

This application covers Operating Grants. In the spirit of distributing the Arts and Culture Trust Fund grant money equitably and widely across Jersey City, applicants may only apply for ONE Trust Fund Grant per cycle. (General Operating, Program, Arts Education or Individual Artist Fellowship) Artists who are also leaders of Arts Organizations must choose to apply for only **ONE** grant, either an Organizational Grant or an Individual Fellowship Grant. Applicants are encouraged to print and refer to this page for reference while completing their proposal.



ELIGIBILITY

Operating Grants (Maximum Request: \$30,000)

- Any applicant considering applying for an Operating Grant for the first time should contact the Office of Cultural Affairs. Email Migdalia Pagan-Milano at mmilano@jcnj.org
- Organizations that offer year-round community programming as their primary activity may be eligible for this grant.
- Organization must be based in Jersey City and serve the residents of Jersey City; with a proven track record of presenting public programs in Jersey City
- Priority will be given to Organizations that produce over 50% of their programming in Jersey City per grant cycle. Those Organizations that are presenting less than 50% of programming may apply for a Program Grant.
- Open to 501C3 nonprofits and in some cases, arts and culture – focused LLCs that provide cultural programming for the public and are registered in the State of New Jersey may be eligible to apply. Such Organizations should contact the Office of Cultural Affairs to determine eligibility and may be directed to apply for a program grant.
- Proposal must cover fiscal year July 1, 2025-June 30, 2026
- Must have a mission focused on arts and/or culture with year-round public programming
- Must have been in existence for full fiscal year
- Must have at least one part time, paid staff member, resume must be attached
- May only apply for one category per cycle (General Operating, Program, Arts Education or Artist Fellowship)
- May be used for operating or programmatic costs
- If incorporated, organizations must be in compliance with all pertinent state and federal regulations

Guidelines for Operating budget:

- Organizations must match grants 1:1 (At least 25% must be in cash)
- Administrative salaries for Operating Grants must be limited to 50% MAX of total grant request.
- Arts Trust grants will cover no more than 50% of an organization's total operating budget

FUNDING PRIORITIES

The Fund supports organizations that:

- Expand the impact and inclusiveness of the arts in Jersey City
- Revitalize shared spaces through the arts
- Build community connections through art
- Develop creative and economic opportunities for artists

About the Direct Public Benefit

A successful plan for a Direct Public Benefit includes a description of the proposed benefit and who it will serve. The Direct Public Benefit will be linked to the purpose or activities of the applicant and will advance the priorities of the Trust Fund. It will have clear and measurable goals and need not be a burden on the presenting organization. The Direct Public Benefit must be free to Jersey City residents.

INELIGIBLE EXPENSES AND PROGRAMS

- If you are a commercial business and community programming is not your primary activity, you are not eligible to apply for this grant. Please contact Migdalia Pagan-Milano at mmilano@jcnj.org with questions about eligibility.
- Food and hospitality
- Travel expenses not directly related to programming and beyond 50 miles of Jersey City
- Loan collateral
- Parades
- Legal Services
- Political Action Committees
- School activities considered curricular
- Extracurricular school activities that are not open to the general public
- Programming to be held outside of Jersey City
- Religious organizations, unless supporting non-sectarian, broad-based arts programming
- Fundraising events including Galas and costs associated with fundraising
- Sponsorships (ex. Sponsoring other organizations' activities and fundraisers)
- Prizes
- Scholarships and tuition
- Personal gain

EVALUATION CRITERIA

- Artistic value throughout the organization/individual programs
- A Direct Public Benefit to be delivered within the grant timeline
- Goals that provide significant public benefit and value within Jersey City
- An appropriate organizational/program budget that includes sufficient resources and appropriate compensation to artists
- Clear plan for evaluating outcomes
- A Diversity Equity Access and Inclusion plan, a roadmap for making real and meaningful improvements that address barriers to ensure that all residents can participate in the arts in Jersey City.
- An outlined (ADA) plan making programs accessible to audiences and artist with disabilities. Applicants are encouraged to make programming accessible to as wide an audience as possible to comply with the Americans with Disabilities Act (ADA).
- To emphasize the importance of this, applicants' ADA plan will account for 20% of their final score