



# Ulster County Cultural Services & Promotion Fund



A grant program dedicated to maintaining the artistic and cultural assets of Ulster County and made available by the Ulster County Legislature

Deadline: May 3, 2011 – 1 PM

## 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 as well as the promotion of the County through arts and cultural activities which add to the economy and quality of life. Financial resources for this program have been made available by the Ulster County Legislature. Established nonprofits working in all arts disciplines are eligible and encouraged to apply for funding.

## When is the application deadline?

Complete applications must be received by the Dutchess County Arts Council. by 1:00 p.m., May 3, 2011

## When must the project take place?

Projects must take place between July 1, 2011 and June 30, 2012.

## What is the range of awards?

UCCSPF will make awards ranging from \$2,500 - \$9,500 in the 2011 cycle. Projects that coordinate services between two or more organizations will be the programs considered for awards at the upper end of the funding range.

## Application Seminar?

March 23 – New Paltz 4:00-5:30  
@ Deyo Hall, Historic Huguenot Street,  
6 Broadhead Ave, New Paltz

March 24 – Woodstock 4:30 – 6:00  
@ Woodstock Artist Association and Museum  
28 Tinker St., Woodstock

If you are not able to attend a seminar and have questions, please call Eve Madalenoitia at 454-3222 or E-mail [evem@artsmidhudson.org](mailto:evem@artsmidhudson.org).

## Who can apply?

- Any incorporated facility, organization, or established program which identifies the arts and/or cultural services as a primary activity in the organization's mission;
- Organizations that have at least three (3) years of programming history;
- Organizations with no outstanding grant reports due to the Dutchess County Arts Council.

## Eligible programs include:

- Administrative or programmatic capacity building;
- Audience development;
- Strategic partnerships.
- Marketing strategies with print, broadcast or electronic media;
- Shared marketing campaigns;
- Other activities which increase participation in the arts by residents and visitors to Ulster County.

## Funding Priorities:

- Projects that constitute new initiatives artistically or organizationally. This program is NOT to support standard programming;
- Strategic Partnerships (if applicable);
- Programs with lasting impact or legacy to applicant and to Ulster County;
- Collaborations with Ulster County based artists;
- Programs that contribute meaningfully to the infrastructure of the applicant organization;
- A realistic and thoughtful budget.

## Evaluative Criteria:

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

## How are grants determined?

Each application is reviewed by an independent panel comprised of Ulster County residents. Funding recommendations will be reviewed by Allocations Committee of the Dutchess County Arts Council in conjunction with a special Ulster County Cultural Awards Committee. Final approval will be made by the Dutchess County Arts Council's full Board in late June 2011.

## PLEASE NOTE:

- UCCSPF recipients from this grant cycle (2011-2012) will not be eligible to apply for DEC 2012 funding.
- Recipients of DEC 2011 funding are ineligible to apply for this round of UCCSPF funds (2011-2012).



# Ulster County Cultural Services & Promotion Fund

A grant program dedicated to maintaining the artistic and cultural assets of Ulster County and made available by the Ulster County Legislature

Deadline: May 3, 2011 - 1 PM

Office Use:

<b>Lead Organization:</b>			
AKA (also known as):			
Mailing Address:			
City, State Zip:			
Contact Person:		Title:	
Telephone:		Fax:	
E-mail:		Website:	
Board President:		Board President's Email:	
Federal Tax ID #:		Date of 501(c)(3) incorporation:	
Total projected operating budget for the <u>current</u> fiscal year:			
For fiscal year ending on (MM/DD/YY):			
Co Legislative District #	New York State Assembly District #	New York State Senate District #	Congressional District #

<b>Project Title:</b>	<b>Grant Request:</b>
<b>Project Start Date:</b>	<b>Project End Date:</b>

<b>Partnering Cultural Organization</b> (if applicable):			
Mailing Address:			County:
City:	State:	Zip Code:	
Phone (Day):	Web Site:		
Contact Person:	Contact's title:		
Contact's Email:	Contact's Phone:		

Person Responsible for Grant Reporting:	
Phone (Day):	Email Address:

**CERTIFICATION AND RELEASE:** The undersigned certifies that he or she: (1) has knowledge of the information presented in this Application herein; (2) has read and accepted the Guidelines of the Dutchess County Arts Council's Ulster County Cultural Services and Promotion Fund; (3) on behalf of the applicant, releases the Dutchess County Arts Council, its employees or agents with respect to damages to property or materials submitted in connection herewith.

Signature of Exec. Director of Lead Organization	Date
--	------

NOTE: Pages 2-5 explained below must be typed using Times Roman (11 point). Margins must be ½ inch on all sides. All pages must be numbered at the top and contain the appropriate heading ♦ Abstract & Detail Statement ♦ Community Benefit, Assessment & Timeline ♦ Mission Statements for each organization involved in the project (including the Lead Org) ♦ Mission Statement ♦ Staff Information ♦ Board Information - in bold-faced type.

## Page 2 & 3 – Abstract & Detail Statement

The answers to both questions may not total more than two 8 ½" x 11 sheets of paper.

1. **Abstract** - Retype and fill in the blanks to the following statement:

The *(fill in name of lead organization)* requests \$(*fill in grant request amount*) to (*complete sentence with a BRIEF description of your project*).

**EXAMPLE:** *Artista Inc. requests \$3,790 in support of artist fees and marketing expenses for a youth community theater workshop series and 4 performances.*

## 2. Detail Statement

Give a complete and detailed description of your project. Include and label with letters the following information:

- a) What are the activities that will occur
- b) Project goals
- c) What plans are in place to help support this program
- d) How will this project build organizational capacity and advance your mission(s)

## Page 4 & 5 – Community Benefit, Assessment & Timeline

The answers to the following questions may not total more than two 8 ½" x 11 sheets of paper.

### 3. Community Need and Benefit

How have you identified the need in your community for this project? Feel free to write about any community support that you have already garnered in the form of sponsors or contributions. How will Ulster County benefit culturally from this project? How will this project help to promote Ulster County to residents and to visitors? Who will benefit directly from this project and in what ways?

### 4. Assessment

How will this project support your organizations' growth and how will you measure the success of this project?

### 5. Timeline

Create a detailed project timeline with as many specifics as you can gather. This should NOT take paragraph form.

## Page 6 – Mission Statements for each organization involved in the project (including the Lead Org)

## Page 7 – Staff Information

Be sure to include staff names, titles, length of employment, and whether full or part-time for each organization partnering on your project, including the Lead Organization. Indicate paid or volunteer.

## Page 8 - Board Information

List of Board members and officers including addresses and occupations for each partnering organization, including the Lead Organization. Include frequency of Board meetings, and names of Board committees.



**APPLICATION DEADLINE: BY TUESDAY, May 3, 2011 - 1:00 P.M. SHARP!**

This is not a postmark deadline. If sending by mail or other service, send to: Dutchess County Arts Council, 9 Vassar St., Lower Level, Poughkeepsie NY 12601 to arrive by deadline. To drop-off in person:

**In Dutchess County**

**Mon-Fri 9-5 until the deadline of May 3 @ 1pm**  
Dutchess County Arts Council  
9 Vassar St., Lower Level, Poughkeepsie

**In Ulster County**

**One day drop-off only: Tues. May 3: 9am - 1pm**  
R&F Handmade Paints, 84 Ten Broeck Ave  
Kingston, NY

Packets may be bound by paperclips, binder clip, staples or rubber band. Please, NO folders or envelopes for collated copies. Use the following checklist to make sure you have enclosed all necessary materials. All items listed below must be submitted by the application deadline (**1:00 p.m., Tuesday, May 3, 2011**).

**7 COPIES OF THE COMPLETED APPLICATION** (one of which must be the original)

**Collate and staple 7 copies of your application, resumes/bios in this order:**

- ♦ Cover sheet/Contact Info
- ♦ Abstract & Detail Statement
- ♦ Community Benefits, Assessments & Timeline
- ♦ Mission statement of Lead Org and any Partnering Org
- ♦ Staff/administrative structure
- ♦ Board information
- ♦ Project Budget (use form included in this application)
- ♦ Resume for lead artists or consultants on projects (if applicable)

**3 COPIES OF FINANCIALS FOR LEAD ORGANIZATION** - These should be from your organization's last completed fiscal year. They should be separated out from the 7 collated packets of the materials above:

- ♦ IRS Form 990 with Schedule A and attachments
- ♦ Proof of non-profit status – IRS Tax Exempt Letter 501 (c)(3)
- ♦ Independent Public Accountant's Opinion
- ♦ A detailed organizational budget for your organization's current fiscal year and a proposed organizational budget for its next fiscal year. Please indicate the date its fiscal year ends. Separate capital and endowment funds.

**OPTIONAL MATERIALS:**

**Visual/Media Supplemental Materials** – You may submit 1 (one) cd or dvd of supplemental material for the panel to view. These materials may only be in one medium (audio cd, video **OR** still images, not a mixture). Video and audio cds should be clearly labeled as to which 2-3 minute segment you would like reviewed and no more than 10 still images will be accepted with each application. Be sure that supplemental materials are clearly labeled with the applicant organization's name.

**Other Supplemental Materials** – You may, if you wish, also include a limited number of support materials: press clippings, letters of recommendation, brochures, etc. These should be in paper form and one copy of each piece is sufficient. Be sure each piece is clearly labeled with the applicant organization's name.

**Confirmation Postcard** addressed to you and pre-stamped to be mailed out in confirmation of receipt

**Self-Addressed Stamped Envelope for the Return of Supplemental Materials**

Although we take the greatest care in handling and returning work samples, the Arts Council is not responsible for any loss or damage to them. If you want the Arts Council to return work samples by mail, enclose a self-addressed envelope with sufficient postage. Otherwise, the materials will be discarded.

**UCCSPF Timeline**

February, 2011  
**May 3, 2011**  
Mid May 2011  
Late June 2011  
Late June 2011  
July 1, 2011 – June 30, 2012

Ulster Grant Application is made public  
**Application Deadline**  
Panels convene  
DCAC Board meets to approve panel recommendations  
Funding notifications are made  
Projects take place