



Montgomery County Arts and Cultural District

# SPECIAL PROJECTS GRANT

## 2023 Sample Application

**All applications for Special Projects Grants must be submitted online through the [e-Clm Impact application system](#).** 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: \_\_\_\_\_

The applicant organization is the following: (Select all that apply)

	Yes
Nonprofit?	
Incorporated?	
Tax-exempt?	
A college/university?	
A school?	
A municipality/government agency?	
None of these types apply.	

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

**If** your organization is applying 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: \_\_\_\_\_

Organization Mission Statement:

Provide a brief history of your organization:

## About the Project

### Project Overview:

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

**Project Summary:** Provide a one-sentence summary of your project that explains 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.)]. Should your project be awarded funding, this one-sentence description will be used in all printed project summaries.

Project Start Date (Grant activities must take place between 7/1/23 and 6/30/24): \_\_\_\_\_

Project End Date (Grant activities must take place between 7/1/23 and 6/30/24): \_\_\_\_\_

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 Project Budget worksheet 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   e.) Capacity Building

### 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.).

**Note:** Capacity Building applicants should report total numbers served by the organization annually.

# 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 7-10 of the program guidelines.

**Project Description:** 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. What will happen? When and where will the project take place? Who will the project serve? Although it is helpful to talk about relevant past efforts, you must provide specific evidence of planning for your coming activities.

**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.

### Project Implementation:

Describe how the project will be implemented and provide a clear project timeline. (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 Personnel:** Who are the key project personnel? Include key artistic/creative personnel (artists, artistic/creative director, etc.), key administrative personnel (the project manager/coordinator), and key consultants or contractors. 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.

### **Project Impact:**

Project Impact: Describe the impact the project will have on the target audience/community. In your response, be sure to:

- Describe the key project goals and the reasoning behind them.
- Describe the specific community need/interest the project is designed to address, if applicable.

Capacity Building applicants will instead answer the following questions regarding Project Impact:

Describe the impact the project will have on your organization's ability to engage and serve the community. In your response, be sure to:

- Describe the key project goals and the reasoning behind them. How was the need identified and what difference will this project make for your organization?
- Describe any feedback you received that led you to undertake this project (e.g. audience/donor feedback, conversations with stakeholders, etc.).

### **Project Evaluation:**

How will you know the project is successful? Describe the methods (qualitative and quantitative) your organization will use to evaluate the project. Relate this section to the goals you identified in the previous section. Both quantitative (e.g., number of people participating) and qualitative (e.g. audience surveys, committee evaluations, etc.) evaluation techniques can and should be used to fully assess the strengths and weaknesses of your project.

### **Accessibility and Inclusion:**

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

Note: MCACD expects the use of facilities that are ADA compliant.

**Capacity Building applicants will instead answer the following questions regarding Accessibility and Inclusion:**

How will this project enable you to serve more diverse audiences? If the project involves community input—such as a strategic planning effort—how will you ensure diverse representation among participants?

**Project Promotion and Marketing:**

(Capacity Building applicants will not need to respond to questions regarding 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.

(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.)

**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.

**Funding Reduction:**

How will your organization adapt the project in the event that it receives 50%, 25%, or no funding from the MCACD?

### COVID-19 Planning:

What precautions will your organization take to ensure the safety of the project team and participants in light of COVID-19? If the project involves in-person participation, how will your organization adapt the project in the event that COVID-19 prevents gatherings?

### 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.

- 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.
- If your organization is applying in partnership with a fiscal agent, provide a **letter of agreement from the partnering fiscal agent organization**.
- (Optional) Provide **letters of commitment from key artist(s)/creative personnel** with whom you will be collaborating on the project and who are not employed by your organization. Please merge/scan them into a single file. Only one file upload is allowed.
- (Optional) Provide **letters demonstrating commitment or support from project partners** or addressing the impact the project will have on its intended audience. Please merge/scan them into a single file. 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 file. Only one file upload is allowed.
- Upload a **sample evaluation tool**--such as an audience survey—that your organization has used for previous project evaluations. If possible, select an example that could be used as a model for evaluating this project.
- Provide **two examples of marketing materials** your organization has used to promote past programs/projects. Examples might include press clippings, brochures, flyers, etc.
- 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/creative personnel participating in the project/program. Work samples may include a selection of images, video, audio, or manuscripts/publications, depending on the nature of the project. If you would like to link to an online gallery, video, audio recording, blog, or other online content, you may upload a Word document containing the website address. If linking to a public shared drive, be sure that it is not password protected and does not require reviewers to create an account.
- 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)



## SAMPLE PROJECT INCOME BUDGET

Round all figures to the nearest dollar.

	Projected Income	Confirmed Income
<b>Earned Income</b>		
Admissions	<hr/>	<hr/>
Memberships	<hr/>	<hr/>
Contracted Services - Fees/Tuition, etc.	<hr/>	<hr/>
Other Revenue:		
Concessions/Sales/Rentals, etc.	<hr/>	<hr/>
Income on Investments/Endowments	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<b>Sub-total Earned Income</b>	<b>F</b>	
<b>Contributed Income</b>		
Corporate	<hr/>	<hr/>
Foundation	<hr/>	<hr/>
Individual Contributions	<hr/>	<hr/>
Government:		
Federal	<hr/>	<hr/>
State	<hr/>	<hr/>
City	<hr/>	<hr/>
Other Support (itemize)	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<b>Sub-total Contributed Income</b>	<b>G</b>	
<b>MCACD Request (must equal Column A)</b>	<b>H</b>	
<hr/>	<hr/>	<hr/>

**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**

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