



Guidelines to apply for American Rescue Plan Funds through the Jackson Arts Council
funded by the National Endowment for the Arts

OVERVIEW:

The Jackson Arts Council will function as the pass-through organization for American Rescue Plan (ARP) funds provided by the National Endowment for the Arts. ARP funds available through this grant opportunity are to support eligible organizations and jobs in the arts sector that have been impacted by the Coronavirus pandemic. Eligible organizations must be located and artists must reside within the Jackson Arts Council's eight county region, including Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, and McNairy Counties of Tennessee.

Applicants are required to complete an online application with all required materials listed in this guideline, and if awarded, sign an award contract stating compliance with award requirements.

As there are many interested applicants for this grant funding in our region, we strongly encourage all interested applicants to read these grant guidelines in full before contacting the Jackson Arts Council office with questions.

Application Deadline: May 15, 2022, 11:59 p.m. Central Time

AWARD:

One-time funds up, minimum \$500 maximum \$29,990, per applicant for the purpose of Coronavirus pandemic recovery.

No cash match is required. This award will be a reimbursement of expenses used within the funding period (July 1, 2022 – May 31, 2023).

Final determination of each award will be based on volume of eligible applications and available funds. While applicants may request the maximum award amount, final award may be less than requested. All awarded funds must be expended within the funding period (July 1, 2022 – May 31, 2023).

ELIGIBILITY:

Applicants for these funds must be one of the following:

- 501(c)(3) organizations in good standing with the IRS. Organizations without their own 501(c)(3) designation cannot apply.
- Units of state or local government
- Institutions of higher education
- Federally recognized Indian tribal governments
- Individual Artists

All applicants must meet a standard of artistic excellence and artist merit to be evaluated by an independent panel. The purpose of these funds is to support the arts sector. All applicants must provide a history of arts-based programming and/or projects and an intention to use funds for recovery of the arts sector to receive funding.

APPLICATION TIMELINE:

The timeline below is meant to get funding out as quickly as possible to eligible applicants. Please submit applications as soon as you are able as we will not accept late or incomplete applications.

Application Window: March 1 2022 – May 15, 2022 (12 weeks)

Application Deadline: May 15, 2022, 11:59 p.m. Central Time

Review Period: May 15, 2022 – June 20, 2022

Grant Panel Review: June 22, 2022 (*applicants encouraged to attend in person or via phone call*)

Notification and Awards: Week of July 1, 2022

Signed Grant Award Contract Deadline: July 31, 2022

Funding Period: July 1, 2022 – May 31, 2023

ALLOWABLE COSTS:

Allowable costs differ for organizations and individual artists.

Organization allowable costs:

- Salary support (including benefits support if applicable) full or partial, for one or more staff positions.
- Fees/stipends for artists and/or contractual personnel to support the services they provide for specific activities in support of the subgrantee organization's day to day operations.
- Facilities costs such as rent and utilities.
- Costs associated with health and safety supplies for staff and/or visitors/audiences (e.g., personal protective equipment, cleaning supplies, hand sanitizer, etc.).
- Marketing and promotion costs.

Unallowable costs for organizations:

- "Artist relief" programs where funding is intended to alleviate financial hardship (i.e., rent or food assistance to individuals) and does not require the artist to undertake work.
- Alcoholic beverages
- Commercial (for-profit) enterprises or activities, including concessions, food, clothing, artwork, or other items for resale. This includes online or virtual sales/shops.
- General fundraising.
- General miscellaneous or contingency costs.
- Land purchase costs.

- Lobbying, including activities intended to influence the outcome of elections or influence government officials regarding pending legislation, either directly or through specific lobbying appeals to the public.
- Mortgage interest, fines and penalties, bad debt costs, or deficit reduction.
- Rental costs for home office workspace owned by individuals or entities affiliated with the applicant organization.
- Social activities such as receptions, parties, or galas.
- Subawards to replace lost revenue.
- Travel costs.
- Vehicles purchases.
- Visa costs paid to the U.S. government.
- Voter registration drives and related activities.
- Costs supported by any other federal funding. This includes federal funding received either directly from a federal agency or indirectly from a pass-through organization such as a state arts agency, regional arts organization, or a grant made to another entity.

Individual Artist allowable costs:

- Specific artistic project or activity that must be completed within the project period (July 1, 2022 – May 31, 2023) that must meet standards of artistic excellence and artist merit to be evaluated by a panel.
 - Ex: presentations, training, research, creation of artwork with tangible outcomes

Unallowable costs for individual artists:

- Onetime monetary recognition awards
- Honorific with no tangible project or activity
- Funds for artists under the age of 21

HOW TO APPLY:

1. Find all information about the grant on the Jackson Arts Council’s website
2. Review this Guidelines document and watch application tutorial video on the Jackson Arts Council’s website
3. Review the Subaward Certifications on the Jackson Arts Council website to make sure you / your organization are able to implement the award in full accordance with the U.S. Constitution, federal Law, and public policy requirements.
4. If you / your organization are eligible to apply after reviewing these guidelines, watching the application tutorial video, and reviewing the Subaward Certifications, complete the online application here: <https://forms.gle/3De2bVC5AzcQYKsx8>
 - a. Note: the full list of application questions and requirements can be found beginning on page 6 of this Guidelines document. Please review before beginning the online application.
5. After reviewing your application, click “submit” at the end of the form. Do not submit unless you have completed the full application.

Applications will not be accepted after May 15, 2022, 11:59 p.m. Central Time

Application Accessibility:

If you are unable to complete your application due to accessibility need, limited technology, or inability to connect to the internet, you may contact the Jackson Arts Council office at 1-731-422-1385 between 9:00 a.m. – 4:00 p.m. M-F to schedule a time to fill out the application over the phone with a staff member who will transcribe the application over the phone on behalf of the applicant. This request will need to be scheduled and completed no later than May 9th, 2022, to give the staff member time to complete the application on behalf of the applicant.

REVIEW PROCESS

Applications will be reviewed for eligibility, completion, and artistic excellence and merit by a Grant Review Panel of community professionals and local artists.

While not required, your attendance at the panel review meeting on June 22nd is strongly encouraged.

Panelists may wish to direct specific questions to you regarding your project.

The following criteria of artistic excellence will be considered by the panel during application review:

- Artistic excellence will be evaluated based on the material and work samples submitted with each application that demonstrate mastery of skills and techniques, communication of unique vision or perspective, professional approaches to process and presentation. For organizations, artistic excellence should include the contribution of artistic works, or for arts services delivered, the contribution the services make to the development of a vibrant arts and cultural community.

The following criteria of artistic merit will be considered by the panel during application review:

- New artistic impact on the community, such as:
 - Strategies to bring new attention or elevating community assets, voices of residents, local history, or cultural infrastructure.
 - New ways of overcoming a community challenge or approaching community problem-solving.
 - Connecting communities, people, places, and economic opportunity through physical spaces or new relationships.
- History of artistic practice and/or programming.
- Potential of the organization or artist to reach underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability, and where applicable, the extent to which a program or project specifically addresses the issue of inclusion.
- Demonstrated commitment to serve their community through the arts throughout the pandemic.
- Demonstrated commitment to retaining the creative workforce in the region.

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 and artists in the region.

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.

APPLICATION FIELDS

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

We strongly recommend compiling all information for the application below BEFORE beginning the online application. When you have compiled all required information, complete the application in one sitting so that information is not lost. We cannot recover information that is not submitted.

Note that there are different questions for organization applicants and individual artist applicants.

THIS IS NOT THE APPLICATION BUT SHOULD BE USED IN PREPARATION FOR COMPLETEING THE APPLICATION. APPLICATIONS MUST BE COMPLETED ONLINE: <https://forms.gle/4bduNyZmk7Rk7vKb7>

Organization Application Questions:

NEA American Rescue Plan Subgrant Application

- Legal Name (first, last)
- Email
- Phone Number
- Which category describes you?
 - 501(c)(3) Nonprofit Organization in good standing with the IRS
 - Unit of State or Local Government
 - Institution of Higher Education
 - Federally Recognized Indian Tribal Government

Organization Application

- Organization Name
- Mailing Address
- Agency's fiscal year (beginning day/month, ending day/month)
- US County (Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, McNairy)
- Primary Contact Name
 - Primary Contact Position
 - Primary Contact Phone Number
 - Primary Contact Email
- Secondary Contact Name
 - Secondary Contact Position
 - Secondary Contact Phone Number
 - Secondary Contact Email
- Link to organization website and/or social media
- Preferred method(s) of communication of follow up
 - Phone call
 - Email
 - Video Call
 - Text message
- Tax ID Number for Applicant Organization
- Is your organization in good standing with the IRS?
 - Yes
 - No
- UEI Number

- o If your organization does not have a UEI Number yet, please write 'none' in the question below. In order to receive funding, your organization will be required to register for a UEI Number, but it is not required to submit this application. Get a UEI number here: shorturl.at/fqHT4
- What is the mission of your organization?
- Does your organization have at least 1 year of arts and culture programming in the region?
 - o Yes
 - o No
- Year the organization was incorporated or formed
- Year the organization began providing arts and culture based programming in West Tennessee
- Percentage of arts-based programming within a typical year based on expense
- Which of the following categories includes your organization's operating budget in a typical year (pre-COVID)?
 - o Less than \$100,000
 - o \$100,000 - \$249,999
 - o \$250,000 - \$499,999
 - o \$500,000 - \$999,999
 - o \$1,000,000 - \$9,999,999
 - o \$10,000,000 or more
- Select one primary discipline that is most relevant to your organization
 - o Art conservation/historic preservation
 - o Community arts (e.g., public art, creative placemaking)
 - o Craft (e.g., ceramics, fiber, glass, jewelry, metals, textiles)
 - o Dance (e.g., dancers, choreographers in all genres)
 - o Design (e.g., fashion, graphic, industrial, object, all forms of architecture)
 - o Film (e.g., animation, documentary, episodic, experimental, narrative)
 - o Media (e.g., technology, aesthetics, storytelling, digital cultures, immersive design, interactive media, podcasts, virtual reality, web-based projects)
 - o Music (e.g., composers, musicians in all genres)
 - o Teaching artist, teacher, or professor (e.g., pre-K-12, undergrad, grad, creative youth development)
 - o Theatre & Performance (e.g., directing, experimental, live action, playwriting, puppetry, tactical and site performance)
 - o Traditional arts (e.g., work related to the continuity and evolution of a tradition and/or cultural heritage such as cultural dance, cultural music, oral expression, and traditional crafts)
 - o Visual Arts (e.g., installation, painting, performance art, photography, sculpture, sound art, video)
 - o Writing & Literature (e.g., criticism, fiction, graphic novels, journalism, nonfiction, poetry)
- If other discipline than above, please specify (type "n/a" if specified above)
- List additional artistic disciplines than the primary chosen discipline above if applicable (type "n/a" if only 1 artistic discipline is relevant to your organization)

Media Release

- Upload at least one (1) media file that the Jackson Arts Council may use for promotional and reporting needs if your organization is selected as a grantee (File Formats Accepted: JPG, PNG - File named with description - Up to 5 files)
- I agree the Jackson Arts Council may use this media to educate and inform the public about Jackson Arts Council programs and award recipients if my organization is selected for this grant
 - o Agree

Narrative Questions for Organizations

This section will guide you through questions that will help the panel understand the scope of your organization's work. Keep in mind that the panel will be evaluating the narratives below for criteria of artistic excellence and artistic merit.

The following criteria of **artistic excellence** will be considered by the panel during application review:

-Artistic excellence will be evaluated based on the material and work samples submitted with each application that demonstrate mastery of skills and techniques, communication of unique vision or perspective, professional approaches to process and presentation. For organizations, artistic excellence should include the contribution of artistic works, or for arts services delivered, the contribution the services make to the development of a vibrant arts and cultural community.

The following criteria of **artistic merit** will be considered by the panel during application review:

-New artistic impact on the community, such as: Strategies to bring new attention or elevating community assets, voices of residents, local history, or cultural infrastructure, New ways of overcoming a community challenge or approaching community problem-solving, Connecting communities, people, places, and economic opportunity through physical spaces or new relationships.

-History of artistic practice and/or programming.

-Potential of the organization or artist to reach underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability, and where applicable, the extent to which a program or project specifically addresses the issue of inclusion.

-Demonstrated commitment to serve their community through the arts throughout the pandemic.

-Demonstrated commitment to retaining the creative workforce in the region.

- Upload any documents that demonstrate the practice of mastery of artistic skills and techniques, communication of vision or perspective, or professional approaches to process and presentation as it relates to artistic excellence (e.g., artistic work produced by your organization - 5 document maximum)
- Provide links to any websites that you feel demonstrate your organization's standard of artistic excellence (5 links maximum)
- What is the work that your organization does to fulfill its primary mission to produce, present, teach, serve or preserve through arts and culture? (300 words maximum)
- Describe how your organization has been impacted by the COVID-19 pandemic (300 words maximum)
- Describe how your organization contributes to the creative workforce in the region (300 words maximum)
- Who are the communities that specifically engage with and/or participate in your organization's work? Consider artists, audience members, local, regional and segmented/special populations. (300 words maximum)
- How does your organization serve underserved and/or historically marginalized populations in your community?
- Organization's estimated engaged adults per year
- Organization's estimated engaged children per year
- Organization's estimated engaged individuals virtually per year (online communication or programming)

Financial Information for Organizations

- Organization FY 2020 Income
- Organization FY 2020 Expenses
- Organization 2021 Income
- Organization 2021 Expenses
- Organization Budgeted 2022 Income
- Organization Budgeted 2022 Expenses
- Enter requested award amount from this grant (minimum \$500, maximum \$29,990)
- If awarded, how would the requested award amount be used? Enter dollar allocation. Reference allowable costs in grant guidelines.

- Has the organization already received COVID-19 relief funds in grants or loans? If so, list what funds and the amounts of each.

Assurances

Upload Subaward Certifications Form

The Applicant Assures the Jackson Arts Council that:

1. The activities / 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 needs.
4. 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 - Clicking the "I certify" checkbox and entering my name and title below constitutes my signature acknowledging my awareness of the above assurances and my commitment to implement this project in accordance with them.
 - I certify
 - Name, Title

Individual Artist Application Questions:

- Legal Name (first, last)
- Email
- Phone Number
- Which category describes you?
 - Individual Artist

Individual Artist Application

Individual artists may apply for NEA ARP funds using this application for specific projects not exceeding \$29,990.

Unallowable costs for individual artists applying for these grant funds include:

- Onetime monetary recognition awards
 - Honorific with no tangible project or activity
- Artists under age 21 are not allowed to apply.

Individual artists MUST show proof of history of artistic excellence and artistic merit that will be evaluated by a qualified panel.

Individual artists must also provide a detailed plan of project to be evaluated by the panel.

All individual artists who receive grant funding will be required to submit a W9 to the Jackson Arts Council and will receive a 1099 from the Jackson Arts Council for tax purposes.

Project Narrative Questions for Individual Artists

The following criteria of artistic excellence will be considered by the panel during application review:

Artistic excellence will be evaluated based on the material and work samples submitted with each application that demonstrate mastery of skills and techniques, communication of unique vision or perspective, professional approaches to process and presentation.

The following criteria of artistic merit will be considered by the panel during application review:

- New artistic impact on the community, such as: Strategies to bring new attention or elevating community assets, voices of residents, local history, or cultural infrastructure, New ways of overcoming a community challenge or approaching community problem-solving, Connecting communities, people, places, and economic opportunity through physical spaces or new relationships
- History of artistic practice
- Potential of the artist to reach underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability, and where applicable, the extent to which a program or project specifically addresses the issue of inclusion.
- Demonstrated commitment to serve their community through the arts throughout the pandemic.
- Demonstrated commitment to retaining the creative workforce in the region.

- Describe the current nature of your work (this paragraph should include your materials, methods, research, and goals of your work)
- Describe the project for which you are requesting funding
- How will this project positively impact the community? Will it have impact on underserved populations?
- Describe how the Coronavirus Pandemic has impacted your work
- How much grant funding are you requesting to complete this project (minimum \$500, maximum \$29,990)
- Provide a list of expenses for this project
- If awarded, how will the grant funds further your artistic and career goals?

Artist Demographics

This information also helps the Jackson Arts Council learn more about our local artist community.

- Age
 - 21 – 24
 - 25 – 34
 - 35 – 44
 - 45 – 54
 - 55 – 64
 - 65+
- Ethnicity (choose all that apply)
 - White
 - Hispanic or Latino
 - Black or African American
 - Native American or American Indian
 - Asian/Pacific Islander
 - Other
- How do you identify yourself?
 - Male
 - Female
 - Trans Male
 - Trans Female
 - Genderqueer
 - Different Identity
- Are you part of a disability community?
 - Yes
 - No
 - Prefer not to answer
- Career stage
 - Early career artist (less than 5 years)
 - Mid-career artist (5 - 15 years)
 - Late career artist (more than 15 years)
- Please check your greatest needs as an artist in our community
 - Work space
 - Materials
 - Professional development opportunities
 - Exhibition support (finding a venue)
 - Other
- If you chose "other", please let us know what your greatest artistic needs are in the community

Required Documents for Individual Artists

- Artist resume or documentation of artistic accomplishments (2 page maximum)

- Provide at least 5 samples of your work completed within the past 3 years*
Media types to upload below:
 - JPG or PNG images
 - PDF files
 - Videos limited to 3 minutes
 *By uploading documents below, you consent to the Jackson Arts Council using these documents in grant announcements and other promotional communications.
 - Work Sample #1
 - Work Sample #2
 - Work Sample #3
 - Work Sample #4
 - Work Sample #5
- Link to website or social media page, if applicable (if not available, type "n/a")
- Proof residence in Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, or McNairy counties of Tennessee
upload one of the following: a signed and dated tax form, utility bill with your name and address on the bill, personal property tax receipt, or lease agreement signed by the applicant landlord

Assurances

Upload Subaward Certifications Form

The Applicant Assures the Jackson Arts Council that:

1. The activities / services for which assistance is sought will be administered directly by the artist 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 needs in this application.
4. 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
 - Clicking the "I certify" checkbox and entering my name below constitutes my signature acknowledging my awareness of the above assurances and my commitment to implement this project in accordance with them.
 - I certify
 - Name