



## Application Deadline: Monday, June 1, 2020

**Update 3/23/2020:** Due to the rapidly changing public health situation, Arts Mid-Hudson has made some small changes to this program in order to better serve applicants. Any changes have been highlighted in yellow.

We strongly recommend all applicants watch the informational video. There is a link at the end of these Guidelines.

We encourage all applicants to take advantage of Arts Mid-Hudson's free technical assistance. We look forward to brainstorming ways you can work within the parameters of this program to address the new challenges we are now facing.

Please be sure to register your Intent to Apply (instructions on page of these guidelines) and sign up for Arts Mid-Hudson's email list so you are notified of any other updates or changes.

**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 and programmatic support. 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 three or more years, have a record of success, and are recognized in the community shall be eligible and encouraged to apply for funding.

### Funding Goals

- Capacity Building Initiatives\*
- Activities that increase participation in the arts by residents or visitors of Ulster County, particularly communities underserved by the arts

\*Minimum of 70% of available funding will be for Capacity Building Initiatives

### Range of Awards

**Capacity Building Initiatives** support initiatives which grow the capacity of arts and cultural organizations in Ulster County. **The AMH Grants Team strongly recommends applying for CBI funding.**

**Programmatic Support** funds may be used for arts and cultural events, new and existing, which engage visitors and residents of Ulster County.

- Awards for capacity building initiatives will range from \$2,500 - \$7,500
- Awards for programmatic support will range from \$1,000-\$4,000
- Requests may not exceed 75% of the complete cost of the initiative/ program
- Note that **70% 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, 2020 and June 30, 2021. Applicants will be required to show that at least some of the proposed activities take place prior to December 31, 2020. This may include planning time necessary for activities to occur in 2021.

# Capacity Building Initiative

Range of Awards: \$2,500 - \$7,500

Capacity Building Initiatives support eligible nonprofit arts organizations in efforts to grow, expand, or improve their work. **Please note: Applicants may submit one application either for Capacity Building or Programmatic Support.** Capacity Building Initiatives are priority for funding.

## Eligible Applicants:

- All applicants must be a registered 501(c)(3) nonprofit organization which identifies the arts and/or cultural services as a primary activity in the organization's mission
- Organizations must be incorporated in Ulster County
- Organizations must have at least three (3) years of programming history in order to apply for funding

## Eligible Capacity Building Initiatives include:

- Administrative:
  - Consultant fees for activities such as strategic planning, board development, or marketing
  - New or expanded staff positions
  - Capital improvements
  - Some technology or equipment upgrades
  - Initiatives that enhance current programming in a significant manner
  - **Efforts to enable remote operations or work**
- Audience development
- Marketing strategies with print, broadcast, or electronic media
- Other activities which increase participation in the arts by residents and visitors to Ulster County

## Evaluative Criteria:

1. **Artistic merit** of organization or programming to be enhanced by the initiative
2. **Impact** of the proposed initiative for the residents of Ulster County and visitors as well as the impact on the applicant organization
3. **Feasibility** and evidence of planning in place to execute the proposed initiative
4. Ability of organization to meet evaluation and reporting requirements

## Responsibilities of all Funding Recipients:

- Initiative to be scheduled and completed as proposed. If major changes occur, the applicant must contact Arts Mid-Hudson as soon as possible.
- Once selected, the organization will receive a letter of confirmation. After receiving the signed Letter of Agreement from the contractor and receipt of funds from Ulster County, AMH will remit 100% payment.
- Interim reports are due to AMH at the mid-point of the funding period. AMH will inform awardees of the due date for interim reports.
- Final reports are due to AMH 30 days after conclusion of the initiative, or June 30, 2021, whichever is the earlier date.
- Nonprofit organizations must operate in compliance with nonprofit best practices.

# Programmatic Support

Range of Awards: \$1,000 - \$4,000

Arts Mid-Hudson invites arts organizations based in Ulster County to apply for this funding. The objective of this category is to provide support for arts and cultural programming throughout Ulster County that may have a measurable impact on tourism, engage local residents, and/or contribute to the vibrant arts eco-system. **Please note: Applicants may submit one application either for Capacity Building or Programmatic Support.** Capacity Building Initiatives are priority for funding.

## Eligible Applicants:

- All applicants must be a registered 501(c)(3) nonprofit organization which identifies the arts and/or cultural services as a primary activity in the organization's mission
- Organizations must be incorporated in Ulster County
- Organizations must have at least three (3) years of programming history in order to apply for funding

## Eligible Programmatic Support requests include:

- Arts exhibitions
- Performances such as concerts and live theater
- Presentations such as film screenings or readings
- Arts and/or cultural festivals
- **Online arts experiences**

## Expense Priorities:

- Artist fees
- Marketing expenses
- Consumable art supplies and materials
- Efforts to increase accessibility to arts programming

## Evaluative Criteria:

1. **Artistic merit** of program, participating artists, and applicant organization
2. **Impact** of the proposed program for the residents of Ulster County and visitors
3. **Feasibility** and evidence of planning in place to execute proposed activities
4. Ability of organization to meet evaluation and reporting requirements

## 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.
- Once selected, the organization will receive a letter of confirmation. After receiving the signed Letter of Agreement from the contractor and receipt of funds from Ulster County, AMH will remit 100% payment.
- Interim reports are due to AMH at the mid-point of the funding period. AMH will inform awardees of the due date for interim reports.
- Final reports are due to AMH 30 days after conclusion of the program, or June 30, 2021, whichever is the earlier date.
- Nonprofit organizations must operate in compliance with nonprofit best practices.

# Confirm your eligibility:

---

## Who are not eligible to apply for funding?

- Individuals
- Public school districts, their components (PTAs, 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

## What projects will not be considered for funding?

- Projects that take place outside of Ulster County
- Projects that are social service-focused, 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
- Permanent murals, permanent installation of sculpture, and landscape art/architecture
- Projects in which fees are paid to children or the use of children as professional artists
- Fundraising events/benefits or programming used as a fundraising event
- Programs with liturgical content

## Which expenses cannot be funded?

- Activities not open to the general public or restricted to an organization's membership
- Creation of textbooks or classroom materials
- Permanent purchase of equipment can only be funded in the Capacity Building category
- 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, trophies, or certificates
- Operating expenses of privately-owned facilities such as homes or private studios
- Entertainment costs including receptions and food
- Acquisitions of works of art, commissioning of new work, or creation of new work. Costs associated with the presentation of existing work is allowable.
- Fairs, parades, circus arts, martial arts, comedians or stand-up comedy, culinary arts, balloons, clowns, and magic
- Lobbying expenses

**In addition:** Arts Mid-Hudson strongly recommends that programs take place in a facility that complies with ADA Section 504 regulations ensuring 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.

# Application

---

## **Intent to Apply Form**

It is highly recommended that you register information about your request well in advance of the deadline at <https://forms.gle/zH3k7aki6SxabRuD8> to allow AMH staff to review key details prior to your final submission. Submissions to this form that are received prior to **May 18, 2020** will receive a response from the AMH Grants Team with feedback and/or questions based on the information submitted. This form is optional and you may apply without submitting an intent to apply.

## **How to apply**

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

**Please note:** There are two application forms, one for each category: Capacity Building Initiatives and Programmatic Support.

Capacity Building Initiative Application: <https://artsmidhudson.submittable.com/submit/159657/2020-ulster-county-cultural-services-promotion-fund-capacity-building-initiat>

Programmatic Support Application: <https://artsmidhudson.submittable.com/submit/159658/2020-ulster-county-cultural-services-promotion-fund-programmatic-support>

Incomplete or late applications will not be accepted. AMH strongly recommends submitting applications early in order to allow time to confirm the submission is complete with the AMH Grants Team.

## **Required documents to be uploaded with application:**

- Organizational Budget
- Budget form (from AMH)
- Staff and Board lists
- Supplemental materials as needed

## **How are funding decisions determined?**

Each application is reviewed by an independent panel comprised of Ulster County residents and stakeholders based on the review criteria for each category. Decisions are confirmed by Arts Mid-Hudson's Board of Directors.

---

## **Information sessions:**

All in-person information sessions have been canceled for UCCSPF 2020. Prospective applicants are strongly encouraged to watch the informational video. Please check [www.artsmidhudson.org/grants-and-funding](http://www.artsmidhudson.org/grants-and-funding) for additional resources.

Informational video: <https://www.youtube.com/watch?v=ElJolby71Ko>

---

**Technical assistance** meetings are opportunities for you to ask specific questions about your application or have a draft version of your application and budget reviewed prior to submission. Sessions can be conducted over the phone and are **available by appointment**.

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