



# 2024-2025 JAC GRANT GUIDELINES

## **FY25 JAC Grant Program Guidelines**

The Jackson Arts Council (JAC) Grant program funded by the City of Jackson and Jackson Arts Council donors and administered by the Jackson Arts Council.

### **DESCRIPTION**

JAC Grants provide funds for quality arts projects accessible to the public. Applications must contain a clear, single-project focus.

**Grant funds in this category must be matched dollar-for-dollar.** Only one grant application may be submitted per applicant.\*

*\*Multiple funds of the Foundation may apply for JAC grant funding with consent of the Foundation. Only one application can be submitted per fund.*

Funds awarded to a single organization/institution **whose purpose is solely arts focused range from \$500 to \$5,000.** Other nonprofit organizations (nonprofits without a primary arts focus) may request \$500 to \$2,500 for support of an arts project.

### **APPLICATION TIMELINE**

March 11, 2024 – Applications Open

April 30, 2024 – Application Deadline

June 3, 2024 – JAC Panel Review (*applicants encouraged to attend in person or via phone call*)

June 17, 2024 – Notification of Awards

June 28, 2024 – Signed Grant Award Contract Deadline

July 1, 2024 – Projects may begin

June 1, 2025 – Projects must be completed

June 15, 2025 – All grant documentation and final reporting due

## **ELIGIBILITY REQUIREMENTS**

Individuals are not eligible to apply for funding assistance for projects.

An organization/institution is eligible to apply for project specific funding support of its arts activities if:

- The **organization** is a **nonprofit organization legally chartered in Madison County** and in possession of a determination letter from the Internal Revenue Service declaring the organization exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code.
- The institution is a **college or university** producing arts activities that clearly serve the needs of surrounding communities and are designed to involve a broad audience (Credit-producing or student-oriented activities are not eligible).
- The institution is a school for students between grades K – 12 within Madison County seeking funding for a public arts project or program.
- The organization is not a government entity outside of an educational institution.

## **FUNDABLE ACTIVITIES**

The following are examples of single-project focused activities and expenditures that are consistent with the funding philosophy for JAC Grants:

- Projects that involve and promote local artists
- Visiting artists conducting master classes
- Specific aspects of workshops, festivals, and conferences
- Public performances, production, and exhibitions produced by the applicant
- Exhibitions of art by local artists and artists from outside Madison County
- Promotion, publicity, and newsletters
- Administrative and artistic staff support
- Research and documentation as part of a project or program development
- Consultancies and residencies for administrative and artistic activities
- Touring projects that bring professional performers to Madison County
- Improved program accessibility for underserved constituencies, (e.g., children, people living in rural communities or isolated settings, people with disabilities, people of color, and senior citizens)
- Extensions of literary projects, journals with continuing publication, or juried anthologies
- Computer software/training
- Technical/production support
- Technical assistance projects

## **NON-FUNDABLE ACTIVITIES**

The following are examples of activities and expenditures **not** fundable through JAC Grants:

- Insurance premiums
- Endowments
- Office space rental
- Janitorial service and general physical plant maintenance
- Food and hospitality
- Permanent equipment purchases

- Scholarships
- Payment of accumulated deficits
- Capital improvements
- Vanity publications
- Out-of-state travel
- Scholarly arts-related research and writing
- Cash awards
- Purchase of local public art
- Legal fees
- Planned fundraising activities
- Events to which the public is not invited
- Payments to members of the organization’s board

**MATCHING REQUIREMENTS**

The JAC Grant requires a one-to-one dollar match - meaning the applicant must cover at least half of the cost of the project. In-kind contributions cannot be used for the match requirement.

**ACCESSIBILITY**

All Jackson Arts Council programs, services, and facilities are fully accessible to all Jackson/Madison County artists and citizens.

No person on the grounds of race, color, national origin, disability, age, religion or sex shall be excluded from participation in, or be denied benefits of, or otherwise be subject to discrimination of services, programs, and employment provided by the Jackson Arts Council and its contracting agencies.

All JAC Grantees must showcase collective impact through community partnerships.

**APPLICATION ASSISTANCE**

Tutorial Videos	Video assistance for applying for this grant include subtitles for hearing impaired applicants
Physical Accessibility	In-person assistance can be scheduled by calling the Jackson Arts Council Office. Our office is located in the Ned Ray McWherter Cultural Arts Center, which is a fully ADA compliant building.
Call-In Application	Applicants with accessibility needs, limited technology, or inability to connect to the internet may opt to contact the Jackson Arts Council office to schedule a phone call for a staff member to complete the online application on behalf of the applicant
Other Assistance	Applicants who are unable to apply due to an accommodation need are strongly encouraged to contact the Jackson Arts Council office for assistance. We are fully committed to inclusion of all interested and eligible applicants.

## **COMMITMENT TO EQUITY**

The Jackson Arts Council is strongly committed to both implementing and exemplifying strategies to improve equity, diversity, and inclusion in the arts sector of our region in order to eliminate barriers to arts participation. Because of this, the Jackson Arts Council is committed to the just and equitable distribution of grant funding. The Jackson Arts Council aims to reach a broad, diverse community of organizations.

## **GRANTS REVIEW PROCESS**

Your JAC Grant application will be reviewed by a Grants Review Panel. While not required, your attendance at the panel review meeting is strongly encouraged either in person or by phone call. Panelists may wish to direct specific questions to you regarding your project.

**The JAC Grant Panel review will be on June 3<sup>rd</sup>, 2024, at the Ned.**

The advisory panel reviewing JAC Grant applications use the following criteria on a 100-point scale:

- Evidence that the organization/institution understands and is responsive to **the diverse interests and needs of Jackson/Madison County** through community partnerships (15 points)
- Evidence that the proposed project demonstrates artistic, cultural, and/or educational value to Jackson/Madison County (15 points)
- Evidence that the proposed project advances the organization's/institution's mission to serve the Jackson/Madison County diverse community (20 points)
- Evidence that the proposed project supports the work of artists through payment of fees, services, or other appropriate benefits (15 points)
- Evidence that the organization/institution understands and will act as an advocate for the public value of the arts in Jackson/Madison County (10 points)
- Evidence that the organization/institution understands the role of marketing to maximize participation in their project (10 points)
- Evidence of diverse sources of financial support for the organization/institution (5 points)
- Evidence that the organization's/institution's application is well-planned, addresses all questions, is correct, and is complete in information materials submitted and that planning procedures are comprehensive, inclusive, and communicated (10 points)

## **IMPORTANT**

1. You can find a list of all questions that will be asked in the application beginning on page 6 of this guidelines document.
2. Good grantsmanship influences the review of applications. **Incomplete or inaccurate proposals will result in a negative review.**
3. Before submitting your application, have someone outside your organization/institution or unfamiliar with your project to review the application. A second set of eyes is always helpful.
4. Proofread the application for spelling, grammar, and punctuation errors.
5. Grantees agree to use Jackson Arts Council's name and/or logo on all publicity, including advertisements, associated with the project.

## **Complete the Online JAC Grant Application Form**

All application questions can be found beginning on page 6 of this document. You are strongly encouraged to review and answer these questions before beginning the actual online application.

A link to the Application Form is available on the JAC website, [731arts.com](http://731arts.com), by following the following tabs:

- [731arts.com](http://731arts.com) -> Programs -> Grant Programs -> Jackson Arts Council Grant

All fields are required. When completing each field refer to the scoring rubrics listed above. Your answers to the questions contained in the application are your opportunity to communicate to the reviewers why your project should be funded, so be complete and be specific in your answers.

## **Project Budget**

Download the Project Budget Form on the JAC Grant website. Enter your complete project budget for both total expenses and total income. The Applicant Cash Match column **MUST** be equal to or greater than the JAC Grant Funds column. When you have completed the form, save it and upload it to the Project Budget section of the application.

Following the Project Budget field is a text box for specific and detailed explanations for each line item of the budget.

## **Requirements**

The final section allows you to upload pdf files of certain required documents. The following documents are required:

- o List of Board of Directors (for nonprofit organizations only)
- o Your organization's Budget for the year in which the proposed project will take place (for nonprofit organizations only)
- o All recipients of this grant must attend the April City Council meeting the following year to advocate for the arts in the City of Jackson. We encourage you to continue to advocate for the arts in our community outside of the annual meeting with the City Council. Advocacy resources can be found on our website at [731arts.com](http://731arts.com)
- o All public promotions of this project must include the Jackson Arts Council name and/or logo

## **Logo & Marketing**

Grantees agree to use Jackson Arts Council's name and/or logo on all publicity associated with the funded project including all advertising, billboards, yard signs, posters, online posts, and program booklets. The JAC logo can be downloaded directly from our website.

## APPLICATION FIELDS

Below are all questions that will be asked in the online application.

We strongly encourage you to review the questions below and gather all necessary information before beginning the application.

**\*THIS IS NOT THE APPLICATION BUT SHOULD BE USED IN PREPARATION FOR COMPLETEING THE APPLICATION. APPLICATIONS MUST BE COMPLETED ONLINE: <https://forms.gle/ddke6WTsrFrttPtU9>**

### JAC Grant Application

- Email
- Name (first, last)
- Fiscal Year of the proposed project for which you are requesting grant funds

#### **Project Description**

- Are you applying as o Nonprofit Organization o College or University o School, K - 12
- Organization/Institution Name
- Organization's/Institution's Address
- Name of Primary Contact
- Email of Primary Contact
- Name of Primary Signatory
- Email of Primary Signatory
- Project Title
- Funding Description (include a brief, specific explanation of exactly how grant funds will be used)
- Amount of grant funding request (\$500 minimum - \$5,000 maximum for arts specific nonprofit, \$500 minimum - \$2,500 maximum for all other organizations)
- Beginning date of project
- Ending date of project

#### **Estimated Number of Individuals Impacted from Project**

Estimate and enter the number of adults, youth, total individuals who will be directly engaged with the activity, whether through attendance at an event or participation in arts learning or other types of activities in which people will be directly involved with artists or the arts. Include actual audience estimates based on projected paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees

- Estimated number of adults benefiting
- Estimated number of youth benefiting
- Estimated number of individuals benefiting
- Artists Participating (Number of artists participating in providing artistic services specifically identified with the award. If no artists were directly involved in providing artistic services, enter 0)

#### **Underserved Participants**

Estimate the percentage of this project's audience that is "traditionally underserved or underrepresented." Be realistic in your estimate of populations of each underserved demographic benefiting as directly served. Underserved and underrepresented audiences may cross county lines. Percentages should reflect those individuals primarily reached in the "Estimated Total Individuals Benefiting" section.

- Percent who are children (under 18)

- Percent who are people of color
- Percent who are living in rural communities or isolated settings
- Percent who are people with disabilities
- Percent who are senior citizens (65 and over)

The Jackson Arts Council is committed to providing access to the arts for traditionally underserved artists and constituents, including people of color, people with disabilities, children, people living in rural communities or isolated settings, and senior citizens. In the space provided, indicate efforts made by your organization to include underserved artists and audiences in your proposed project/programming.

- Proposed Project Accessibility Statement

### **Project Narrative**

The JAC Grant program seeks to provide support for arts projects that broaden access to arts experiences, address community quality of life issues through the arts, or enhance the sustainability of asset-based cultural enterprises.

- Describe your project (how, when, where, for whom)
- What are the goals for this project and how will it serve the community?
- Who will manage the project and/or who are the project artists? Be specific: list names, how they were selected, and describe their related experience and qualifications.
- What methods will be used to publicize your project (e.g., print ads, TV, radio, brochures, website, social media, etc.)? Provide information about the marketing plan.
- Explain how you will evaluate the success of the project or how you are using evaluation data from past projects to improve upon this one.

### **Project Budget**

- Please, upload a spreadsheet file reflecting the total budget for your project. The Applicant Cash Match column MUST be equal to or greater than the JAC Grant Funds column. The budget form can be downloaded on the JAC website.

### **Assurances**

The Applicant Assures the Jackson Arts Council that:

1. The activities and services for which assistance is sought will be administered by or under the supervision of the applicant.
2. The filing of this application has been duly authorized by the applicant.
3. The applicant will expend funds received as a result of this application solely for the described project or program.
4. By signing an application, the applicant assures and certifies that it will comply with:
  - a. Title VI of the Civil Rights Act of 1964
  - b. Section 504 of the Rehabilitation Act of 1973
  - c. The Age Discrimination Act of 1975
  - d. The Americans with Disabilities Act (ADA) of 1990
  - e. Title IX of the Education Amendments of 1972

Chief Authorizing Official (Chair or President of the Board) Entering my name and title and clicking the "I certify" checkbox constitutes my signature acknowledging my awareness of the above assurances and my commitment to implement this project in accordance with them.

## **Requirements**

- **Required Documents**

- List of Board of Directors (for nonprofit organizations only)
  - Budget for the year in which the proposed project will take place (for nonprofit organizations only)
  - Logo of your organization/institution to be used by the Jackson Arts Council
- I understand my requirement to attend the April City Council meeting the following year to advocate for the arts in the City of Jackson if awarded JAC grant funding. ● I understand
  - I agree to use the Jackson Arts Council logo Grantees also agree to use Jackson Arts Council's name and/or logo on all publicity, including advertisements, associated with the project (JAC logo can be downloaded on our website at [731arts.com](http://731arts.com)) ● I agree