



WHEATON CULTURAL PROJECT GRANTS

FY20 GUIDELINES

SUBMISSION DEADLINE

Friday, October 18, 2019 – 11:59 p.m.

For activities beginning on January 1, 2020 through December 31, 2020.

The grant award announcement will be in late December 2019.

AHCMC encourages proposals submitted by African, Latino/a, Asian, Arab, and Native American (ALAANA) artists, arts organizations, and communities.

**All applications must be submitted online at
<https://artsandhumanities.fluidreview.com>**

Late applications and support materials will not be accepted.

All grant funding is subject to fiscal appropriation or termination by the
Montgomery County Government.

801 Ellsworth Drive, Silver Spring, MD 20910
(301) 565 - 3805
www.creativemoco.com

The Mission of the Arts & Humanities Council of Montgomery County

The Arts & Humanities Council of Montgomery County (AHCRC), in partnership with the community, cultivates and supports excellence in the arts and humanities, expands access to cultural expression, and contributes to economic vitality in the region.

Equity and Inclusion

With the acknowledgement and understanding that access to resources has been historically limited for certain groups of people, AHCRC is committed to cultural equity within all funding activities and to serving communities that have been traditionally underrepresented in mainstream funding, discourse, leadership, and resource allocation including, but not limited to, African, Latinx, Asian, Arab, and Native American (ALAANA) constituents, socio-economically disadvantaged communities, differently abled individuals, and LGBTQ communities.

ADA Compliance

Funded projects should be accessible to people with disabilities. AHCRC encourages applicants to consider physical and programmatic accessibility as an integral part of the project planning and budgeting process. Applicants may include the cost of access accommodations as part of their project's budget, for example, sign interpreters, audio describers, etc. Tips for how to implement project accessibility can be found [here](#).

Purpose of *Wheaton Cultural Project Grants (WCPG)*

Wheaton Cultural Project Grants (WCPG) support impactful projects within the Wheaton community and provide professional opportunities for artists and scholars to work in Wheaton, MD. Montgomery County based nonprofit arts and humanities organizations, groups, artists, and scholars are invited to apply for cultural projects taking place in Wheaton.

Awards range from \$1,000 to \$10,000. Montgomery County nonprofit arts and humanities organizations may apply directly to this program, with or without a partner organization; **individual artists or scholars must apply with an organizational partner**, which could be a nonprofit or for-profit entity based in Montgomery County.

Through this funding opportunity, AHCRC aims to:

- Support communities that have traditionally received insufficient resources and that have limited access to arts/humanities programming;
- Support Wheaton's cultural diversity by funding arts/humanities projects in all disciplines, genres, and styles;
- Support artists and scholars currently living or working in Wheaton; and
- Activate Wheaton as a cultural destination that stimulates local economic activity

Eligibility Requirements

First-time applicants and applicants who did not receive funding in previous rounds should contact Karen Judson, Grants Program Manager, at Karen.Judson@creativemoco.com, 301-565-3804, or Ana-Alicia Feng, Grants Program Coordinator at AnaAlicia.Feng@creativemoco.com, 301-565-3805 x21.

All applicants are encouraged to **attend a grant preparation webinar or workshop, even if the applicant has previously received a grant**. Please see section about “Grant Preparation Assistance” on page 9.

To be eligible for a grant, applicants must meet all of the following eligibility requirements:

- The organization/group/individual must be based in Montgomery County, MD
- The project must take place in Wheaton, MD between January 1, 2020 and December 31, 2020
 - Click [here](#) for a Google Maps outline of Wheaton.
 - Click [here](#) for a map of Wheaton's Urban District.
 - Click [here](#) for a map of Wheaton's Arts and Entertainment District.
- Organization and group applicants must have an operating budget of no more than \$500,000 for the most recently completed fiscal year
- Individual applicants must partner with a nonprofit or a for-profit entity. (An organizational partner's budget may exceed \$500,000)

IMPORTANT

An individual applicant who is an employee of an organization that is an AHCMC grantee/applicant will be considered eligible, provided that the project is not directly related to the work the applicant does for the organization. For example, the applicant may apply to develop a new piece of work unrelated to the work of the applicant's employer.

Project Eligibility Requirements

To be eligible, the project must:

- Take place in Wheaton, MD; and
- **Be open to the public, with or without an admission fee.**

The following are examples of activities that are eligible for funding. This list is not exhaustive, and applicants are encouraged to think creatively about the activities proposed in the grant application.

- Performances, presentations or exhibitions of a visual, performing, media art or folk and traditional arts
- Festivals or events that include folk and traditional arts, performing arts, literary arts, visual arts or multidisciplinary activities incorporating more than one art form
- Historical presentations, archeological programs, or historical reenactments
- Poetry readings, author lectures, or script workshops
- Public art, including community mural projects

Eligible Disciplines

Grants support all arts and humanities disciplines, including but not limited to:

- Dance, which includes choreography or performance, whether historically recognized or contemporary.
- Storytelling, which includes spoken word performances, in particular the interactive style of using words and actions and other effects to reveal the elements and images of a story while encouraging the listener's imagination.
- Theater, which includes the creation, production, and/or performance of original contemporary or historically recognized theater and musical theater works.
- Music, which includes the performance, creation, recording and distribution of original music from any genre, or of historically recognized musical compositions and/or styles.
- Folk and Traditional Arts, which include artistic expressions grounded in a common ethnic heritage, shared language, religion or occupation. These are artistic traditions are passed on from generation to generation, often within families and communities through observation, oral transmission, practice, and from master to apprentice.
- Historical, Critical or Theoretical Approaches to the Arts, which include work that reflects upon and analyzes creative processes and/or specific works, such as a performance, exhibit or piece of art.
- History and Social Sciences, which include research, study and writing in the areas of human social, political or cultural development, civics, and work that shares historical or social sciences information or activities with the community.
- Languages, Linguistics and Literary Analysis, which include the study or analysis of how we communicate and how our ideas and thoughts are expressed and interpreted, and the analysis or study of a specific aspect or work of literature.
- Philosophy, Ethics or Comparative Religion, which includes research or study of theories about the purpose of life, how moral and ethical standards arise in society, and the reasons for our thoughts and actions.
- Writing, which includes the creation, presentation and distribution of materials that are literary in nature; and publications, readings and compilations of original poetry, fiction, nonfiction, creative nonfiction, screenplays and play scripts.
- Media Arts, which includes electronic, technology-based work suited to mass media communication and presentation used within an artistic medium. Any genre in film, video, audio, or computer-based art production and/or distribution is included, and a selected component of a long-term project will be considered if it meets the other requirements of the grant guidelines.
- Visual Art, which includes the creation, production, and/or exhibition of visual art as the primary focus. Objects, installations, site-specific or gallery-oriented works of art within any area of the visual arts are also included, as are special exhibitions, curatorial projects and/or special projects that expand the context of traditional or contemporary works of art.
- Design, which encompasses many disciplines including, but not limited to, architecture, communications and graphic design, fashion design, historic preservation, industrial and product design, interior design, landscape architecture, social impact design, rural design, and urban design (please note this **does not** include capital campaigns, construction costs, the purchase or leasing of sites.)
- Presenting and/or Multidisciplinary Works that incorporate multiple disciplines, combine and/or integrate art forms, explore boundaries between art disciplines, fuse or transcend disciplines,

and look to new forms of expression. Projects can be multi- or cross-disciplinary in nature and may include work from the performing, visual, media, design, literary arts and/or humanities.

Grant Limitations: Unallowable Costs

- Capital improvements, construction or renovation projects;
- Strategic planning or organizational development;
- Fundraising activities, including costs of receptions, refreshments or food;
- Purchase of real property or physical assets;
- Material and/or equipment costs that exceed 10% of the grant award amount or \$500, whichever is lower;
- Activities for the exclusive benefit of an organization's members;
- Cost of souvenirs such as t-shirts;
- Debt retirement;
- Scholarships, awards, or tuition assistance awarded by the organization;
- Political advocacy, or activities that support or promote the interests of any one political party or candidate; and
- Travel outside the United States

Panel Process

An Advisory Review Panel will evaluate each grant application based on the criteria listed below. The panel review meeting is open to applicants who wish to observe. Applicants are not permitted to make any comments or participate in any way at the panel meeting.

Based on the panel's scores, AHCMC staff will recommend grant award amounts to AHCMC's Grants Committee. The Committee will review and revise the grant awards as necessary, and forward its recommendations to the AHCMC Board of Directors. The Board of Directors has final authority to approve all grant awards.

The panel comments are available to applicants upon request, following the award notifications. Applicants may contact the grants to schedule an appointment: Karen Judson, Grants Program Manager, at Karen.Judson@creativemoco.com, 301-565-3804, or Ana-Alicia Feng, Grants Program Coordinator at AnaAlicia.Feng@creativemoco.com, 301-565-3805 x21.

Evaluation Criteria

Applications in the *Wheaton Cultural Project Grants* category are evaluated based on the extent to which each application addresses and aligns with the grant objectives and the following criteria:

Project Quality (15 points)

- Demonstrates commitment to cultural expression through artistic and scholarly disciplines
- Clarity and appropriateness of artistic, scholarly, and/or cultural project proposal and alignment with the grant purpose

Project Impact (35 points)

- Potential of the project to impact the Arts and Entertainment district in Wheaton, particularly ALAANA artists, arts organizations, and communities
- Potential of the project to impact the applicant

- Likelihood that the project will meet its stated objective

Community Benefit (35 points)

- Reflects clear understanding of how to collaborate with and program for the intended audience
- Efforts to define and achieve the intended benefit for the community being served, particularly the benefit for ALAANA artists, arts organizations, and communities
- Potential of the project to reach, engage and empower local participation through availability and accessibility

Administrative Oversight (15 points)

- Evidence of administrative skills required to meet proposal objectives, based on completeness and clarity of the proposal and timeline, alignment between project scope and applicant's ability to successfully execute the project
- Budget and budget notes: well researched, clear, realistic, and complete

Grant Disbursement

Payment will be made to the grantee following AHCMC's receipt of:

- The required Grant Agreement;
- For individuals and groups **only**: a W-9 Form with Social Security or FEIN number;
- ACH Direct Deposit Authorization form allowing direct deposit to the grantee's bank account;
- A voided check that bears the grantee's name, account, and routing numbers that match what is written on the ACH form;
 - If the grantee does not use physical checks, we will accept a statement from the bank on bank letterhead
- Payment from Montgomery County Government to AHCMC for the total of the grants awarded.

Grants between \$1,000 and \$5,000 will be paid in full. Grants above \$5,000 will be paid in two installments:

- The first 75% of the grant award will be paid to the grantee following AHCMC's receipt of the grant agreement and grantee's previous year final report, if applicable.
- The remaining 25% of the grant award will be paid upon the grantee's submission of the completed final report on or before January 31, 2021.

Changes in Grant Implementation

- The Grantee must alert AHCMC in case of significant changes in the implementation of the grant. Any changes in the implementation of the proposal as funded, must be approved by AHCMC before the change occurs.
- All requests for changes must be submitted in writing on a form supplied by AHCMC.
- Requests for changes in the implementation of the project may not be submitted, nor will be accepted, after October 31, 2020.

Return of Grant Funds

- The grantee must return the grant funds if it is not possible to carry out the project as described in the grant agreement or in an approved grant change form.

- If AHCMC determines that grant funds were spent not in compliance with these guidelines or not consistent with the approved grant proposal, the grantee must return the amount spent on non-eligible expenses.
- Grant funds received but not spent by December 31, 2020 must be returned to AHCMC by January 31, 2021 with the grantee’s final report.
- **Please contact AHCMC grants staff before the grant award is returned.**

Grant Agreement and Reporting

Following the award of the grant, the grantee must sign a Grant Agreement with AHCMC stating that the grantee agrees to comply with all regulations set forth in these guidelines:

- Use the grant funds only for the purposes described in the grant proposal;
- Include work products resulting from the grant with their final reports, such as photos, gallery announcements, video samples or audio samples;
- Notify AHCMC about exhibitions, performances or other activities resulting from this grant. Nonprofit arts and humanities organizations may participate in CultureSpotMC.com, AHCMC’s online calendar;
- Alert AHCMC in case of significant changes in the implementation of the grant and request approval from AHCMC before the change occurs;
- Return the grant funds if it is not possible to carry out the project as described in the grant agreement or in an approved grant change form; and
- Submit a final report no later than January 31, 2021, on a form provided by AHCMC, providing information about the implementation of the activity funded by this grant, including documentation of how grant funds were spent. Failure to submit the final report by the due date can have a detrimental impact on the likelihood of future funding.

Failure to comply with these requirements may result in grant cancellation, forfeiture of remaining funding, return of disbursed grant amount, and ineligibility to apply for future grants.

Grantees are strongly encouraged to notify AHCMC about exhibitions, performances or other activities resulting from this grant.

The Online Application Process

All applications for the *Wheaton Cultural Project Grants* must be submitted online at [FluidReview](#)

1. Log on to your online grant account using your username and password. If you don’t have an online grant account, click [here](#) or go to <https://artsandhumanities.fluidreview.com> to create an account.
2. Once you have created your online account, you will be able to access the application portal. Click “View Grants” and select “FY20 Grant Application Wheaton Cultural Projects” to start your application. Click [here](#) for instructions on how to create an account and submit an application in FluidReview.

Required Materials

Please read this entire section before gathering your materials. All documents, including financial documents, should be uploaded as pdfs. Click [here](#) for instructions to convert your documents to PDFs.

Upload to the online application:

Individuals

- Resume of all artist(s)/scholar(s)
- List of key staff/volunteers with bios
- Collaborative sponsorship agreement and/or letter of support between the applicant and the partner organization, outlining details of the partner's role and commitment
- Materials that will assist the panel in evaluating the artist/scholar's programming, presenting, and /or producing activities, i.e., newspaper clippings, program booklets, photos, brochures, or flyers (These materials illustrate the quality of the work you do, and/or provide more information about the people or institutions that will be paid through the grant funds, such as a recording studio, residency or conference program)

Non-profit Organizations and Groups

- The organization's IRS letter of Determination, if applicable, and if not on file with AHCMC or if there has been a change to the applicant's nonprofit status
- Resumes for all artist(s)/scholar(s)
- List of current Board members with residency and work address, if applicable
- List of key staff/ volunteers with bios
- Financial documents:
 - Board approved annual operating budget (income and expenses), if applicable
 - Year-to-date budget (income and expenses)
 - An organization's most recent 990 form, if applicable,
- Current Strategic Plan, if available
- Materials that will assist the panel in evaluating the artist/scholar's programming, presenting, and /or producing activities, i.e., newspaper clippings, program booklets, photos, brochures, or flyers (These materials illustrate the quality of the work you do, and/or provide more information about the people or institutions that will be paid through the grant funds, such as a recording studio, residency or conference program)

Work Sample

Upload a work sample that demonstrates your abilities and achievements as an artist/scholar or as an arts and humanities organization. The sample should focus on your own work, not work created by others during a program or workshop. Select work that shows your strongest skills and abilities and supports your proposal. The quality of your presentation on the Work Sample is critical to the evaluation of your application.

- Video: Maximum 2 videos, no more than five minutes combined. 100 MB maximum per file
- Audio: Maximum 2 audio files, no more than five minutes combined. 10 MB maximum per file
- For audio and video work samples, live hyperlinks within a PDF are also allowable (i.e. links to YouTube or Vimeo)
- Images: Maximum 10 images, which can be uploaded individually or formatted as one PDF. 4 MB maximum size per file

Samples should exemplify the applicant's strongest work and adhere to the following guidelines for the discipline of the work in which you are engaged.

- Multidisciplinary / cross-disciplinary projects may include work from the performing, visual, media, design, literary arts and folk and traditional Arts. Projects can be for any stage of the artistic process including creation, commissioning, presentations, training, and residencies. Applicants must submit work sample(s) that convey more than one artistic/scholarly discipline.
- For Performing Arts (Dance; Festivals; Presenting; Folk and Traditional Arts; Storytelling; Theater

and Media Arts) - Upload no more than five minutes of video. You may split the video into two files if necessary, but the total time of the video may not exceed five minutes. Applicants are encouraged to submit video or audio, not stills or photos.

- For History or Social Sciences; Historical, Critical or Theoretical Approaches to the Arts; Languages, Linguistics or Literary Analysis; and Philosophy, Ethics or Comparative Religion – Upload no more than 15-pages of written work, research, published or un-published material; if the work submitted is a portion of a larger work, include an outline of the complete work, and indicate where the piece submitted fits into the whole.
- For Music – Upload no more than five minutes of audio or video. You may split the video and/or audio into two files if necessary, but the total time of the video and/or audio may not exceed five minutes. Applicants are encouraged to submit video or audio, not stills or photos.
- For Visual Arts – Upload no more than five minutes of video or no more than 10 images; the images may depict individual works or a selection of works and details.
- For Writing – Upload to the online application written work, as follows:
 - For prose, submit no more than 5,000 words plus chapter outline/synopsis;
 - For poetry, submit no more than 10 pages;
 - For a script or screenplay, submit no more than 10 pages.

Grant Preparation Assistance

AHCMC will conduct free grant webinars and workshops for applicants. First-time applicants and applicants who did not receive funding in the previous cycle should contact Karen Judson, Grants Program Manager, at Karen.Judson@creativemoco.com or 301-565-3804 and attend a grant webinar or workshop. AHCMC strongly encourages all applicants to attend either a webinar or workshop, even if the applicant has previously received a grant. Applicants should sign up for [Grants News and Updates](#) to receive notifications by email about upcoming webinars and workshops.

Personal Appointments

Personal appointments are available for those who are unable to attend a webinar or workshop and need additional assistance. Appointments are available for assistance with the content of the application and/or assistance with the online grant application system. Personal appointments must be held at least two weeks prior to the application deadline. To schedule an appointment contact Karen Judson, Grants Program Manager, at Karen.Judson@creativemoco.com, 301.565.3804 or Ana-Alicia Feng, Grants Program Coordinator at AnaAlicia.Feng@creativemoco.com, 301.565.3805 x21.

Important Reminders

- **Applications, with all required attachments, must be submitted online at [FluidReview](#) by 11:59 pm on the posted deadline.**
- **Applications may not be emailed, delivered in person, faxed or submitted in any fashion other than the Grants Online system.**
- **Late applications will not be accepted.**

- Write clearly and concisely. Do not use jargon. Remember that the people who are reading your application may be unfamiliar with you, your organization, organizations in Montgomery County, and/or current events in Montgomery County.
- Keep in mind that the AHCMC staff does not participate in panel discussions. The application must stand on its own.
- Be sure to reference the evaluation criteria as you are developing and writing your application.
- Nonprofit organizations may find more information on energy-efficient opportunities to reduce energy costs through energy assistance programs here:
 - <http://energy.maryland.gov/Pages/default.aspx>
 - <https://cienergyefficiency.pepco.com/NonProfits.aspx>

**SUBMISSION DEADLINE:
Friday, October 18, 2019 – 11:59 p.m.**

For activities beginning on January 1, 2020 through December 31, 2020.

All applications must be submitted online at <https://artsandhumanities.fluidreview.com/>

QUESTIONS?

Contact Karen Judson, Grants Program Manager, at Karen.Judson@creativemoco.com, 301-565-3804, or Ana-Alicia Feng, Grants Program Coordinator at AnaAlicia.Feng@creativemoco.com, 301-565-3805 x21.