

# Community-Based Art Grant Program 2021 Funding Opportunity

## Program Support Grant Application

### Application Checklist:

- Cover page
- Application Checklist (this form)
- Narrative Statement
- Resumes of Key Personnel
- Proof of Non-Profit Organization status
- Budget Chart



# Community-Based Art Grant Program: Grant Application

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## Community-Based Art Grant Program: Grant Application

This Notice of Funds Availability (NOFA) solicitation seeks up to five community-based organizations (CBO) that will each be paired with one artist (5 artists will be selected in total through a separate and open process). This is not an opportunity to propose artwork but an opportunity to demonstrate the ability to partner and work with an artist once selected through this Grant Program. CBOs will be responsible for working with and being the primary point of contact with artists, providing financial support to the artists with the funding awarded through this Notice of Funds Availability (NOFA), and hosting a community event and/or promotion (virtual or in-person depending on public safety parameters due to the COVID-19 pandemic) to showcase the artist's art installations in geographically diverse locations within New Jersey to engage communities about the risk of climate change.

The CBOs that are selected will be responsible for hosting and promoting the art installations through the community(s) they serve, including but not limited to, a community event showcasing the artwork; supporting artists to develop art installations; and acting as the primary point of contact for the artists

This NOFA solicitation offers funding for a new round of grants, continuing the grant program from the NOFA solicitation released in November 2020.

### How to Apply

All application requirements must be completed and submitted consistent with the Application Submission requirements below. For Application Requirements, please see page 7.

### Questions about Application

Any questions about the application process should be submitted in writing via email to [NJCZM@dep.nj.gov](mailto:NJCZM@dep.nj.gov) by **5:00 P.M. EST on October 14, 2021** to be eligible to receive a response. Staff are not able to answer any questions about the grant application process over the phone or email.

Applicants seeking assistance are advised to submit questions well in advance of the deadline. Prior to submitting questions, applicants should read the application requirements thoroughly.

Responses will be posted to the program website, <https://www.nj.gov/dep/cmp/309-riskcommunication.html> on **October 22, 2021** with a follow-up notification to the applicants that submitted questions.

### Application Submission

Applications and any associated documents must be submitted electronically. The application and all required documents must be submitted to the New Jersey Department of Environmental Protection (DEP), Bureau of Climate Resilience Planning at [NJCZM@dep.nj.gov](mailto:NJCZM@dep.nj.gov) by **5:00 P.M. EST on November 1, 2021** to be eligible for funding.

A notification of receipt will be provided to the applicant by email. An applicant that submits an incomplete application shall be deemed ineligible.

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### Requirements for Final Approval and Funding

The announcement and notification of all grant recipients will occur by **early December 2021**. Prior to final approval and the award of funding, all participating entities must provide a final statement of work and budget agreed to by the applicant and the Bureau of Climate Resilience Planning.

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## Background

Risk can be perceived very differently by populations that experience similar kinds of events based on culture, economic practices, education, and length of events. It is not enough to relay to people that they are at risk; it is necessary to help them understand, through compelling and clear messaging, what can be done so they feel empowered to take action. The New Jersey Coastal Management Program (CMP) wishes to adopt new methods of communication to have a more wide-spread and effective approach to communicating risk.

To achieve this, the New Jersey Department of Environmental Protection (DEP) CMP is partnering with the New Jersey State Council on the Arts (State Arts Council) to implement a Community-Based Art Grant Program (Grant Program). The Grant Program is intended to increase awareness about of the risks and impacts of climate change in New Jersey by engaging the public in the development and presentation of art installations and associated communication efforts and events.

The purposes of the Grant Program are to:

- Increase public awareness of how individuals will be impacted by climate change and what they can do about it;
- Use innovative approaches and outreach methods and materials that are tailored to the needs of local communities throughout New Jersey's coastal zone;
- Elevate awareness of the risks of climate change, including but not limited to increased temperature, drought, flooding caused from sea-level rise, coastal storms, and precipitation;
- Advance resilience planning efforts in New Jersey through effective risk communication methods, materials, and actions; and
- Effectively communicate the necessary behavior changes that will make New Jersey more resilient to climate change.

Art installations may be temporary or permanent depending on the need of each community-based organization and the type of art installation. Any plans for a community-based organization to permanently keep the artwork onsite will need to be discussed with the artist and will not be funded through the grant program.

This grant program is funded by the National Oceanic and Atmospheric Administration (NOAA) and the DEP/CMP in partnership with the State Arts Council.

**Note:** The DEP/CMP, State Arts Council, CBOs, and NOAA will have rights to take and use images and videos of the artwork produced as a result of this Grant Program. Artists will retain the rights to the artwork itself.

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### Expectations of Community-Based Organizations

The CBOs that are selected will be responsible for hosting and promoting the art installations through the community(s) they serve, including but not limited to, a community event showcasing the artwork; supporting artists to develop art installations; and acting as the primary point of contact for the artists. In consultation with DEP, CBOs may promote the art installations virtually or in-person depending on public safety parameters due to COVID-19.

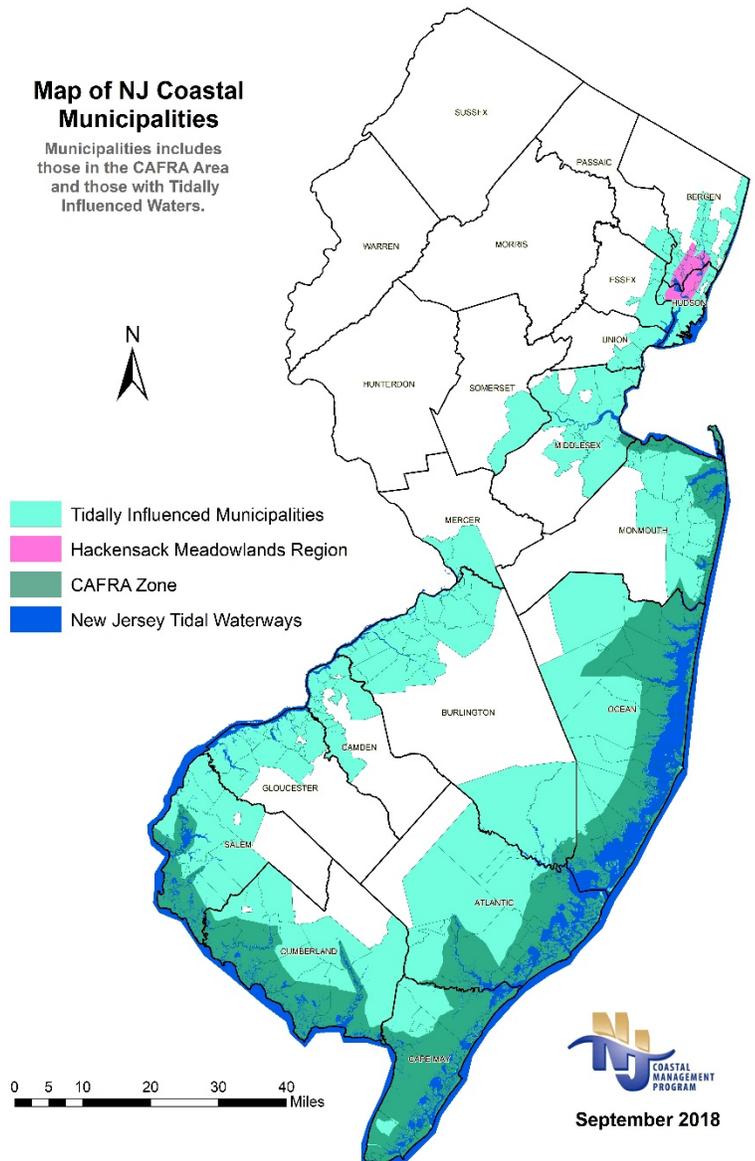
The intent of the Grant Program is to engage communities around the development and display of artwork to provide an innovative approach to effectively communicate the risks of climate change. The CBO will be awarded funding to:

- Participate on the artist selection panel (which will be held virtually if necessary) through the State Arts Council to assist in the selection of an artist that will work directly with the CBO to complete work under the Grant Program;
- Directly work with, act as the point of contact, organize, and provide funding awarded through this Notice of Funds Availability to one artist for development of a community-based artwork. Up to five CBOs will be selected through this NOFA and up to five artists will be selected through a State Arts Council's solicitation process;
- Work with the selected artists to determine the most suitable location for the art work;
- Develop a detailed work plan for approval by DEP and the State Arts Council. The work plan must identify the CBO project lead who will work closely with the artist and be in direct contact with DEP and State Arts Council throughout the duration of project. The project lead is responsible for ensuring DEP and the State Arts Council are updated monthly on the progress of the project and must attend all meetings. The work plan must also outline a proposed timeline for promoting and holding the community event, development of the artwork, and when update meetings will be held. Changes to the work plan must be approved by DEP and the State Arts Council in advance of implementation;
- Advertise community events through social media and any preferred platforms, tagging DEP and the State Arts Council in posts. Social media content, flyers, and any other promotional material must be approved by DEP and the State Arts Council in advance;
- Host a virtual or in-person community event(s) to showcase the artwork;
- Photograph and document artwork and all events for future use; and
- Acquire all required local, county, state, and/or federal permits that are required to hold any community event(s).

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## Where the Work Will Take Place

Art installations are to be located in existing public spaces within the coastal zone and may include, but are not limited to, murals, light displays, installations created from community-collected trash, performances (dance, music) or performance art. The installations can be located on the CBO's property, or other publicly accessible location and agreed to by the CMP and upon sufficient proof of any rights necessary to use such land. The location of installations cannot result in any new environmental disturbance due to their installation, and installations will not be located in, or cause impact to, environmentally sensitive areas such as, but not limited to, wetlands, sand dunes, threatened and endangered species or habitats, historic preservation sites, or marine mammals. Due to the importance of protecting the environmental and historic integrity of any site, the location of art installations will be required to undergo a National Environmental Policy Act (NEPA) review by NOAA that will be submitted by DEP on behalf of all selected CBOs and artists.



Click on the link [here](#) to view the list of New Jersey municipalities that are located in the coastal zone, which include those in the CAFRA area and those with tidally influence waters.

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## Amount of Funding

CBOs will be awarded funding to reimburse the costs of administrative expenses and supplies for promotion and hosting of community event(s), as well as funding for artists to accomplish the expected actions listed above. Up to five (5) CBOs throughout New Jersey's coastal zone may be selected under this solicitation. Each CBO will be paired with an artist selected through a panel administered by the State Arts Council.

The total funding available for this grant program is \$80,000. Each CBO is eligible to be awarded up to \$16,000. Of that award a minimum of \$7,000 must be provided to the artist for reimbursement of materials and for their development and presentation of the art installation selected. Up to \$9,000 may be utilized by the CBOs for reimbursement of documented costs, such as staff time, location fees, and materials. CBOs will be selected based on the selection criteria and funds available. The DEP and State Arts Council will serve as the review team to consider the submitted budget and proposed costs and recommend an award amount, which may differ from the requested amount. DEP will make the final determination regarding the award of funding.

## Community-based Organization Eligibility Requirements

To be eligible for the Grant Program, an applicant must:

1. Be incorporated in the State of New Jersey as a non-profit corporation or be a unit of government, college or university; or
2. Be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4; and
3. Be an organization in "good standing," with the State of New Jersey; and
4. Have established programs that occur in and are impactful to communities within New Jersey's coastal zone (see the map on page 5 for reference); and
5. Have the ability to submit required contract reporting and invoicing; and
6. Have at least one half-time administrative staff person on payroll (not a combination of staff);
7. Have the ability to promote and support community understanding and engagement in the art installation, either in-person or in a virtual capacity; and
8. Have the ability to submit a Project Accessibility (ADA) Checklist when the grant agreement has been signed with DEP. The Checklist is available here: <https://njtheatrealliance.org/resources/self-assessment>; and
9. Register in NJSTART, if selected for award. If you are a new grantee (not in the State's Treasury system) or an existing grantee with a new payment address or wish to receive direct deposit, you must register/update information at <http://www.njstart.gov> in order to process a contract; and

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10. Have an independent board of directors responsible for the governance and administration of the organization, its programs, and finances if the applicant is not an arts mission organization; and
11. Serve a large and diverse population beyond staff, residents, enrolled students, and faculty if the applicant is a college, university, or municipal government.

### Evaluation Criteria

Applications shall be evaluated based on their compliance with and responsiveness to the requirements set forth herein including, but not limited to, the eligibility and application requirements. The evaluation shall also consider and may make awards under this solicitation to ensure that the program reaches a broad and diverse range of communities and populations across the state in consideration of:

1. the geographic locations of proposals with the intent to represent a balanced distribution of messaging across the coastal zone.
2. the vulnerability of the communities being served by the CBOs to the current and anticipated impacts of climate change.
3. the potential that selected art installations are accessible by socially vulnerable communities and populations.
4. High programmatic quality throughout the project as related to the Grant Program's purpose.
5. Commitment to providing meaningful and innovative opportunities for selected artists and communities to work together.
6. Appropriate programmatic planning, including governance, management, and human resources as they relate to the Grant Program.
7. An appropriate project budget that includes sufficient resources and demonstration of fiscal responsibility.
8. A sound understanding of who is/will be served by the project that is clear, measured, and documented.
9. Commitment to broad accessibility and service to a diverse group of artists and community members in pursuit of Grant Program's purpose.
10. Demonstration of current community impact through established programs that will help bring new audiences to the CMP's risk communications.
11. Demonstration of current/recent involvement with activities of municipalities located in the coastal zone.
12. An understanding of how climate change impacts their community, and why resilience is important to them.
13. A demonstrated history of providing public programs or services for at least two years prior to the application.

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14. Demonstrated ability to provide public programs and services virtually.
15. Demonstrated ability to partner with other agencies/organizations, work with an artist, and serve as a project lead.

### Community-Based Art Installation Grant Program Anticipated Timeline

- **October 6, 2021:** NOFA Announcement;
- **October 14, 2021:** Questions about Application deadline;
- **October 22, 2021:** Question and Answer Document provided;
- **November 1, 2021:** NOFA submission Deadline;
- **December 6, 2021:** NOFA Awardees Announced;
- **December 10, 2021:** Call for Artists Announcement;
- **January 10, 2022:** Call for Artists Submission Deadline;
- **January 10-February 14, 2022:** Artist Selection Panel Preliminary Review of Artists' Submissions;
- **February 21st, 2022:** Artist Selection Panel Selection of Artists in-person meeting;
- **March 15, 2022:** Selected Artists Notified; and
- **June 1, 2022 – October 1, 2022:** Development and display of Art Installations.

Note: The in-person and virtual community event, promoted and hosted by the CBO, will be dependent on when the art installations are completed.

### Application Requirements

All applications shall address all requirements of this solicitation including, but not limited to, the evaluation criteria, as set forth below.

For Application Submission and Instructions, please see page 1.

- Cover page**
  - Name of the project
  - Applicant organization
  - Point of Contact name and contact information (mailing address, email, phone)

- Application checklist**

- Narrative Statement**

This statement is limited to 5 pages, not including the project budget and supporting materials. It should clearly and concisely communicate your organization and project to the panel and provide context for the other materials in the application. The narrative should directly address all requirements of this solicitation, including but not limited to, the Evaluation Criteria, your organizations' history of experience and capacity to successfully complete the tasks outlined in this NOFA, and demonstrate how your community will benefit from a better understanding of their risks to climate change.

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Successful narratives are clear and convincing and are supported by budgets and links to support materials. Each narrative must include:

- *Overview* – briefly provide an overview of your organization and its ability to be a good partner for the Grant Program and describe possible locations for where the artwork could be displayed or showcased and where the community event could possibly be held.
- *Project Management* – briefly describe the management structure of the applicant organization and its connection to and oversight of this project. Address the eligibility requirements, as applicable. Be sure to include:
  - all required or otherwise relevant information about the organization’s board and any advisory committee responsible for oversight of the project, and any staff or volunteers essential to carrying out the project.
    - Qualifications of Personnel
    - Board and staff chart
- *Overview of Network and Coordination* – describe the overall network your organization has access to and works through, and how this coordination will benefit this project. Be sure to describe:
  - How your organization currently works or has had recent involvement of activities within their municipalities and other organizations, including municipalities located in the coastal zone.
  - Provide a history of relevant public programs or services to demonstrate the experience and capacity to complete projects, programs or services of similar scope, including virtual programming.
  - Describe if/how other partners will help you engage new audiences.
- *Project Budget* – in conjunction with the information provided on the Budget Chart (Appendix A), describe the financial planning for this project. Be sure to detail:
  - How the awarded funds will be used by the CBO.
  - The plans and methods used to earn and raise all additional funds that are determined to be necessary to accomplish the project.
  - Any expenses pro-rated to the project.
  - Sufficient resources and demonstration of fiscal responsibility.
- *Audience Development and Assessment* – describe the audience who is/will be served through this project. How will the organization identify, measure and document the benefits of this project in a clear manner? Be sure to:
  - Demonstrate commitment to providing meaningful and innovative opportunities for selected artists and communities to work together.

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- Identify the target community of New Jersey intended to benefit from this project, including their geographic region, number, and experiences with coastal hazards.
  - How your organization currently impacts the community through established programs that will help bring new audiences to the CMP's risk communications.
  - Distinguish between those who will attend event(s) and those who may be served through secondary means, i.e. radio, television, blogs, web-based learning, publications, virtual programming, etc., if applicable.
  - Detail the methodologies in which the organization seeks feedback and how it is integrated into the project's evaluation.
  - Provide an understanding of how climate change impacts target communities, and why resilience is important to them.
- *Accessibility and Diversity* - describe all the steps you will take to ensure wide accessibility to the project and ability to outreach to a diverse group of artists and community members in pursuit of Grant Program's purpose.
    - Describe how barriers (economic, geographic, cultural, linguistic, physical, transportation, COVID-19 pandemic, etc.) which may impede access to and participation in the project will be addressed. What strategies are in place to overcome them?
    - Describe what goals and strategies are in place for increasing the number or diversifying the group of artists with which your organizations engages.
    - Describe what goals and strategies are in place for deepening the relationship with or the experience of artists.

**Resumes of Key Personnel**

**Proof of Non-Profit Organization status**

**Budget Chart**

### Additional Application Process Information

1. Any materials submitted after the application deadline will not be accepted.
2. Incomplete applications will be deemed ineligible and will not advance to the panel process.
3. The applicant's potential project does not need to be regional in scope and can serve a specific or local population; however, the organization itself must demonstrate regional or statewide impact (see Eligibility Requirements).

# **Appendix A**

## **Budget Chart**

**BETWEEN**

# Community-Based Art Grant Program: Grant Application

\_\_\_\_\_  
 (Name of Grantee)  
 AND  
 THE STATE OF NEW JERSEY  
 BY AND FOR  
 THE DEPARTMENT OF ENVIRONMENTAL PROTECTION

**GRANT IDENTIFIER:**

**APPROVED PROJECT BUDGET**

ACCOUNT DESCRIPTION	TOTAL BUDGET	FEDERAL	STATE	GRANTEE	OTHER
A. Personnel Costs	0.00	0.00	0.00	0.00	0.00
Salaries					
Fringe Benefits	0.00	0.00	0.00	0.00	0.00
B. Consultants and Subcontractors	0.00	0.00	0.00	0.00	0.00
C. Other Costs					
Specify:					
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
D. Audit	0.00	0.00	0.00	0.00	0.00
Subtotal Direct Costs	0.00	0.00	0.00	0.00	0.00
Less Program Income	0.00	0.00	0.00	0.00	0.00
Total Direct Costs	0.00	0.00	0.00	0.00	0.00
Indirect Costs	0.00	0.00	0.00	0.00	0.00
<b>TOTAL PROJECT AMOUNT</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>