# WHEATON CULTURAL PROJECT GRANTS

# FY21 GRANT GUIDELINES

## SUBMISSION DETAILS

**APPLICATION DEADLINE: Friday, October 16, 2020 at 11:59 p.m.**

Applications will be accepted for activities that take place from
January 1, 2021 through December 31, 2021.

Grant award announcements will occur in December 2020.

First-time applicants are highly encouraged to contact Grants Program staff.

**All applications and relevant materials must be submitted online at
http://artsandhumanities.fluidreview.com.**

**Late applications and materials will not be accepted.**

*All grant funding is subject to fiscal appropriation, reduction, 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 (AHCMC), in partnership with the community, cultivates and supports excellence in the arts and the humanities, expands access to cultural expression, and contributes to economic vitality in the region.

## Equity & Inclusion

With the acknowledgement and understanding that access to resources has been historically limited for certain groups of people, AHCMC 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, persons with a disability, and LGBTQ+ communities.

## ADA Compliance

Funded projects should be accessible to people with disabilities. AHCMC 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.

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## Introduction

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

## Purpose

By awarding *Wheaton Cultural Project Grants*, the Arts & Humanities Council of Montgomery County (AHCMC) seeks 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

## Grant Award

Grants will be awarded for activities occurring from **January 1, 2021 through December 31, 2021**.

- Awards range from at least $1,000 up to $10,000.
  - **Applicants that are individual artists or scholars must partner with a non-profit or for-profit entity based in Montgomery County to apply**.
  - Applicants that are organizations or groups do not need an organizational partner to apply.

## FY21 *Wheaton Cultural Project Grants* Estimated Timeline

| Webinars | September & October 2020 |
|---|---|
| Application Deadline | October 2020 |
| Panel Review | November 2020 |
| Award Announcement | December 2020 |
| Final Report | January 2022 |

## Important Notes

- More than **one submission per applicant** for a *Wheaton Cultural Project Grant* per fiscal year **will not be accepted**.
- Funds can only cover project expenses incurred between **January 1, 2021 and December 31, 2021**.
- Grant requests for less than $1,000 will not be accepted.
- Grant requests for more than $10,000 will not be accepted.
- An individual who applied for an FY21 *Artists & Scholars Project Grant* and is part of an organization/group may not be the lead applicant for the submittal of an FY21 *Wheaton Cultural Project Grant.*

- Grant requests for the same project in more than one grant category within the same fiscal year **will not be accepted**.
    - Example: an organization/group may not apply for the same project in FY21 under both *Programming & Capacity Building Project Grants* and *Wheaton Cultural Project Grants*.

## Eligibility Requirements

An applicant is eligible to apply for an award if they meet all the following requirements **by the published application deadline**:

- The applicant must be based in Montgomery County, MD.
- **Organization and group applicants must operate as a non-profit**
    - The organization or group may or may not be incorporated and may or may not be formally recognized by the U.S. Internal Revenue Service (IRS) as a public charity or otherwise officially established as a tax-exempt 501(c)(3) institution. However, the applicant must operate in the manner of a non-profit (the organization's/group's net earnings cannot be distributed to those who control it).
- Organization and group applicants must have an annual operating budget of no more than $500,000 for the most recently completed fiscal year.
- Individual applicants must partner with a non-profit or a for-profit entity based in Montgomery County, whose budget may exceed $500,000.

*For the purposes of this grant, organizations are defined as being incorporated as a non-profit and recognized by the IRS as a public charity or otherwise officially established as a tax-exempt 501(c)(3) institution.*

## Project Eligibility Requirements

Eligible activities must:

- Take place between January 1, 2021 and December 31, 2021;
- Take place in Wheaton, MD; and
    - 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
- **Be open to the public, in-person or virtually, following the socially distant guidelines required by Montgomery County, with or without an admission fee.**

## Eligible Project Examples

The following are examples of activities that are eligible for funding. Activities may include virtual and/or in-person programming/events. This list is not exhaustive; applicants are encouraged to think creatively about the activities proposed in their grant application.

- Performances, presentations, or exhibitions of visual, performing, media, and/or folk and traditional arts
- Festivals or events that include one or more arts/humanities discipline(s)
- Historical presentations, archeological programs, or historical reenactments
- Poetry readings, author lectures, or script workshops
- Public art, including community mural projects

## Eligible Disciplines

For purposes of this application, applicants may work in any of, or combination of, the following disciplines:

- Dance includes choreography or performance, whether in a historically recognized or a contemporary style.

- Folk and Traditional Arts includes artistic expressions grounded in a common ethnic heritage, shared language, religion or occupation. These are artistic traditions 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 includes work that reflects upon and analyzes creative processes and/or specific works, such as a performance, exhibit or piece of art.

- History or Social Sciences includes 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 includes 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.

- Media Arts 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.

- Music includes the performance, creation, recording, and distribution of original music from any genre, or of historically recognized musical compositions and/or styles.

- Philosophy, Ethics or Comparative Religion 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.

- Storytelling 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 includes the creation, production, and/or performance of original contemporary or historically recognized theater and musical theater works.

- Writing includes the creation, presentation, and distribution of materials that are literary in nature; and publications, readings and compilations of original poetry, fiction, non-fiction, creative non-fiction, screenplays and play scripts.

- Visual Art 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 curatorial projects and/or 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 (**not** including capital campaigns, construction costs, and the purchase or leasing of sites).

- Presenting and/or Multidisciplinary works 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 disciplines.

## Grant Limitations

*Wheaton Cultural Project Grants* will not fund:

- 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.

## Review Panel Process

All eligible applications are evaluated by a panel of arts, humanities, and/or cultural professionals in an open panel review process. Panelists are chosen to represent a cross-section of professionals qualified to provide expert knowledge of specific arts, humanities, and/or cultural disciplines as well as for their management experience, professional knowledge of the sector, and prior panel experience. AHCMC staff make every effort to ensure that the panel is diverse in all respects.

AHCMC staff review applications for eligibility and completeness, but do not score. Staff manage all administrative and logistical tasks necessary to conduct a successful panel review, provide panelists all documentation necessary to evaluate applications effectively, inform the panel in matters of AHCMC policy and procedures, and facilitate panel meetings. Panelists are provided with the eligible applications and support materials approximately four weeks prior to the panel review meeting to allow sufficient time for their evaluation. All eligible applications are evaluated based on the following AHCMC Evaluation Criteria: Project Quality, Project Impact, Community Benefit, and Administrative Oversight (described in detail below).

The panel convenes to discuss and provide scores for each application. Panel meetings are open to applicants who wish to observe; however, applicants are not permitted to make any comments or participate in any way at the panel meeting. Applicants may not contact panelists before or after the panel meeting regarding their grant review. Once the application deadline has passed and the panel has received the application for review, AHCMC staff will not forward updates from the applicant to the panel.

AHCMC staff use the applicant's panel score to calculate and recommend grant award amounts to AHCMC's Grants Committee. The Grants Committee reviews and revises the grant awards as necessary

and forwards their recommendations to the AHCMC Board of Directors. The Board of Directors has final authority to approve or decline all grant awards.

The panel scores and comments are available to the applicant upon request after the award notifications have been publicly announced. Applicants are **high encouraged** to schedule a feedback appointment to review panel scores and comments by contacting Karen Judson, Grants Program Manager, at (301) 565-3804, or [Karen.Judson@creativemoco.com](mailto:Karen.Judson@creativemoco.com).

## Evaluation Criteria

Panelists use the Evaluation Criteria to score the application. An applicant's commitment to each Evaluation Criteria should thread through the entire application, including the narratives, financials, work samples, and support materials.

Each FY21 *Wheat Cultural Project Grant* application will be evaluated based on the extent to which it addresses 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

## Post-Award Information

## Grant Agreement

Following the award of a grant, an authorized representative of each grantee must sign a Grant Agreement with AHCMC stating that the grantee agrees:

- To comply with all FY21 *Wheaton Cultural Project Grants* guideline requirements;

- To use the grant funds only for the purposes described in the grant proposal during the period of **January 1, 2021 through December 31, 2021**;
- Not to use the grant funds for the activities listed on page 6 of these guidelines under "Grant Limitations";
- To use funds only for administrative or programmatic costs incurred in Montgomery County. Award funds cannot be used for administrative costs incurred due to activities that took place outside of Montgomery County (i.e., other counties in Maryland, Washington D.C., or Virginia);
- To request, by use of a grant change request form provided by AHCMC, permission for any change, cancellation, or postponement to the project as described in the grant application no later than **November 30, 2021**. Change requests submitted after November 30, 2021 may result in grant forfeiture;
- To return any grant funds not spent, or spent not in compliance with published grant guidelines, grant agreement, and/or the approved grant proposal no later than **January 31, 2022**;
- To continue to meet the Eligibility Requirements on page 4 of these guidelines throughout the duration of the grant period;
- To fill out and submit the Bill.com contact form on FluidReview and create an account on Bill.com for direct deposit of grant funds;
- To submit a completed final report no later than **January 31, 2022** through AHCMC's online grants system, providing information about the implementation of the funded project and the use of grant funds;
- Not to discriminate against any person on the basis of any characteristic described in Section 27-1(a) of Chapter 27 of the Montgomery County Code;
- To comply with all ADA requirements germane to the project;
- To acknowledge the support of the Arts & Humanities Council of Montgomery County and the Montgomery County Government on all materials distributed to the public, including use of the AHCMC logo when possible; and
- To provide complimentary access to any public activities upon request of AHCMC staff.

Failure to comply with these requirements may result in grant cancellation and ineligibility to apply for future grants.

Grantees are encouraged to notify AHCMC about exhibitions, performances, and/or other activities resulting from this grant and to participate in CultureSpotMC.com, AHCMC's online calendar.

## Grant Disbursement

Payment for grant requests between $1,000 and $5,000 will be made to the grantee in full following AHCMC's receipt of:

- The required Grant Agreement;
- **For individual and group grantees only**: A W-9 Form with Social Security Number (SSN) or Employer Identification Number (EIN);
- The required Bill.com contact form and the creation of a Bill.com account, allowing direct deposit of grant funds to the grantee's bank account;
- The grantee's final report from the previous year, if applicable;
- The grantee's payment for outstanding constituent service fees (i.e. MarketPower and CultureSpot), if applicable; and
- Payment from the Montgomery County Government to AHCMC for the grants awarded.

Payment for grant awards that are more than $5,000 will be paid in two installments:

- 75% of the grant award will be paid to the grantee following AHCMC's receipt of all items listed above, under the heading "Grant Disbursement"
- The remaining 25% of the grant award will be paid upon the grantee's submission of their completed final report on or before **January 31, 2022**.

## Changes in Grant Implementation

The grantee must alert AHCMC if significant project changes are required. The grantee must submit a change request form and receive AHCMC's approval—a meeting may be required. Any change in the implementation of the project must be approved by AHCMC **before** the change occurs.

- All requests for project changes must be submitted in writing on a form supplied by AHCMC.
- Please note that AHCMC can decline significant project changes if the proposed change is a major diversion from the project described within the application and grant agreement.
- **Requests for a project change will not be considered after November 30, 2021.**

## Reporting

All grantees are required to submit a final report due **no later than January 31, 2022**. Submitting a late report may have a detrimental impact on an applicant's eligibility for future funding.

## Return of Grant Funds

- In case the change request is not approved and/or the grantee is not able to implement its programs and/or conduct business as described in the grant agreement, the grantee must return the grant funds. **Please contact AHCMC grants staff before grant funds are returned.**
- If AHCMC determines that grant funds were spent for activities not in compliance with these guidelines and/or for activities that were not described within the approved grant proposal, the grantee must return the amount spent on non-allowable expenses.
- **Grant funds received but not spent by December 31, 2021 must be returned to AHCMC by January 31, 2022 with the grantee's final report.**

## The Online Application Process

All applications and materials must be submitted online on the AHCMC [FluidReview](#) portal. Follow the instructions below to access the FY21 *Wheaton Cultural Project Grants* application.

1. Go to [https://artsandhumanities.fluidreview.com/](https://artsandhumanities.fluidreview.com/) and log into your FluidReview account using your username and password.
   a. If you do not have an account, create one by clicking on "Sign Up" in the lower right-hand corner. Once you have created your account, you will be able to access the portal.
2. Select the blue "View Grants" button in the bottom left-hand corner to see the open grant categories.
3. Select "Create Submissions" to the right for "FY21 Wheaton Cultural Project Grants."
4. After you have created a submission for a grant category, all your ongoing submissions will be under "Your Grants" on your Home page, immediately after you log in.

In the main application form, be sure to click "Save & Continue" at the bottom of each page before moving on to the next page.

If you have any questions about FluidReview, please contact Ana-Alicia Feng, Grants Program Coordinator, at (301) 565-3805 ext. 21, or [AnaAlicia.Feng@creativemoco.com](mailto:AnaAlicia.Feng@creativemoco.com).

## Required Application Materials

**All documents except for work samples must be submitted as PDFs. Contact AHCMC grants staff if you need help converting your documents to PDFs.**

A completed, online FluidReview application includes:

### Individuals

1. **Completed Narrative**
   - Download a Word template of the application under the "Application" tab on AHCMC's website [here](). Please note that templates are for your reference only.
2. **Resume or CV of applicant**
3. **Bio(s) of key staff who work for the partner organization**
4. **Letter of Support**
   - Collaborative sponsorship agreement and/or letter of support between the applicant and the partner organization, outlining details of the partner's role and commitment.
5. **Programming Support Materials: One PDF no more than 3 pages**
   - Include materials that will assist the panel in evaluating the applicant's programming, presenting, and/or producing activities and/or partner organization. (i.e. newspaper clippings, program booklet, photos, brochures, and/or flyers.)
6. **Work sample(s)**
   - Refer to the section below labeled "Work Sample(s)."

### Groups

1. **Completed Narrative**
   - Download a Word template of the application under the "Application" tab on AHCMC's website [here](). Please note that templates are for your reference only.
2. **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.
3. **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**.

4. **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.)
5. **Work sample(s)**
   - Refer to the section below labeled "Work Sample(s)."

## Organizations

1. **Completed Narrative**
   - Download a Word template of the application under the "Application" tab on our website here. Please note that templates are for your reference only.
2. **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.
3. **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.
4. **Programming Support Materials: One PDF no more than 5 pages**
   - Include materials that will assist the panel in evaluating the organization's/group's programming, presenting, and/or producing activities, i.e., newspaper clippings, program booklet, photos, brochures, or flyers.
5. **Work sample(s)**
   - Refer to the section below labeled "Work Sample(s)."

## Work Sample(s)

- Upload work sample(s) that demonstrate the applicant's abilities and achievements. Applicants should submit their strongest work samples – quality work samples are critical to the evaluation of an application.
- Provide information that explains to the reviewer what the work sample is, and how it relates to the proposed project.
- 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)
- o Images: Maximum 10 images, up to 4 MB per file, which can be uploaded individually or formatted as one PDF.
- o 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.
  - o For Multi-/Cross-disciplinary: Applicants must submit work sample(s) that convey more than one artistic/scholarly discipline.
  - o For Performing Arts: **Applicants are highly encouraged to submit video or audio work samples, instead of stills or photos.**
  - o 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.
  - o For Visual Arts: Follow the format for video and image files.

## Grant Preparation Assistance

First-time applicants are highly encouraged to contact Grants Program staff.

Grant Preparation Webinars

AHCMC will conduct free grant preparation webinars to instruct prospective applicants on how to complete grant applications. While attendance is not required, AHCMC strongly encourages all potential applicants to attend a webinar, even if the applicant has applied previously. Whether or not an applicant attends a webinar will not be a factor in evaluating the application. Please click here or go to http://creativemoco.com/grants/ to join our email list and receive notifications about grant deadlines and webinars.

Personal Appointments

Personal appointments are available for those who are unable to attend a webinar or who need additional assistance. These appointments are available for assistance with both the content of the application and/or technical assistance with the online grant application. Consultation services in languages other than English are available by appointment.

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 (301) 565-3804, or Karen.Judson@creativemoco.com.

## Important Reminders & Tips

- Applications must be submitted online at http://artsandhumanities.fluidreview.com by **11:59 p.m. on the posted deadline. Late applications will not be accepted.**
- Applications that are emailed, delivered in person, faxed, or submitted in any fashion other than the online grants system will not be accepted.
- **Follow the instructions in FluidReview carefully.**
- Write clearly and concisely—do not use jargon. Remember that the panelists who are reading your application may be unfamiliar with your work.
- 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.
- Before submitting, proofread your application for readability and content.
- **To avoid unanticipated technical glitches, do not wait until the day of the deadline.**

# SUBMISSION DETAILS

**APPLICATION DEADLINE: Friday, October 16, 2020 at 11:59 p.m.**

Applications will be accepted for activities taking place from January 1, 2021 through December 31, 2021.

Grant awards will be announced in December 2020.

**All applications and materials must be submitted online at http://artsandhumanities.fluidreview.com.**

# Questions?

Karen Judson, Grants Program Manager
(301) 565-3804, or Karen.Judson@creativemoco.com

Ana-Alicia Feng, Grants Program Coordinator
(301) 565-3805 x21, or AnaAlicia.Feng@creativemoco.com

Applicants are encouraged to learn more about energy-efficient opportunities to reduce energy costs at http://montgomerycountymd.gov/green/.