



Montgomery County Arts and Cultural District
SPECIAL PROJECTS GRANT
2021 Sample Application

All applications for Special Projects Grants must be submitted online at 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?		

Is your organization applying in partnership 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 EIN: _____

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 7/1/21 and 6/30/22): _____

Project End Date (Grant activities must take place between 7/1/21 and 6/30/22): _____

This request is for a (select one): New Project / Repeat Project

Funding Request: \$ _____

(This is where you should specify the amount of project funding you are requesting through this grant program. See page 6 of the [program guidelines](#) for details regarding the maximum allowable funding request.)

Total Project Budget: \$ _____

(This is where you should specify the *total* budget for your project. It might be greater than or equal to your funding request. You might consider completing the Budget Spreadsheet first to help you calculate this figure.)

Total Organization Budget: \$ _____

(The organizational budget figure typically corresponds to the total revenues your organization would report on a tax return. Many organizations that file a form 990 use line 12, which includes earned and contributed revenues. Note that the purpose of the organizational budget figure is simply to give a sense of how the scope of the project fits within the organization's overall finances.)

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 who 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 who 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 virtual or broadcast participation (e.g., viewing on social media or TV, listening on the radio, etc.):

of Live Audience/In-Person Participants: _____

of Virtual Audience Participants (web, radio, TV, etc.): _____

Total Audience (Live + Virtual): _____

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 talk 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 roles 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)? (**Note:** Colleges/universities, municipalities, and government agencies must show how they will involve the outside community in the project. See page 6 of the [program guidelines](#) for full requirements.)

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:

Describe how the project will be implemented and provide a clear project timeline. (1250 words max):

(Note: Colleges/universities, municipalities, and government agencies must show how they will involve the outside community in the project's planning and implementation. See page 6 of the [program guidelines](#) for full requirements.)

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. If possible, select an example that could be used as a model for evaluating this project.

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): (Note: Colleges/universities, municipalities, and government agencies must show how the project will be marketed to the general community beyond students, faculty, and staff. See page 6 of the [program guidelines](#) for full requirements.)

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.

Use of Funds:

Describe how you will use the requested MCACD funds. This narrative should parallel the documentation you provide in your Budget Spreadsheet and Budget Breakout Document. (1000 words max):

Funding Reduction:

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

COVID-19 Planning:

What precautions will your organization take to ensure the safety of the project team and participants in light of COVID-19? How will your organization adapt the project in the event that COVID-19 prevents in-person gatherings? (1000 words max):

Supporting Documentation:

Important: Only one file upload is allowed per question. If you attempt to upload multiple files, the system will overwrite your previous upload. If you have multiple files to upload for a question, you will need to merge/scan them into a single document.

- **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 PDF. 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 PDF. Only one file upload is allowed.

- Complete the **budget spreadsheet** (use the expense and income templates on the following pages) Note: Colleges/universities, municipalities, and government agencies must demonstrate a cash match. See p. 6 of the [program guidelines](#) for a full overview of matching requirements.
- 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 a selection of images, video, audio, or manuscripts/publications, depending on the nature of the project. [Click here for more about work samples.](#)

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
EXPENSES									
Personnel									
Administrative			_____		_____		_____		_____
Artistic			_____		_____		_____		_____
Support			_____		_____		_____		_____
Total Personnel			_____		_____		_____		_____
Outside Fees									
Administrative	_____		_____		_____		_____		_____
Artistic	_____		_____		_____		_____		_____
Support	_____		_____		_____		_____		_____
Educational	_____		_____		_____		_____		_____
Technical/Production	_____		_____		_____		_____		_____
Total Outside Fees	_____		_____		_____		_____		_____
Travel									
Outside Professionals	_____		_____		_____		_____		_____
Total Travel	_____		_____		_____		_____		_____
Marketing and Publicity									
Paid Advertising	_____		_____		_____		_____		_____
Design/Printing	_____		_____		_____		_____		_____
Mailing/Postage	_____		_____		_____		_____		_____
Other -	_____		_____		_____		_____		_____
Total Marketing/Publicity	_____		_____		_____		_____		_____
Production/Exhibition									
Transportation/Shipping	_____		_____		_____		_____		_____
Programs/Brochures	_____		_____		_____		_____		_____
Catalogs/Publications	_____		_____		_____		_____		_____
Equipment Rental	_____		_____		_____		_____		_____
Food/Bev/Hospitality			_____		_____		_____		_____
Other -	_____		_____		_____		_____		_____
Total Production/Exhibition	_____		_____		_____		_____		_____
Facilities Rental									
Rehearsal/Meeting Space	_____		_____		_____		_____		_____
Theatre, Hall, Gallery, etc.	_____		_____		_____		_____		_____
Other -	_____		_____		_____		_____		_____
Total Facilities Rental	_____		_____		_____		_____		_____
Accessibility (itemize)									
_____	_____		_____		_____		_____		_____
Total Accessibility	_____		_____		_____		_____		_____
Remaining Expenses									
Supplies and Materials	_____		_____		_____		_____		_____
Telephone	_____		_____		_____		_____		_____
Postage	_____		_____		_____		_____		_____
Duplication	_____		_____		_____		_____		_____
Other -	_____		_____		_____		_____		_____
Total Remaining Expenses	_____		_____		_____		_____		_____
TOTAL EXPENSES	_____		_____		_____		_____		_____

SAMPLE PROJECT INCOME BUDGET

Round all figures to the nearest dollar.

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

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

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**

