About **\$350,000**

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ABOUT NYSCA'S SCR PROGRAM

(GAP grant, Artist in Community Grant, Arts Ed Grant)

New York State Council on the Arts Program & Priorities:

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.

The program forms the cornerstone of the Council's partnership with local arts agencies throughout the state, providing a link between the Council and portions of the community that might not otherwise be able to access funding from NYSCA.



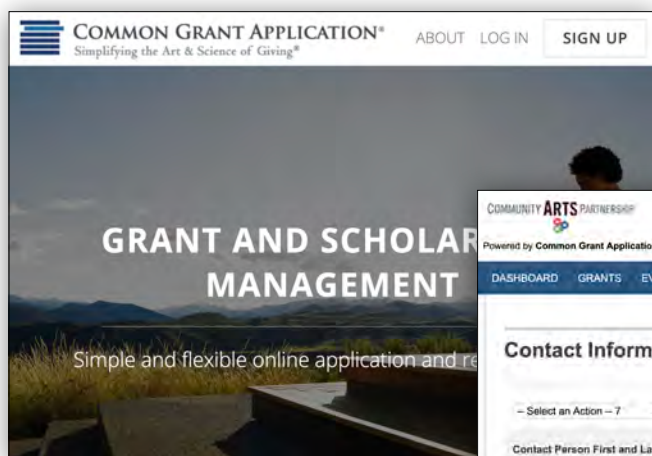
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EACH CAP GRANT HAS IN-DEPTH GUIDELINES and INSTRUCTIONS

Grant Writing Workshops, Advice, Draft Review	2
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NEW in 2026! APPLICATION PLATFORM



A video with instructions for filing out applications will be available.

Grants that have a required budget form will have a sample budget in their guidelines.

This image shows a screenshot of the application form interface. At the top, it says 'COMMUNITY ARTS PARTNERSHIP' and 'Powered by Common Grant Application'. A navigation bar includes 'DASHBOARD', 'GRANTS', 'EVALUATIONS', 'DOCUMENTS', 'CUSTOM REPORTS', and 'APPLICANTS'. The 'Contact Information' section has a dropdown menu 'Select an Action - 66446'. Below this is another dropdown 'Select an Action - 7'. The 'Contact Person First and Last Name' field has a dropdown 'Select an Action - 66457' and a note '(The Contact Person is the person writing this request)'. The 'Contact Person Title (if applicable)' field has a dropdown 'Select an Action - 66464'. The 'Contact Phone' field has a dropdown 'Select an Action - 66465'.

WHAT TYPE OF ART IS FUNDED?

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; art film screenings, and the like)

as opposed to an activity the outcome of which is primarily rehabilitative, spiritual or religious, educational, therapeutic, or recreational.

GAP GRANT

2026 GRANTS FOR ARTS PROGRAMS (GAP)



FOR:

Public arts events in Tompkins County that can include performances (theatre, music, dance), visual art exhibitions, literary events (fiction, poetry, spoken word, creative non-fiction) and artistic films.

WHO CAN APPLY:

- * Tompkins County not-for-profits. (Note: organizations applying directly to NYSCA can not apply.)
- * Municipalities or Tribal Nations
- * Individual artists (or groups) using a Tompkins

County not-for-profit as fiscal sponsor.

(Image: Lilypad Puppet Theatre, Puppet Runway event)

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ABOUT:

- * GAP grants are awarded to Tompkins County not-for-profits such as libraries, arts organizations, towns, villages, community centers, and the like, or to Tompkins County individuals or groups using a not-for-profit fiscal sponsor.
- * Grants are for professional quality arts projects and events with local artists at the core.
- * Funded projects must be open to, accessible to, and actively promoted to the general public of Tompkins County.
- * Preference is given to requests that fill community needs and reach diverse Tompkins County cultures and communities.
- * The maximum request and award for a GAP grant is \$5,000. The maximum request and award from one entity for all three NYSCA grants (GAP, Arts Ed, Artist in Community Grant) is \$7,000 (must be for different projects).
- * Applicants can apply for costs directly associated with the project: artist fees, promotion, marketing, space rental, technical assistance.

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FYI: DIRECT NYSCA APPLICANTS CAN NOT APPLY

Local not-for-profits who have applied directly to NYSCA can not also apply for SCR grants AND can not act a GAP fiscal sponsor.
They can, however, be rented as venues.

Cayuga Chamber Orchestra Inc.	Opus School of Music
Hangar Theater	Running to Places Theatre
Ithaca Murals	Sciencenter Discovery Museum
Civic Ensemble	Cinemapolis
Community Arts Partnership	Sparks & Wiry Cries
Constance Saltonstall Foundation for the Arts	State Theatre of Ithaca
Cornell Cinema	Story House Ithaca
Cornell University	The Cherry Arts
Dorothy Cotton Jubilee Singers	The History Center in Tompkins County
Historic Ithaca	Trumansburg Conservatory of Fine Arts
Kitchen Theatre Company	
New York State Early Music Association	
Opera Ithaca	

AICG GRANT

2026 ARTIST IN COMMUNITY GRANT (AICG)



FOR:

Tompkins County artists to share their 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:

* The Artist in Community Grant supports

Tompkins County artists who work with communities in an immersive and impactful way. Community participation size is a consideration.

* The maximum request and award for an Artist in Community grant is \$5,000. The maximum request and award from one entity for all three NYSCA grants (GAP, Arts Ed, Artist in Community Grant) is \$7,000 (must be for different projects).

* CAP applied for and expects at least \$200,000 from NYSCA for all three SCR grants.

ARTS EDUCATION GRANT

2026 ARTS EDUCATION GRANT



this Arts Education grant.

FOR:

Artist residencies in K-12 public schools, after school programs, or closed student groups at community organizations

WHO CAN APPLY:

- * Tompkins County Artists
- * Tompkins County Arts Organizations, Municipalities, Cultural Organizations

ABOUT:

- * Weaving the arts into K-12 core curriculum, as well as teaching youth new artistic skills and abilities, is at the core of

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- * 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 in school during the school day, or after.
- * The grant can also fund K-12 education in closed groups at cultural organizations or community centers.
- * 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 the residency.
- * Partnerships with non-art teachers is required for in-school programs. Residencies must be in regular classrooms. Students can not be self selected or appointed.
- * The maximum request and award for a GAP grant is \$5,000. The maximum request and award from one entity for all three NYSCA grants (GAP, Arts Ed, Artist in Community Grant) is \$7,000 (must be for different projects).

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SOS GRANT

2026 STRATEGIC OPPORTUNITY STIPEND (SOS)



FOR:

Funding for individual artist's career opportunities worldwide.

WHO CAN APPLY:

* Tompkins County Artists

ABOUT:

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

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PART 3

GRANT WRITING ADVICE



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It's a Competition

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

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HOW DO CAP PANELS MAKE DECISIONS?

- Each CAP grant has a separate decision-making panel.
- Panelists receive the requests to read and study a few weeks before they meet. They receive an orientation about the grant.
- Panels meet on Zoom and discuss each request.
- Meetings are facilitated by Robin at CAP but she can't vote or advocate on behalf of applicants.
- Panelists fill out a rating sheet based on the criteria outlined in each grant's guidelines.
- Staff compiles the ratings and makes funding recommendations based on a) the ratings, b) each request's budget, and c) the amount of funds available.
- Recommendations are sent back to panelists for approval.

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GAP Grant Criteria

Panelists rate the requests using the criteria below.

Ratings range from 1 to 5.

"1" is the lowest (does not meet any of the criteria) and "5" is the highest (meets and exceeds all criteria).

Community Benefit is Considered:

- Panelists considers all applications as a whole to ensure that funded requests collectively reach broad and diverse audiences, which can include rural audiences, culturally diverse segments of the county's population. and broad demographics such as age, ethnicity, race, and economic status.
- Projects are prioritized and receive a higher rating if they demonstrate that they are providing successful access to under-resourced or diverse communities.
- Projects are prioritized if they support the development of local cultural resources that responsive to specific community cultural needs.
- Requests that contribute to the artistic landscape of Tompkins County and its communities.

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Community Interest and Promotion:

- Is there demonstrated community interest, support, & benefit?
- Can the applicant effectively promote the funded event to the general public?
Do they have an effective promotion and marketing plan that reaches as many new people as possible?

Artistic Merit:

- Artistic quality and program quality its considered along with caliber and credentials of participating artists.

Guidelines and Application:

- Adherence to these guidelines / Alignment with GAP Grant funding preferences.
- Application clarity, completeness and neatness. Were all questions answered in full? Is the budget clear, accurate, and does it make sense?

Feasibility:

- Clearly defined project objectives, budget, and management.
- Demonstrated ability of personnel to administer project.

Applicant's History:

- Compliance with grantee requirements (final reports, acknowledgement language), and prior success with previous projects.

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Artist in Comm Grant Criteria

- Alignment to these guidelines.
- Evidence that the applicant read and referred to these guidelines and answered the application questions in full.
- Application completeness, thoughtfulness, presentation, and use of plain, clear and accessible language.
- Strength of the applicant's art work.
- Artistic merit of the project.
- Depth of the artist's interactions with a Tompkins County community of their choosing.
- Extent and anticipated impact of the community involvement and that community's accessibility to the project.
- The artists's response to cultural and community needs.
- Quality of the proposed plan, demonstrating purpose, clarity, and a clear timeline.
- The potential for expanding public understanding and appreciation of the arts.

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SAMPLE PANEL RATING SHEET

2024 GAP Grant		Scoring	
Scoring Criteria: Community Served * Does this event contribute to making music more accessible to underserved communities? * Serves an underserved community? * Responsive to community needs? * Add to the artistic landscape? Audience * Demonstrated community interest? * Ability to promote the event? Artistic and Educational Value * Artistic quality? * Caliber and quantity of performers? * Educational value? Guidelines and Instructions * Does it fit the guidelines? * Application clear and complete?		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	
Applicant	Website	Project Description	Budget
Affiliated Chorus of Ithaca	acithaca.org	Multiple Concerts	\$5,000
Ageless Jazz Band	agelessjazz.org	Free Jazz Rural Concerts	\$2,447
Black Hands Universal	blackhandsuniversal.org	Concert and Music Series	\$6,500
Brooktondale Community Center	brooktondalecc.org	Music, Dance & Performance	\$5,000
Cayuga Vocal Ensemble	cayuga-vocal.org	Spring Concert "Pax Mundi"	\$1,500
CTA SPONSOR (Ithaca City of Asylum)	ithacacityofasylum.org	Voices of Freedom	\$1,500
CUMEP	cumep.org	Winter Student Camp and Performance	\$5,000
Danby Community Center	danbycc.org	Danby Concert Series	\$2,000
Downtown Ithaca Alliance	downtownithaca.com	Commons Pop Up Performances	\$4,800
Dryden Band & Chorus	dabco.org	Concert Season	\$1,300
Dryden Recreation	dryden.ny.us	Dryden and Ellis Hollow Summer Concert Series	\$1,500

GRANT WRITING - Preparation

- Read the guidelines carefully. Then read them again. Do not skip this step.
- Consider your time and resources - can you do the funded project?
- Take careful note of the funding criteria.
- Read through all the application questions before starting to fill them out.
- Complete the budget form before you write the narrative.
- Follow directions EXACTLY - Do not improvise.
- Leave yourself plenty of time.

GRANT WRITING - Advice

- Keep your narrative clear and factual.
- Do not use abstract, vague, or academic language.
- Answer each question carefully. (Answer the question that was asked.)
- Details are good - the who, what, where, when, and why.
- Give specific examples to go along with generic statements.
- Use full sentences.
- Do not exaggerate or make up facts of numbers
- Read what you wrote out loud to make sure it makes sense.
- Have someone else proof for clarity and completeness.
- Take advantage of CAP Grant Director (Robin's) draft review.

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- Do not project an attitude

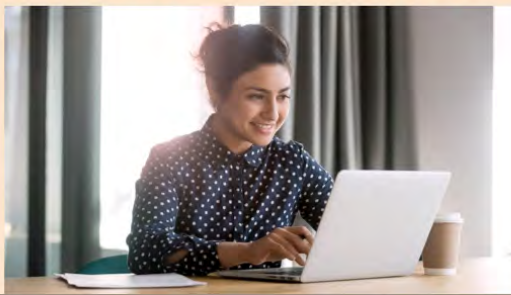


THE GRANT PANEL

Write for this person...



Not for this person...



- Understand that CAP panelists may be reading over 60 requests. Help them by prioritizing clarity.
- When applying for any grant, know the panelist's backgrounds (i.e. are they fellow artists, community members...?). Don't assume they will have knowledge of you, your references (acronyms, organizations, people, events). Provide this information.

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GRANT WRITING - Enthusiasm is Good.

- Connect to panelist's hearts.
- You want them to think: "I really want to go to that event!" or "Wow, how exciting!"
- It's okay to convey your own excitement or enthusiasm.
- Include testimonials from audience members, audience stories, improved lives.
- Tell us why your program matters.

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GRANT NARRATIVE and BUDGET

Make sure you mention what you need grant funds for.



NARRATIVE and BUDGET MATCH

Your written narrative and your budget provide the same information in two different ways. Each needs to tell the same story.

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

NARRATIVE

The concert will include 15 musicians

We will be recording the concerts, using filmmaker Taylor Quinn and then posting them on social media and our website.

BUDGET ITEM

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

\$600 - filmmaker, and
light editing

COMMON MISTAKES

- It is obvious that the applicant did not read the guidelines.
- Lack of clarity: After reading the narrative, the panelists are confused and don't understand the request.
- Sloppy writing, unanswered questions: If you don't take your time with the application, the proposal will not be competitive.
- Irrelevant writing: Responses that don't answer the questions. (Questions are asked for a reason, e.g. they are often part of the evaluation or rating process.)
- Budget expenses are a mystery and don't make sense.
- Budget expenses are made up or exaggerated.

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GAP GRANT Sample Questions

DETAILED PROJECT INFORMATION

Here's where you can write a detailed clear, concise, and factual description of your project. (6000 character limit with spaces)

Describe the event (details are good!), the participating artists, and who is organizing the project. Address community interest based on past experience. Talk about program quality. Don't assume the panel knows anything about your organization or event.

Address your funding needs. Note that the decision making panel will be closely examining your budget and will look to this narrative to understand your expenses. For example, if you have "marketing costs" in your budget, explain those in this section. If you have a "recording" cost in your budget, tell us what the recording is for. The budget should be explained in the narrative.

COMMUNITY INTEREST

Who are you expecting to come to your event based on your promotional efforts and community connections (ages, communities, interests, etc) ? Let us know if your project reaches under-served areas or populations. (1,700 character limit with spaces)

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GRANT WRITING Not-So-Great ANSWER

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 a 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.

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WHY IS THE ANSWER Not-So-Great?

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

- *What is the connection of the town's decline to the events?*
- *The narrative just says "We have been presenting." Who is "We"?*
- *How many concerts are there a year? Two? Ten?*
- *When are the concerts? Weekends? Afternoons? Nights?*
- *Where are the concerts?*
- *Are the concerts scheduled yet?*
- *What is the content of each concert?*
- *Is there an admission fee?*
- *They says concerts are sometimes attended by 50 people. We wonder about the rest of the time.*
- *Are these professional musicians? (It says they are faculty but are they music faculty?)*
- *They mention "the ensemble." Who is the ensemble?*
- *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.*

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GRANT BUDGET - Not-So-Great

PROJECT EXPENSES	Provide Breakdown Below	A. TOTAL EXPENSES
Artistic Personnel	5 x 3 x 100	\$1,500
Technical Personnel		
Space Rental		\$500
Equip. Rental	Music Stands	\$350
Supplies		
Travel		\$75
Advertising		
Promotion		
Remaining Operating Expenses (itemize)	Rental Scores, recording space	\$550
	TOTAL	\$2,975
PROJECT INCOME	Provide Breakdown Below	B. TOTAL INCOME
Admissions		\$850
Membership, Dues		
Contributions Individual		\$250
Contributions Corporate		\$250
Other (explain)		
	TOTAL	\$1,250

Grant Request: \$2,975

WHY IS THE BUDGET Not-So-Great?

The costs mentioned in the budget are not explained in the narrative or in the “budget breakdown” column.

- *Personnel: What is 5 x 3 x 100? Five concerts, three people each? Or three concerts, five people each. The narrative mentioned 10 musicians, so...*
- *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.*
- *Who is the \$75 travel fee for?*
- *No advertising expenses. They mention newspaper ad and radio spots and postcards.*
- *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.*
- *Grant request number is incorrect. Should be expenses minus income.*

GREATLY IMPROVED ANSWER & BUDGET

The Johnstown Arts Group has been presenting chamber music concerts in Johnstown since 2015. Our ten 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 our local community. This year we are concentrating on our rural communities and the local Latinx community.

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

We have three concerts scheduled for 2025. The first will be on Sunday, February 9th 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. This concert will be in the rural town of Medusa at the Medusa Fire Hall, in collaboration with the Medusa Library.

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The second concert will be in May and will feature the full chamber group (8 musicians) playing music by Argentinian composer Astor Piazzolla. This concert will be in the city of Johnstown and will be co-sponsored by the Johnstown Latino Civic Association.

The last concert will be in October and will feature a trio. We do not yet know the program for 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 ADA compliant and accessible locations with ample parking and where locals tend to congregate.

We advertise the concert as free although we will also suggest donations (no pressure) of \$15 (or more) after each 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. We hope for \$500 per concert.

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 and to bring in new audiences.

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We will make a strong effort to interest families. One way to do this will be to work with our local libraries, such as Jean Morrow of the Johnstown Library (Youth Services and Community Engagement Director) to help spread the word. Jean has also invited our group to be featured in a separate 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 2025, 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 living 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 work closely with the rural community not-for-profits and Medusa village offices and the Civic Association. We will use boosted Facebook events, and start using instagram.

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We would also like to pay the musicians \$250 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 @ \$250 each	\$3,750
Technical Personnel		
Space Rental	Custodian for three concerts @ \$150 each	\$450
Equip. Rental		
Supplies		
Travel		
Advertising Promotion	3 display ads @300 each (\$900) / Social Media boosts (\$250) 100 posters \$50	\$1,200
Remaining Operating Expenses (itemize)	Recording and editing	\$600
	TOTAL	\$6,000
PROJECT INCOME	Provide Breakdown Below	B. TOTAL INCOME
Admissions	Donations at three concerts.	\$1,500
Membership, Dues		
Workshops, Sales		
Contributions Ind	Annual Donors	\$500
Contributions Business	Johnston Bank Contribution	\$500
	TOTAL	\$2,500

Grant Request: \$3,500

THANK YOU!

MOVING FORWARD

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

Take a look at our grants and email with questions!

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