

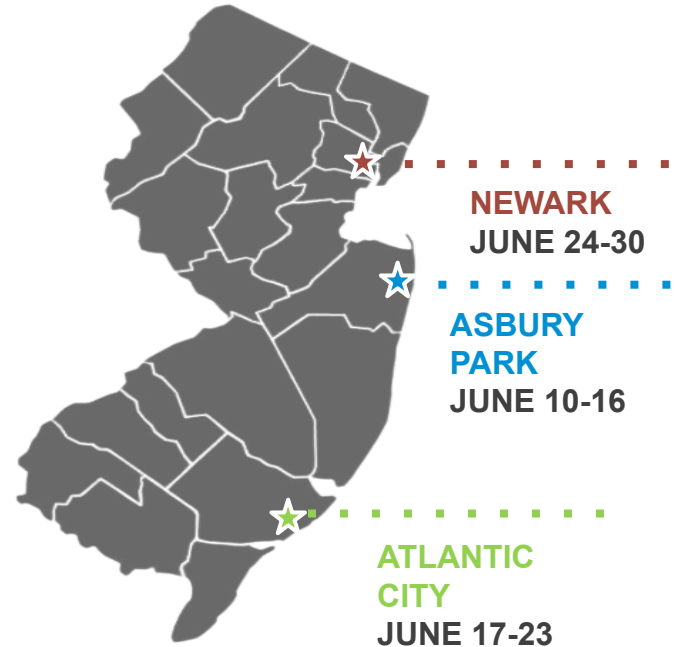
# COMMUNITY ARTS GRANTS INFO SESSION OCT 26, 2023



# INTRODUCTION

→ The ***North to Shore Festival***, launched in June 2023, is a 3-week celebration of New Jersey's talent, diversity, and creativity in three of the state's most iconic cities – **Atlantic City, Asbury Park & Newark.**

- ◆ **243** events at **100** venues
- ◆ Live audiences of over **220K**
- ◆ **100M** total PR impressions
- ◆ **1.3B** total marketing impressions



# WHY?

## → North to Shore Community Arts Grants

were created to highlight and support the

local artists, producers, and creative

economies of **Atlantic City**, **Asbury Park** &

**Newark** and to assure that the Festival is truly

diverse and representative of the host cities.



# WHAT?

- Applicants may apply to produce or present a **performing** or **visual arts** event, only.



# WHO?

- Applicants who want to **self-produce an arts events** and, this year, **also** for **independent artists** looking to perform on a Community Showcase Stage.
- Applicants must live, work or have a history of performing or presenting arts events in **Atlantic City, Asbury Park & Newark**, NJ
- Applicants may be individual artists or groups, nonprofit or faith-based organizations or small businesses
- Applicant organizations must have an annual operating budget under \$1 million



# HOW MUCH?

- **Self-producing applicants** may apply for a minimum of **\$1,000** and a maximum of **\$5,000**.
- **Independent artists or groups** will be granted funding depending on the size and scope of the proposed performance.



# APPLICATION CRITERIA

## → Funding Is Intended to Support:

1. Self-produced arts events
2. Independent artists to perform on a Community Showcase Stage

## → Panel Members Will Be Looking For:

- ◆ Events and independent performing artists that showcase **local, under-recognized talent** and highlight the ***unique cultural character of a host city.***
- ◆ Applicants who have a solid fan base and can **deliver an audience** for their event.




Full application  
guidelines at:

[northtoshore.com/  
community-arts-  
grants/](http://northtoshore.com/community-arts-grants/)

# APPLICATION CRITERIA

(cont'd)

## → Self-producing Applicants:

- ◆ Panel members will want you to show that you have the ability and a proven track record of producing and promoting live arts events in **Atlantic City**, **Asbury Park** or **Newark**. See note: 
- ◆ Panel members will want to see a **realistic budget** for your proposed event.
- ◆ Panel members will also be looking at how realistic your event is to implement, based on the details you provide and your producing history/experience.



### *To Self-produce An Event, You Must:*

1. Secure a venue and talent
2. Provide all staging production equipment, staff and permits
3. Promote/market and deliver an audience to your event



# BUDGET INFO

- Self-produced event applicants must complete a **Proposed Event Budget Form**.
- *Note:* It is not necessary to have a figure on each line of the budget form; complete only what is applicable to your project.



# GRANT FUNDS

- Grant funds **MAY** be used for:
- ◆ Artist fees, event coordinators, technical crew, other professional fees
  - ◆ Space rental, props, transportation costs  
Printing, photocopying, supplies
  - ◆ Marketing and promotional expenses related to the project/event
- Grant funds may **NOT** be used for:
- ◆ Projects outside of **Atlantic City**, **Asbury Park** & **Newark**
  - ◆ Athletic events
  - ◆ Capital or building construction projects
  - ◆ Endowment campaigns



Full application  
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# BACKGROUND MATERIAL

## Examples:

1. Performing arts events and independent artist applicants only: Provide links to video clips of at least one **live performance** required
2. Photographs of recent performances
3. Selected press releases or clippings
4. Letters of support (e.g., from event partners or participants, school administrators, venue operators, etc.)
5. Bio, resume, or CV of key project participants and principal artist(s)



# REVIEW PROCESS

1. North to Shore staff will review applications for completeness only. See note 
2. Submitted applications will be reviewed by a panel of arts and culture leaders with specific knowledge of the cultural landscape in each host city.
3. Committee members will fill out conflicts of interest disclosures and will not participate in the judging of any applicant organizations with which they are affiliated.
4. Committees will subsequently recommend applications to the Festival for funding.
5. The Festival will make final funding and award decisions.



\*Festival staff are unable to assist with technical problems related to the Submittable platform.

# AWARDS & PAYMENTS

- **12 – 15 grants will be awarded in each city** ranging from \$1,000 to \$5,000. Award sizes will be determined based on:
  - ◆ The panel member's score of the application, as determined by the stated criteria
  - ◆ The amount of funds requested
  - ◆ The amount of funds available
- **Award Decisions** will be shared with applicants beginning late-Dec
- **Grant Agreements** will be sent out in late Dec – early Jan
- **Grant funds** will be distributed via two company checks:
  - ◆ **50% deposit payment** upon receipt of a signed grant agreement, W9, and final event information and marketing materials
  - ◆ **50% balance payment** mailed to awardees by the day of their event or performance



# IMPORTANT DATES



## 2023

### → In-person Application Info Sessions:

- ◆ Atlantic City: Nov 6 - Rhythm & Spirits, 6:30p
- ◆ Newark: Nov 8 - Bar Vanquish, 6:30p
- ◆ Asbury Park: Nov 9 - Asbury Library, 6:30p

### → **Application Deadline: Nov 21, 2023** at 11:59p

*\*Early submissions highly- encouraged!*

### → **Awards Notification:** Late Dec 2023

## 2024

### → **Event / Performance Info Deadline:** Jan 16

*\*Grant deposit checks will not be mailed without receipt of event information.*

### → **Official Festival Announcement:** Mid-Mar

### → **Festival Dates:**

- ◆ **Asbury Park:** Jun 10 - 16
- ◆ **Atlantic City:** Jun 17 - 23
- ◆ **Newark:** Jun 24 - 30

### → **Funding Period Deadlines:**

- ◆ **Asbury Park:** Jun 16
- ◆ **Atlantic City:** Jun 23
- ◆ **Newark:** Jun 30

### → **Final Report Due:** Jul 15

# FREQUENTLY ASKED QUESTIONS:



→ A full list of FAQs is available at:

[northtoshore.com/community-arts-grants/](https://northtoshore.com/community-arts-grants/)

## Questions?

**Contact:** Jennie Wasserman  
eventapplications@northtoshore.com



# Q & A

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