

FY21 Wheaton Cultural Project Grants Application Narrative Template for Organizations/Groups

This template is for your reference only. All final reports and materials must be submitted online through FluidReview. AHCMC cannot accept reports submitted by mail or email.

All required questions are marked with an asterisk.

Submit this application no later than **Friday, October 16, 2020 at 11:59 p.m.**

***Are you applying as an individual artist/scholar or on behalf of an organization/group?**

- Individual artist/scholar
- Organization
- Group

Organization/Group Basic Information

***Organization/Group Name:**

***Address:**

***City:**

***State:**

***ZIP Code:**

***Contact Name:**

***Contact Title (i.e. Grant Coordinator):**

***Contact Phone Number:**

***Contact Email Address:**

Website:

***Does your organization/group have 501(c)(3) status and/or operate as a non-profit?**

- Yes
- No

***If your organization is an FY19 and/or FY20 AHCMC grantee, has your organization previously submitted an IRS Letter of Determination to AHCMC?**

- Yes
- No
- I am applying on behalf of a group
- My organization is not an FY19 and/or FY20 AHCMC grantee

***Does your organization/group have an annual operating budget of \$500,000 or less for the most recently completed fiscal year?**

- Yes
- No

***What months does your fiscal year begin and end?**

***What fiscal year are you currently in?**

***Please choose your organization's primary discipline.** Refer to [page 5 of the guidelines](#) for a detailed explanation of each of the disciplines.

- | | | |
|--|---|---|
| <input type="radio"/> Dance | <input type="radio"/> Music | <input type="radio"/> Visual Arts |
| <input type="radio"/> Folk & Traditional Arts | <input type="radio"/> Philosophy, Ethics, and/or Comparative Religion | <input type="radio"/> Design |
| <input type="radio"/> History or Social Sciences | <input type="radio"/> Storytelling | <input type="radio"/> Presenting and/or Multidisciplinary |
| <input type="radio"/> Languages, Linguistics, and/or Literary Arts | <input type="radio"/> Theatre | <input type="radio"/> Other (please specify): |
| <input type="radio"/> Media | <input type="radio"/> Writing | |

Project Overview

***Project Title** (50 characters maximum without spaces):

***Give a short summary of your project.** (500 characters maximum without spaces)

***Grant Request:**

(must be at least \$1,000 and no more than \$10,000)

***Total Project Cost:**

***Project Date start and end dates:**

(must be between 1/1/2021 and 12/31/2021)

Project Location Details

All applicants must clearly articulate how the project will benefit Wheaton, MD. If the project involves an in-person event(s), the in-person event(s) must take place in Wheaton, MD. **Projects can be virtual or in-person, following the socially distant guidelines required by the county.** All projects must be open to the public, with or without admission fees, in-person or virtually.

- 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

***Do you anticipate that the event(s) in the proposed project will be in-person or virtual?**

- In-person
- Virtual
- Both

***If the proposed project involves an in-person event, please provide the venue name and address.**

- Venue Name:
- Venue Address:

***Is the venue reserved or tentative?**

- Reserved
- Tentative

***Please describe the venue/project location.**

Include details such as the number of seats, technical capacity, whether it is an indoor or outdoor venue, etc. **If the project consists of online, virtual programming, please explain the medium that will be used to present the program/event (i.e. YouTube, Facebook Live, Zoom, Instagram Live, etc.) and why you have chosen that specific virtual medium.** (500 characters maximum without spaces)

Project Quality (15 points)

- The degree to which the applicant demonstrates commitment to cultural expression through artistic and scholarly disciplines
- Clarity and appropriateness of the artistic, scholarly, and/or cultural project proposal and the degree to which the project aligns with the grant purpose

***Provide a detailed description of the project.**

Be sure to address the artistic and/or scholarly quality of your project, as well as your commitment to diverse cultural expression through your artistic and/or scholarly disciplines. (2,000 characters maximum without spaces).

***How does the proposed project fulfill your organization's/group's mission?**

(2,000 character maximum without spaces)

Project Impact (35 points)

- Potential of the proposed 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

***What is the objective(s) of the proposed project and how will you evaluate whether you have met the stated objective(s)?** (2,000 characters maximum without spaces).

***How will the project impact the Wheaton Arts and Entertainment District?**

Be specific about how the project may support artists/scholars currently living or working in Wheaton and elevate the district as a whole. **Please note that if your project will consist solely of online programming/events, you are still required to clearly articulate how the project will specifically benefit the Wheaton, MD community.** (2,000 character maximum without spaces)

***Describe the professional qualifications and diversity of key staff and any volunteers and/or contractors involved in bringing the project to fruition.**

If a key position is not filled, please describe the recruitment plan that will be executed. When addressing diversity, be as specific as possible by including characteristics such as, but not limited to age, race/ethnicity, gender, sexual orientation, economic status, disability, and whether individuals identify as coming from an underserved community. (2,000 character maximum without spaces)

Community Benefit (35 points)

- Reflects clear understanding of how to collaborate with and create programming 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

***Identify and describe the target audience for the proposed project.**

Be as specific as possible by including characteristics such as, but not limited to age, race/ethnicity, gender, sexual orientation, economic status, disability, and whether community is underserved and/or a special interest group. (2,000 characters maximum without spaces).

***How will the proposed project benefit the target audience?**

(2,000 character maximum without spaces)

***Describe your outreach, communication and marketing plans to engage local participation, particularly as it relates to communities that have been traditionally underserved including, but not limited to, African, Latinx, Asian, Arab, and Native American (ALAANA) constituents, socio-economically disadvantaged communities, disabled individuals, and LGBTQ+ communities.**

(2,000 character maximum without spaces)

***Please address the project's accessibility, including ADA compliance, in relation to the communities previously described.** (2,000 character maximum without spaces)

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

***Provide a detailed timeline of the proposed project.**

Include approximate dates/months/time frames for specific administrative, marketing, publicity, fundraising and programmatic activities, project milestones, and other significant events scheduled to occur in order to bring the project to fruition. (2,000 characters maximum without spaces).

***Describe your efforts to seek other sources of support, such as in-kind contributions, other grants, sponsors, donations, fundraising, etc.**

(2,000 character maximum without spaces)

***Will you continue the project if the AHCMC grant is not awarded, or if the award amount is lower than the original request?**

Please explain potential scope reductions that may occur if the grant award is lower than anticipated. (2,000 character maximum without spaces)

Project Budget

FluidReview has a fillable chart for this section.

- **Your budget must be balanced: total expenses MUST equal total income.**
- Only use numbers in the amount column, do not include symbols such as "\$" or ",".
- If you need more space, you may combine items budgeted under \$1,000 into one line item and explain in the budget notes.

***Cash Expenses**

- List all project expenses, including expenses that may be paid for from sources other than the AHCMC grant award. (Review [page 4 of the guidelines](#) for a detailed description of allowable project expenses that can be paid for by AHCMC.)
- **Use an asterisk (*) to mark expenses that will be paid for by the grant.**
- **Do not** include "miscellaneous" or "contingency" expenses.
- Material and/or equipment costs **cannot** exceed 10% of the grant award amount or \$500, whichever is lower.

Line Item	Description	Amount
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
Total Cash Expenses		\$ (FluidReview will automatically calculate)

***In-Kind Expenses**

- If items are being donated, i.e. supplies or services, please list those items below. In-kind expenses are non-cash expenses.

Line Item	Description	Amount
1.		\$
2.		\$
3.		\$
4.		\$
Total In-Kind Expenses		\$ (FluidReview will automatically calculate)

***Cash Income**

- **The first line item must be "AHCMC Grant" with the requested grant amount of: (will autofill)**
- Please include any other sources of income for this project.

Line Item	Description	Amount
1. AHCMC Grant		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
Total Cash Income		\$ (FluidReview will automatically calculate)

***In-Kind Income**

- If you entered in-kind items in the "In-Kind Expenses" section above, please re-enter those same items in the chart below.

Line Item	Description	Amount
1.		\$
2.		\$
3.		\$
4.		\$
Total In-Kind Income		\$ (FluidReview will automatically calculate)

Total expenses MUST EQUAL total income, as well as the total project cost entered at the beginning of the application.

- Total Project Expenses: *FluidReview will calculate this total*
- Total Project Income: *FluidReview will calculate this total*
- Total Project Cost: *Will autofill with your response from the beginning of the application*

Project Budget Notes

***Provide additional information about how the project expenses were calculated.**

For example, if "Performer Fees \$1,500" is listed in your budget, provide additional detail about this line item here. (1,000 characters maximum without spaces)

***Please provide additional information about how the project income was calculated and information on income sources beyond the AHCMC grant request, if applicable.**

For example, if ticket revenue is listed as income, explain how the total for ticket revenue was calculated (i.e., the number of performances, the price of tickets, the estimated number of tickets that will be sold). If "Other Grants \$1,500" is listed, please provide information about that source of income. (1,000 characters maximum without spaces)

***Describe the in-kind contributions (donated goods, services, or discounts) allocated for the project.**

If not applicable, indicate N/A. (1,000 characters maximum without spaces)

***Work Sample(s) Description**

This is a separate task from the application narrative.

***Explain what the work sample(s) is (i.e. a performance from the 2019 spring show) and why the work sample(s) was selected.**

Be sure to address how the sample(s) relates to the proposed project and your work as an organization. (1,000 character maximum without spaces)

Please provide any viewing instructions for the panel, if applicable.

Example: please click on the hyperlink to YouTube and watch the video from 0:47 to 4:10. (1,000 characters maximum without spaces)

Specific Uploads for Groups

***Group Support Materials**

- List of group members;
 - Include residency and work addresses (city and ZIP Code accepted)
- Bios of key group members and/or volunteers;
- Current Strategic Plan, if available; and
- Organizational Chart, if available.

***Financial Support Materials**

- Previous fiscal year's operating budget;
- Current fiscal year's operating budget with actuals year-to-date; and
- Current Balance Sheet (if available).
 - Groups that have any questions about the required financials are highly encouraged to contact AHCMC grants staff.

Specific Uploads for Organizations

***Organization Support Materials**

- IRS Letter of Determination;
 - If the organization applied for an FY20 AHCMC grant and if there have been no changes to their non-profit status, the IRS Letter of Determination is not needed
- List of Board of Directors with affiliation;
 - Include work and residency addresses (city and ZIP Code accepted)
 - Please highlight members who reside and/or work in Montgomery County
- Bios of key staff and/or volunteers;
- Current Strategic Plan, if available; and
- Organizational Chart, if available.

*Financial Support Materials

- FY19 990, 990-EZ, or 990-N, or if the FY20 990, 990-EZ, or 990-N is not yet available, the letter of extension;
- Financial statements (Profit & Loss and Balance Sheet) for the most recently completed fiscal year; and
- Current fiscal year operating budget with actuals year-to-date.

Uploads for All

*Programming Support Materials: One PDF no more than 5 pages

- Include materials that will assist the panel in evaluating the applicant's programming, presenting, and/or producing activities. (i.e. newspaper clippings, program booklet, photos, brochures, and/or flyers.)

*Work Sample(s)

- Upload work sample(s) that demonstrate your organization's/group's abilities and achievements. Applicants should submit their strongest work samples – quality work samples are critical to the evaluation of an application.
- Submit work sample(s) in the format specified below:
 - Video: Maximum 2 videos, up to 100 MB per file, no more than five minutes combined.
 - Audio: Maximum 2 files, up to 10 MB per file, no more than five minutes combined.
 - Live video or audio hyperlinks can also be placed within PDF that is uploaded to FluidReview (i.e., an applicant can submit a live hyperlink to YouTube within a PDF)
 - Images: Maximum 10 images, up to 4 MB per file, which can be uploaded individually or formatted as one PDF.
 - Written Work:
 - For prose or research, submit no more than 10 pages, double-spaced, at least 11-point font, with 1-inch margins.
 - For poetry, script, or screenplay, submit no more than 10 pages, double-spaced, at least 11-point font, with 1-inch margins.
 - If the work submitted is a portion of a larger work, include a synopsis of the chapters and an outline of the complete work. Clearly explain how and where the piece submitted fits into the whole.
- Applicants are encouraged to submit samples reflecting recently completed work. Samples must adhere to the following guidelines for the discipline of the work in which you are engaged.
 - For Multi-/Cross-disciplinary: Applicants must submit work sample(s) that convey more than one artistic/scholarly discipline.
 - For Performing Arts: **Applicants are highly encouraged to submit video or audio work samples, instead of stills or photos.**
 - For History or Social Sciences, Historical, Critical, or Theoretical Approaches to the Arts, Linguistics, Literary Analysis, Philosophy, Writing, Ethics or Comparative Religion: Follow the format for written work.
 - For Visual Arts: Follow the format for video and image files.