



Montgomery County Arts and Cultural District  
**SPECIAL PROJECTS GRANT**  
2020 Sample Application

**All applications for Special Projects Grants must be submitted online at [cultureworks.org](http://cultureworks.org).** Printed/paper submissions will not be accepted. This sample form is meant to be used as a reference only.

## Applicant Overview

Applicant Organization Name: \_\_\_\_\_

Organization EIN: \_\_\_\_\_

Applicant organization's nonprofit status (mark Yes or No for each). Is the organization:

	Yes	No
Nonprofit?		
Incorporated?		
Tax-exempt?		
A school?		
A college/university?		
A municipality/government agency?		

Will your organization be partnering with a fiscal agent? Yes / No

**If** your organization is partnering with a fiscal agent, answer the following:

Fiscal Agent Organization Name (if applicable): \_\_\_\_\_

Fiscal Agent Street Address: \_\_\_\_\_

Fiscal Agent City: \_\_\_\_\_

Fiscal Agent State: \_\_\_\_\_

Fiscal Agent Zip: \_\_\_\_\_

Fiscal Agent Phone: \_\_\_\_\_

**Upload** a letter of agreement from the partnering fiscal agent.

**Upload** your IRS letter of determination. If your organization is applying with a fiscal agent, upload the letter of determination from the fiscal agent organization.

## About Your Organization

Provide your mission statement and a brief history of your organization.

Mission Statement (375 words max):

History of Organization (1000 words max):

## About the Project

### Project Overview:

Title of Project: \_\_\_\_\_

Project Start Date (Grant activities must take place between 7/1/20 and 6/30/21): \_\_\_\_\_

Project End Date (Grant activities must take place between 7/1/20 and 6/30/21): \_\_\_\_\_

Funding Requested: \$\_\_\_\_\_

Total Organization Budget: \$\_\_\_\_\_

Project category - Choose one:

- a.) Cultural/Multi-Arts   b.) Education   c.) Literary/Performing Arts   d.) Visual Arts

## Statistical Information:

Personnel Data - Please indicate the # of personnel that will be involved in this project.

Number of full-time staff: \_\_\_\_\_

Number of part-time staff: \_\_\_\_\_

Number of contract personnel (1099, not artists): \_\_\_\_\_

Number of volunteers: \_\_\_\_\_

**Total** number of personnel involved (total the above): \_\_\_\_\_

Artist Data - Please indicate the # of artists that will be involved in this project.

Total number of artists participating in the project: \_\_\_\_\_

Number of *local* artists participating in the project (i.e. artists who are residents of Montgomery County): \_\_\_\_\_

Audience Data - Using the spaces below, indicate the number of individuals who will benefit from your proposed project through in-person participation and through broadcast participation (e.g. viewing on social media or TV, listening on the radio, etc.):

# of Live Audience/In-Person Participants: \_\_\_\_\_

# Broadcast Audience (Radio, TV, Web, etc.): \_\_\_\_\_

Total Audience (Live + Broadcast): \_\_\_\_\_

## Project Narrative

Remember: When writing your responses, it can be helpful to refer to the scoring criteria on pages 7-9 of the Program Guidelines.

**Project Description:** In this section, provide a clear, detailed description of your project. Paint the picture so that a reader who is totally unfamiliar with your project can envision it in detail as if they've never heard of it before. Although it is helpful to tell about relevant past efforts, you must provide specific evidence of planning for your coming activities. Use the outline below as a guide in forming your response.

### 1. Summary Paragraph

Summarize your request in a few sentences. Begin your narrative with a single sentence description of how much money you are requesting and what it will be used for: [i.e. The (name of organization) requests (\$X) to (support/ expand/etc.) the (name of

project/series/event, etc)]. This first sentence will be used in all printed project summaries.

2. Who, What, When, Where, How? Your project description should answer the following questions thoroughly.

- Who are the key project personnel? Include artistic personnel (artists, artistic director, etc.) and key administrative personnel (the project manager/coordinator). Describe their roles in the project's implementation and provide a brief overview of their qualifications. These can be more thoroughly fleshed out in the support materials that you attach to the application. Be specific, list names and their role in the project.
- What will happen? Describe the project activities in detail.
- When will the project take place?
- Where will the project take place?

### 3. Project Goals

State the goals of your project and the reasoning behind them. What will your project accomplish? Does it address a specific community need/interest? What are the measurable outcomes?

### 4. Community Involvement

Who does the project serve? How have your past activities been supported by your community (e.g. through attendance, financial support, and in-kind donations)?

### 5. Educational Activities (as applicable)

Describe your educational activities and materials connected to the proposed project. State how and why they were developed. How will the educational activities enrich the experience for your constituency and enhance the project?

Using the outline above, provide a clear, detailed description of your project (2500 words max):

### **Project Implementation:**

How will the project be implemented? Provide a clear project timeline. (1250 words max):

### **Project Impact:**

Project Impact: Describe the impact the project will have on the target audience/community. This section should relate to your stated project goals. (2500 words max):

### **Project Evaluation:**

Describe the methods (qualitative and quantitative) your organization will use to evaluate the project. Relate this section to the goals you identified in the Project Description section. Both quantitative (number of people attending) and qualitative (audience surveys, committee evaluations, etc.) evaluation techniques can and should be used to fully assess the strengths and weaknesses of your project. (1250 words max):

**Upload a sample evaluation tool**--such as an audience survey--your organization has used for previous evaluations.

**Accessibility:**

How will your organization strive to make the project accessible to diverse audiences? Examples could include creating sensory-friendly experiences, multilingual performances/exhibitions with translation, American Sign Language (ASL) interpreted performances, pay-what-you-can nights, etc.

Note: MCACD expects the use of facilities that are ADA compliant. (1250 words max):

**Project Promotion and Marketing:**

Describe your marketing/promotional plan for getting the word out about your project. You can include information on both paid and in-kind advertising (1000 words max):

Sample Marketing Materials: Provide two examples of marketing materials your organization has used to promote past programs/projects. Examples might include press clippings, brochures, flyers, etc.

**Upload marketing sample #1.** Accepted file types: .docx, .pdf, and .jpeg:

**Upload marketing sample #2.** Accepted file types: .docx, .pdf, and .jpeg.

### **Funding Reduction:**

Funding Reduction: How will your organization adapt the project in the event that it receives 50%, 25%, or no funding from MCACD? (1000 words max):

### **Additional Required Documentation:**

- **Letters of Commitment:** Provide a letter of commitment/contract signed by the artist(s) with whom you will be collaborating on this project. Letters of commitment are required for any artist(s) not employed by your organization. If

you have multiple letters of commitment, please merge/scan them into a single document. Only one file upload is allowed.

- Provide a **resume and/or biographical statement** for any key project personnel (project manager/coordinator, contracted artists, consultants, etc.). Please merge/scan them into a single document. Only one file upload is allowed.
- Complete the **budget spreadsheet** (use the expense and income templates on the following pages)
- Complete a **budget breakout document** (a self-created document that supports the budget spreadsheet)
- Provide up to two high-quality artistic **work samples** that clearly illustrate the merit of your organization's work or the work of the artists participating in the project/program. You may provide these work samples by either attaching them directly to your application (up to 10MB of total attachments allowed) or by providing links (best for large files) to a website, blog, YouTube/Vimeo channel, online gallery, or public shared drive. Work samples may include:
  - Images
  - Video/Audio
  - Manuscripts/Publications

# SAMPLE PROJECT EXPENSE BUDGET

Round all figures to the nearest dollar.

	A		B		C		D		E
	MCACD Grant	+	Other Cash Expenses	=	Total Cash Expenses	+	In-Kind Expenses	=	Total Project Expenses
<b>EXPENSES</b>									
<b>Personnel</b>									
Administrative									
Artistic									
Support									
<b>Total Personnel</b>									
<b>Outside Fees</b>									
Administrative									
Artistic									
Support									
Educational									
Technical/Production									
<b>Total Outside Fees</b>									
<b>Travel</b>									
Outside Professionals									
<b>Total Travel</b>									
<b>Marketing and Publicity</b>									
Paid Advertising									
Design/Printing									
Mailing/Postage									
Other -									
<b>Total Marketing/Publicity</b>									
<b>Production/Exhibition</b>									
Transportation/Shipping									
Programs/Brochures									
Catalogs/Publications									
Equipment Rental									
Food/Bev/Hospitality									
Other -									
<b>Total Production/Exhibition</b>									
<b>Facilities Rental</b>									
Rehearsal/Meeting Space									
Theatre, Hall, Gallery, etc.									
Other -									
<b>Total Facilities Rental</b>									
<b>Accessibility (itemize)</b>									
<b>Total Accessibility</b>									
<b>Remaining Expenses</b>									
Supplies and Materials									
Telephone									
Postage									
Duplication									
Other -									
<b>Total Remaining Expenses</b>									
<b>TOTAL EXPENSES</b>									

# SAMPLE PROJECT INCOME BUDGET

Round all figures to the nearest dollar.

	Projected Income	Confirmed Income
<b>Earned Income</b>		
Admissions	_____	_____
Memberships	_____	_____
Contracted Services - Fees/Tuition, etc.	_____	_____
Other Revenue:		
Concessions/Sales/Rentals, etc.	_____	_____
Income on Investments/Endowments	_____	_____
_____	_____	_____
<b>Sub-total Earned Income</b>	_____ <b>F</b>	_____

<b>Contributed Income</b>		
Corporate	_____	_____
Foundation	_____	_____
Individual Contributions	_____	_____
Government:		
Federal	_____	_____
State	_____	_____
City	_____	_____
Other Support (itemize)	_____	_____
_____	_____	_____
<b>Sub-total Contributed Income</b>	_____ <b>G</b>	_____
<b>MCACD Request (must equal Column A)</b>	_____ <b>H</b>	_____

**TOTAL CASH INCOME** (must equal Column C and include rows F+G+H on this page)

**TOTAL IN-KIND** (must equal Column D)

**TOTAL PROJECT INCOME** (must equal Column E and include total cash income and in-kind income)

Above is your Project Budget. Please also tell us the **budget for your entire organization**

_____
_____
_____
_____