



## ELIGIBILITY

### Arts Education (Maximum Request: \$17,500)

- Program must be held in Jersey City and serve the residents of Jersey City
- Universities, colleges, and other schools may ONLY apply for programs which are OPEN TO THE PUBLIC.
- Schools may not apply for curricular or extracurricular activities unless they are OPEN TO THE PUBLIC, meaning any student in Jersey City can apply to participate in the program.
- Arts organizations may not apply for arts programs held within schools unless they are OPEN TO THE PUBLIC, meaning any student in Jersey City can apply to participate
- Open to 501c3 nonprofits, arts businesses registered in the State of New Jersey and individual artists who are residents of Jersey City
- Program must be held within the time periods of July 1, 2026- June 30, 2027
- Must have been in existence for 1 full fiscal year
- Must match grants 1:1 (cash or in-kind)
- Administrative salaries for Program Grants and Arts Education Grants must be limited to 20% MAX of total grant request
- May only apply for one category per cycle (General Operating, Program, Arts Education or Artist Fellowship)
- May apply for 50%, or up to half of the total cost of the program\*\*

### Program Grants (Maximum Request: \$17,500)

- Program must be held in Jersey City and serve the residents of Jersey City
- Open to 501c3 nonprofits, arts businesses registered in the State of New Jersey and individual artists who are residents of Jersey City
- Program must be held within the time periods of July 1, 2026- June 30, 2027
- Must have been in existence for 1 full fiscal year
- Must match grants 1:1 (cash or in-kind)
- Administrative salaries for Program Grants and Arts Education Grants must be limited to 20% MAX of total grant request.
- May only apply for one category per cycle (General Operating, Program, Arts Education or Individual Artist Fellowship).
- Proposed programs must be open to the public
- May apply for 50%, or up to half of the total cost of the program
- Universities, colleges and other schools may only apply for programs which are OPEN TO THE PUBLIC
- Schools may not apply for curricular and extra-curricular activities. Programs must be open to public participation at all levels.

\*\*You may request up to 50% of your total program budget with a max request of \$17,500. For example: If you are requesting \$17,500, then your total expenses should be at least \$35,000. If the total cost of your program is \$17,500, then your maximum grant request would be \$8750. If your program expenses total \$5000, then your maximum grant request would be \$2500.

## 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. For more information about the Direct Public Benefit, please visit [jerseycityculture.org](http://jerseycityculture.org)

## INELIGIBLE EXPENSES AND PROGRAMS

- 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 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 (DEAI) is 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 artists with disabilities. Applicants are encouraged to make programming accessible to as wide 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.