

FY22 *Wheaton Cultural Project Grants* (WCPG) Narrative Template for Individuals

This template is for your reference only. All applications, work samples, and supplement materials must be submitted online through SurveyMonkey Apply (SM Apply). AHCMC cannot accept anything by mail or email.

Please note that there may be formatting differences on the SM Apply grants portal, however the content of the questions will remain as seen on this template.

All required questions are marked with an asterisk (*). All text responses have a character count that includes spaces.

Submit this application no later than **Friday, October 15, 2021 at 11:59 p.m.**

Basic Information

***Are you applying as an individual artist/scholar or on behalf of an organization or group?** For the purposes of this grant, organizations, as opposed to groups, are 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.

- Individual artist/scholar
- Organization
- Group

***Applicant Legal First Name:**

***Applicant Legal Last Name:**

Artist/Scholar Name, if different:

***Address (P.O. Boxes not accepted):**

***City:**

***State:**

***ZIP Code:**

***Phone Number:**

***Email:**

Website:

***Select your primary discipline as an artist/scholar.** Refer to pages 4-5 of the FY22 WCPG guidelines or the AHCMC website for a detailed explanation of each of the disciplines. ([Click here to access the eligible disciplines on the AHCMC website.](#))

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

***Is the project in a discipline other than your primary discipline?**

- Yes
- No

***If yes, select the discipline of the project below.**

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

Eligibility Questions

***Have you resided in Montgomery County, MD for at least 12 consecutive months prior to the application deadline?**

- Yes
- No

***Are you at least 21 years of age?**

- Yes
- No

***Are you a full-time student?**

- Yes
- No

***Are you a practicing artist and/or scholar with demonstrated ability in the arts and/or humanities discipline of the project?**

- Yes
- No

***Are you able to provide AHCMC with a Social Security Number (SSN) or Individual Taxpayer Identification Number (ITIN) prior to undertaking the grant activities?**

- Yes
- No

***Do you have a project partner that is an organization with non-profit or for-profit status, based in Montgomery County?** (Note: the Partner Organization’s budget may exceed \$500,000 and their mission may or may not be arts and/or humanities-based.)

- Yes
- No

Partner Organization Basic Information

***Partner Organization Name:**

***Address:**

***City:**

***State:**

***ZIP Code:**

***Contact Name:**

***Contact Title (i.e., Executive Director):**

***Contact Phone Number:**

***Contact Email:**

Website:

Project Overview

***Project Title** (150 characters maximum with spaces):

***Give a short summary of the project.** (750 characters maximum with spaces) **This summary will be used in public materials. AHCMC reserves the right to edit the summary for clarity.*

***AHCMC Grant Request:**

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

***Total Project Cost:**

(May exceed \$10,000 and should include in-kind costs, if applicable.)

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

(Must be between 1/1/2022 and 12/31/2022)

Project Location Details

All applicants must clearly articulate how the project will benefit Wheaton, MD. In-person events must take place in Wheaton, MD.

Programs funded by an AHCMC grant must be open to the public with or without an admission fee, in person or virtually. If in person, activities should follow current COVID-19 guidelines for in-person events as required by the Montgomery County Health Department. ([Click here for additional information.](#))

- [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 & Entertainment District](#)

Do you anticipate that project activities will be in person, virtual, or a hybrid involving both virtual and in-person activities? *Select all that apply.

- In person
- Virtual

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

- Venue Name:
- Venue Address:
- Venue City:
- Venue State:
- Venue Zip Code:

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

- Reserved
- Tentative

***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 virtual programming, please explain the medium that will be used to present the program(s) (i.e., YouTube, Facebook Live, Zoom, Instagram Live, etc.) and why you have chosen that specific virtual medium.** (750 characters maximum with spaces)

Quality of Project (15 points)

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

***Provide a detailed description of the project.** Specify whether the project represents new programming, a repeat of an earlier project, and/or a part of a series. (2,500 characters maximum with spaces)

***Describe how you express innovation and creativity in your arts and/or humanities discipline.** Your answer should reflect your experience as an artist/scholar. (2,500 characters maximum with spaces)

Project Impact (35 points)

- Potential of the project to have a positive impact on the Arts & Entertainment district in Wheaton;
- Potential of the project to have a positive impact on under-resourced and/or marginalized communities in Wheaton; and
- Potential of the project to have a positive impact on the applicant.

***What are the anticipated outcomes that will result from the completion of this project and how will you evaluate whether the objectives have been met?** (2,500 characters maximum with spaces).

***How will the project impact the Wheaton Arts & Entertainment District?** Specify how the project will support artists/scholars currently living or working in Wheaton and elevate the district as a whole. **Please note that if the project will consist solely of virtual programming, applicants are still required to clearly articulate how the project will specifically benefit the Wheaton, MD community.** (2,500 characters maximum with spaces)

***How will the project positively impact under-resourced and/or marginalized communities present in Wheaton?** (2,500 characters maximum with spaces)

***How does the project relate to your creative and professional goals as an artist/scholar?** Address how the project will positively impact your work as an artist/scholar. (2,500 characters maximum with spaces)

Community Impact (35 points)

- Clear commitment to being accessible to, collaborating with, and engaging under-resourced and marginalized communities in Wheaton and empowering local participation;
- Uses data and demographics to clearly define audience and demonstrates an understanding of the community to be served; and
- Includes the community in project planning and evaluation, and is responsive to community feedback.

***Identify and describe the intended audience for the project.** A reminder that this funding opportunity is focused on the Wheaton community. Be as specific as possible by including characteristics such as, but not limited to, age, race/ethnicity, gender, sexual orientation, geographic location, economic status, disability, and whether community is underserved and/or a special interest group. (2,500 characters maximum with spaces)

***Describe how you will reach, engage, and collaborate with the project's intended audience, both in terms of project planning and outreach.** (2,500 characters maximum with spaces)

***Describe how the project will benefit and resonate with the intended audience.** Include how feedback is solicited and used to inform programming. (2,500 characters maximum with spaces)

***How will you ensure that programs, services, facilities, and online media are accessible to the public and ADA compliant?** Include barriers to participation you have identified and will address. (2,500 characters maximum with spaces)

Administrative Oversight (15 points)

- Evidence of administrative skills required to meet proposal objectives, based on completeness and clarity of the proposal and timeline; and
- Well-researched, clear, realistic, and complete budget and budget notes;
 - **Individual artist/scholar applicants must retain a portion of the project budget to compensate themselves for their work.**

***Describe the professional qualifications and diversity of the partner organization's key staff and volunteers and/or contractors involved in bringing the project to fruition.** 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. (2,500 character maximum with spaces)

***Provide a timeline for the project.** Include approximate dates/months/timeframes for specific administrative, marketing, publicity, fundraising and programmatic activities, project milestones, and/or other significant events scheduled to occur to bring the project to fruition. The full project timeline should be outlined; however, grant funds can only be allocated for activities occurring **between January 1, 2022 and December 31, 2022.** (2,500 characters maximum with spaces)

***Describe efforts to seek other sources of support such as in-kind contributions, other grants, sponsors, cash donations, fundraising, earned income, etc.** (2,500 characters maximum with spaces)

***Will you undertake the project if the AHCMC grant is not awarded, or if the award is lower than the original request?** Explain potential scope reductions (programmatic, staff, budget reductions, etc.) that may occur if the grant award is lower than anticipated. (2,500 characters maximum with spaces)

Project Budget

SurveyMonkey Apply will have a fillable chart for this section.

- **Your budget must be balanced: total expenses MUST equal total income.**
- Do not use the dollar sign or symbols such as a comma in the amount column.
 - Ex: If you'd like to enter one thousand dollars, type 1000 rather than \$1000 or \$1,000.
- 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 6 of the FY22 WCPG guidelines for a detailed description of allowable project expenses that can be paid for by AHCMC.)
- **Applicants must retain a portion of the budget to compensate themselves for their work.**
- **Use an asterisk (*) to mark expenses that will be paid for by the AHCMC grant. Asterisked expenses should clearly indicate how the entire AHCMC grant will be allocated.**
- **Do not** include "miscellaneous" or "contingency" expenses.

Line Item	Description	Amount
1. *Artist fee	Applicant's own compensation	\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
Total Cash Expenses		\$ (Will automatically calculate)

*In-Kind Expenses

- If items are 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		\$ (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	Amount requesting for project	\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
Total Cash Income		\$ (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		\$ (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:** *Will automatically calculate*
- **Total Project Income:** *Will automatically calculate*
- **Total Project Cost:** *Will autofill from applicant's response on page 3*

Project Budget Notes

***Provide additional information about how the project expenses are calculated.** For example, if "Performer Fees \$1,500" is listed in the budget, provide additional detail about this line item here. (1,500 characters maximum with spaces)

***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, provide information about that source of income. (1,500 characters maximum with spaces)

***Describe the in-kind contributions (donated goods, services, or discounts) allocated for the project.** If not applicable, indicate N/A. (1,500 characters maximum with 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 2020) and why the work sample(s) was selected.** Address how the sample(s) relates to the project and your work as an artist/scholar. (1,500 character maximum with spaces)

Required Uploads

All documents except for work samples must be submitted as PDFs. (Please see the work sample directions below for information about acceptable file formats.) Contact AHCMC grants staff if you need help converting your documents to PDFs.

IMPORTANT! Staff will remove Programming Support Materials and Work Samples that exceed the limits stated below.

A completed application includes:

ALL APPLICANTS

1. Completed Narrative

2. Programming Support Materials

- Include materials that will assist the panel in evaluating the applicant's programming, presenting, and/or producing activities. (i.e., newspaper clippings, program booklets, photos, brochures, flyers, and/or examples of successful activities that took place in the recent past.)
- **Individuals: One PDF no more than 3 pages**

3. Work sample(s)

- Upload a **maximum of 10 work samples, no more than 10 files or 10 pages total**, 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.
- Applicants will be asked to provide a brief description of the work sample(s) in the application and an explanation for how the sample(s) relates to the proposed project.
- **Work samples may be submitted in any one or combination of the file formats below. Applicants may upload up to 10 files, no more than 10 pages total.**
 - Images: Maximum 10 images, up to 4 MB per file, which can be uploaded individually or formatted as one PDF.
 - 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 a PDF (i.e., a live hyperlink to YouTube within a PDF).
 - If the submitted video and/or audio is more than five minutes combined, applicants will be provided with a space to include instructions for which segments the panel should pay attention to. (Ex: Please click on the YouTube hyperlink to watch the video from 0:47 to 4:10)
 - Written Work:
 - Maximum 10 pages, double-spaced with at least 11-point font and 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 the applicant is engaged.
 - For Presenting and/or Multidisciplinary: Work sample(s) must convey more than one arts and/or humanities discipline.
 - For Performing Arts: **Applicants are highly encouraged to submit video or audio work samples, instead of stills or photos.** If the applicant's work includes audience interaction, a live performance recording is helpful.
 - 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 Design, Media, and Visual Arts: Follow the format for video and image files.

INDIVIDUALS

4. Individual Support Materials

- Resume or CV of applicant;
- Bio(s) of key staff and/or volunteers who work for the Partner Organization, including the individual's role in the project; and
- Letter of Support - a collaborative sponsorship agreement and/or letter of support between the applicant and the partner organization, outlining details of the partner's role and commitment.

AHCMC Reporting Data

The questions below correspond with AHCMC's reporting obligations. Responses to the questions below will not be seen by panelists or factored into the application evaluation and scoring.

***Are you a current FY22 AHCMC grantee?**

- Yes
- No

***If yes, do you have data updates that are not reflected in the most recent FY22 application submittal?**

- Yes
- No

Use the links below to answer the following questions about your districts:

- <https://maryland.maps.arcgis.com/apps/webappviewer/index.html?id=177afa87a67746a4ac5496b2d0897fb7>
- <https://www2.montgomerycountymd.gov/mccouncildistrict/>

***Federal House District:**

***State Senate District:**

***State Delegate District:**

***County Council District:**

***Please indicate what race/ethnicity you publicly self-identify as.**

- Asian/Asian American/Pacific Islander
- Arab/Middle Eastern
- Black/African America/African
- Hispanic/Latino/Latina/Latinx
- Native American/American Indian/Indigenous
- White/Caucasian/European
- Multi-Racial or Multi-Ethnic (2 or more races or ethnicities)
- Decline to state

Please indicate which gender you publicly self-identify with. *Two drop-down lists.

- Female
- Male
- Non-binary
- Two-Spirit
- Decline to state
- Transgender
- Non-transgender (cisgender)
- Decline to state

***Please indicate what sexual orientation you publicly self-identify with.**

- Gay, Lesbian, Bisexual
- Heterosexual or Straight
- Asexual
- Decline to state

***Please indicate whether you publicly self-identify as a person with a disability.**

- Yes
- No
- Decline to state