

arts 2019 Ulster County Mid-Hudson Services and Promotion Fund

together we create



Application Deadline: Thursday, April 18, 2019

What is the UCCSPF? The Ulster County Cultural Services & Promotion Fund (UCCSPF) is a funding resource dedicated to maintaining the artistic and cultural assets of Ulster County through capacity building, programmatic support, and strategic collaborations for the arts community. UCCSPF offers this support to nonprofit arts organizations with the purpose of promoting Ulster County through arts and cultural activities that add to the economy and quality of life for our residents. Financial resources for this program have been made available by the Ulster County Legislature. Established nonprofit arts organizations or artistic programs that have been in existence for more than three years, have a record of success, and are recognized in the community shall be eligible and encouraged to apply for funding.

Funding Priorities:

- Capacity building requests*
- Activities that increases participation in the arts by residents or visitors of Ulster County, particularly communities underserved by the arts
- Strategic Partnerships between nonprofit arts organizations

*Maximum of 30% of available funding will be for programmatic support

Range of Awards

- This cycle of awards will include support for capacity building initiatives and programmatic support
- Awards for capacity building initiatives will range from \$2,500 - \$9,500. **Only projects that coordinate services between two or more organizations will be considered for awards at the upper end of the funding range**
- Awards for programmatic support will range from \$1,000-4,000
- Note that the **majority of awards will be for capacity building initiatives**
- **Applicants may only apply for one type of support (capacity building initiative or programmatic support)**

Funding Period

Between July 1, 2019 and June 30, 2020. Applicants will be required to show that at least some of the proposed activities take place prior to December 31, 2019. This may include planning time necessary for activities to occur in 2020.

How to Submit an Application

All applications **must be submitted using our online submission platform**, which can be found here: <https://artsmidhudson.submittable.com/submit>

Please note: Incomplete or late applications will not be accepted. All applications are due by midnight on April 18, 2019. AMH strongly recommends submitting applications early in order to allow time to confirm the submission is complete with the AMH Grants Team.

Eligible Applicants

- A registered 501(c)(3) nonprofit organization which identifies the arts and/or cultural services as a primary activity in the organization's mission
- Nonprofit organizations must be based in Ulster County
- Nonprofit organizations serving as fiscal sponsors for established artistic/cultural programs
- Organizations must have at least three (3) years of programming history in order to apply for funding

Who are not eligible to apply for funding?

- Individuals
- Public school districts, their components (PTA's, etc.), two and four year public universities and colleges or their supporting foundations, New York State agencies and departments (including SUNY schools) and county-level government agencies and departments
- Libraries and social service organizations
- Units of government/government agencies
- Organizations or groups that have not submitted the requisite reports on prior funded activities to Arts Mid-Hudson

Eligible Capacity Building activities include:

- Administrative or programmatic:
 - Technology or equipment upgrades
 - New or expanded staff positions
 - Consultant fees for activities such as strategic planning, board development or marketing
 - Initiatives that enhance current programming in a significant manner
 - New programming efforts
- Audience development
- Strategic partnerships
- Marketing strategies with print, broadcast, or electronic media
- Marketing campaigns shared between organizations
- Other activities which increase participation in the arts by residents and visitors to Ulster County

Eligible Programmatic Activities include:

- Festivals, performances, exhibits, and other activities where the main focus is the arts
- Arts and cultural programs that are part of an organization's regularly scheduled activities
- Other activities which increase participation in the arts by residents and visitors to Ulster County

What projects will not be considered for funding?

- Programs that take place outside of Ulster County
- Projects that are social service oriented, recreational, rehabilitative, or therapeutic in nature
- Programs not open to the general public
- Programs that are primarily academic in nature or programs that focus on skill-based instructional activities in which the only public component is a final exhibition of the students' work.
- Capital improvements to buildings or land including landscape art/architecture
- Projects in which fees are paid to children or the use of children as professional artists
- Fundraising events/benefits or projects used as a fundraising event
- Projects that are not initiated by December 31, 2019
- Programs with liturgical content

What expenses cannot be funded?

- Activities not open to the general public
- Activities restricted to an organization's membership
- Creation of textbooks or classroom material
- Start-up or seed funding for the establishment of new organizations
- Fees paid to board members of the applicant organization
- Contingency funds
- Contests/competitions, cash prizes, juror fees, fellowships, scholarships, stipends or awards
- Operating expenses of privately owned facilities (i.e. homes and studios)
- Entertainment costs including receptions, food or fundraising events (e.g. theater parties, gallery openings etc.)
- Acquisitions of works of arts or commissions of new work, such as music, plays, theater works, permanent public artwork, etc. Costs associated for the presentation of new work is allowable.
- Non-related arts activities: i.e., balloons, clowns, magic, receptions, food, trophies, certificates
- Fairs, parades, circus arts, martial arts, culinary arts
- Comedians or stand-up comics
- Lobbying expenses
- Re-grants by applicants to fund other activities

In addition: Arts Mid-Hudson strongly recommends programs take place in a facility that complies with ADA Section 504 regulations insuring accessibility for people with disabilities. Applicants may call the ADA Hotline (1-800-514-0301) for information, or call Arts Mid-Hudson to discuss prior to submission.

How are grants determined?

Each application is reviewed by an independent panel comprised of Ulster County residents. Funding recommendations will be reviewed by the Allocations Committee and final approval will be made by Arts Mid-Hudson's Board of Directors in late May, 2019.

Evaluative Criteria:

1. Quality of artistic content and execution
2. Impact on the organization providing the services and on the arts and cultural community of Ulster County
3. Community need
4. Strength of application, planning and evaluative tools
5. Other financial or in-kind support already in place for the project

Required Documents to be Uploaded with Application

- Organizational Budget
- Project Budget **OR** Capacity Building Budget (from AMH)
- Supplemental materials as needed
- Staff and Board lists
- Letter of Agreement (Only for fiscal sponsorship) (from AMH)

Responsibilities of all Funding Recipients:

- Program to be scheduled and completed as proposed. If major changes occur to programming, the applicant must contact Arts Mid-Hudson in advance of the scheduled program.
- An Interim Report is due half way through the funding period; a Final Report is due 30 days after the conclusion of the proposed activities or July 15th, 2020, whichever is earlier.
- Organizations are expected to meet or exceed 80% of their target outcomes
- Nonprofit organizations must operate in compliance with nonprofit best practices.

Info Sessions and Technical Assistance

All applicants are required to one of the information sessions offered. You do not need to have a program identified to attend a session. If you cannot attend, please contact Lilia Pérez, Grants & Programs Manager at grants@artsmidhudson.org or call (845) 454-3222.

Thursday, March 7 @ 4:00 p.m. – Center for Photography at Woodstock, 59 Tinker St., Woodstock

Tuesday, March 26 @ 10:00 a.m. – Elting Memorial Library, 93 Main Street, New Paltz

Technical Assistance meetings are opportunities for you to ask specific questions about your project or have a draft version of your application and budget reviewed prior to submission. Sessions can be conducted over the phone or in person and are **available by appointment** before April 16, 2019 on an as-available basis.

Book online: <http://artsmidhudson.youcanbook.me>

Alternatively, you can contact grants@artsmidhudson.org or 845.454.3222 to schedule a time.