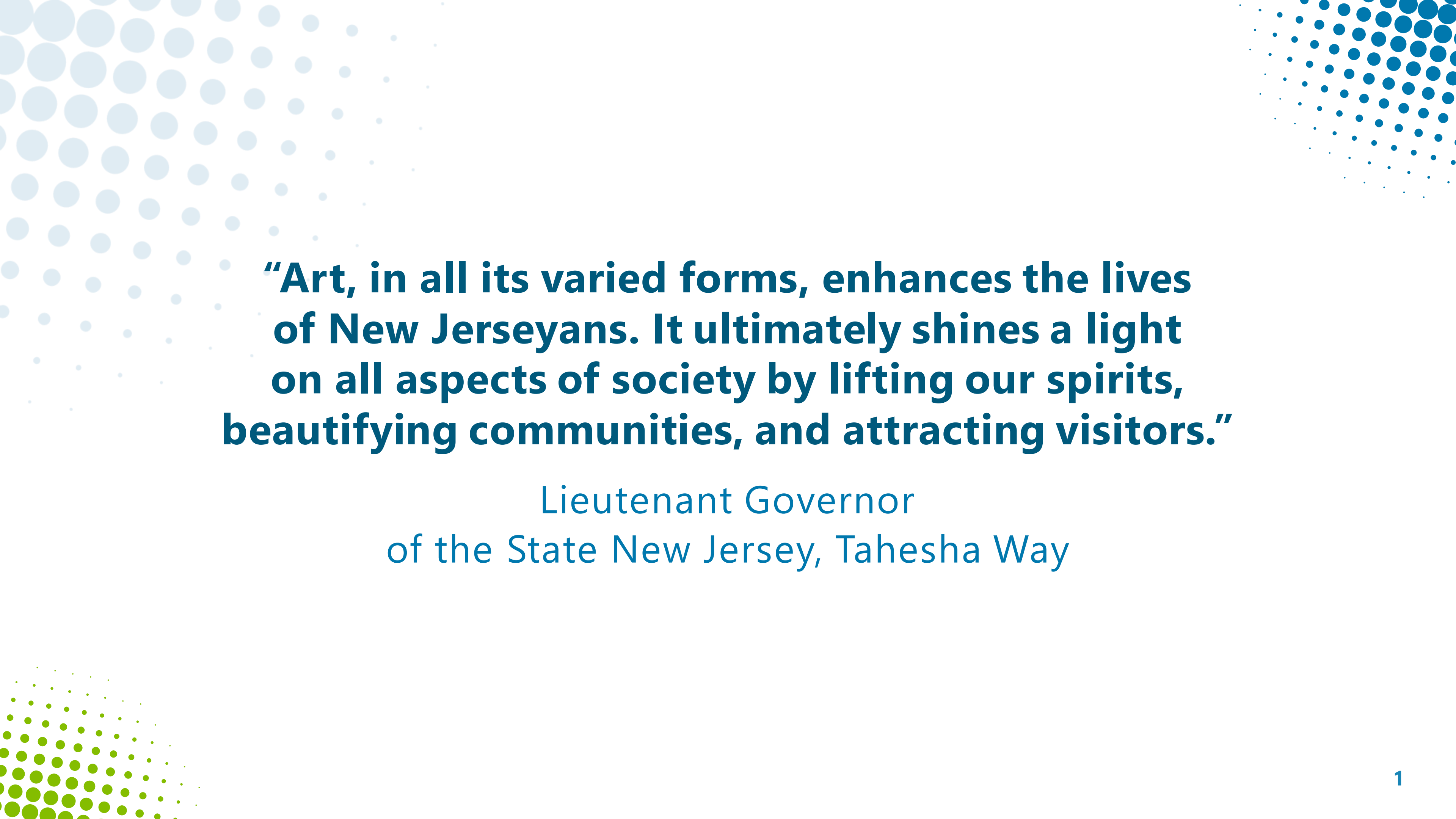


Activation, Revitalization, and Transformation

**A.R.T. - Phase II
Grant Program**





“Art, in all its varied forms, enhances the lives of New Jerseyans. It ultimately shines a light on all aspects of society by lifting our spirits, beautifying communities, and attracting visitors.”

Lieutenant Governor
of the State New Jersey, Tahesha Way

NJEDA-Supported Arts Businesses



A.R.T. - Phase II Grant Program Overview

Phase II of the A.R.T. program is a competitive grant program, that will disburse \$15 million from the American Rescue Plan's State and Local Fiscal Recovery Funds (ARP SLFRF) to address the economic impact of the COVID-19 pandemic by supporting the recovery of New Jersey's commercial corridors.

It aims to catalyze community placemaking efforts by leveraging New Jersey's arts and cultural sector as a creative force for change and supporting non-profit organizations focused on creating placemaking projects, public art installations, and arts-based activities and initiatives.



A.R.T. - Phase II Grant Program Details

- Supports creation of public space activation initiatives: placemaking projects, public art installations, arts-based projects and activities.
 - Project location:
 - in one of 31 eligible municipalities
 - executed within 1.5 miles of active rail station in those municipalities.
 - Applications open late Summer or Fall 2024 for 60-calendar day window.
 - Scored application process; NJEDA Scoring Committee; Scale of 0 – 100 points; minimum score considered for funding, 65 points.
 - Project completion date: December 31, 2026.
- No application Fee
 - Award Sizes:
 - Minimum grant award request: \$100,000
 - Maximum grant award request: \$500,000

Eligibility: Applicants

- Non-profit organizations: 501c(3), 501c(6) or 501c(19) status.
 - Applicants must be in substantial good standing with the NJEDA, DOL and DEP prior to approval.
 - Applicants must have current tax clearance at time of application.
 - One application per EIN permitted.
 - Non-profit applicants do not have to be located within the same municipality as the “Eligible Project Location.”
- Ineligible Applicants:
 - Government entities
 - Municipalities
 - For-profit entities
 - Any applicant or affiliate who received A.R.T. – Phase I funding

Eligibility: Municipalities

The 31 municipalities eligible for the program are:

| | | | | |
|--------------|------------|-------------|-------------|-----------------|
| Asbury Park | Bayonne | Belleville | Burlington | Camden |
| Clifton | Dover | Dunellen | East Orange | Egg Harbor City |
| Elizabeth | Garfield | Hackensack | Hammonton | Jersey City |
| Linden | Lindenwold | Long Branch | Netcong | New Brunswick |
| North Bergen | Orange | Passaic | Paterson | Pennsauken |
| Perth Amboy | Plainfield | Rahway | Riverside | Trenton |
| Union City | | | | |

Eligibility: Project Locations

Projects must be located and executed within 1.5 miles of an eligible municipalities' passenger rail or light rail station.

Use the [NJEDA mapping tool](#) to see the specific areas that are eligible for projects within the municipalities.



Eligibility: Project Activities

- The creation of public space activation initiatives, such as placemaking project, public art installations, & arts-based projects.
- Activities/Initiatives include, but not limited to art exhibitions, performance, festivals, parades, concerts or concert series, film & video screenings, and cultural programming.
- Funding can also be used to support operational costs for the applicants to execute their project.



Ineligible Project Uses

- Acquisition costs of real estate
- Leases for real estate extending beyond 12/31/26
- Leases for incubator space
- Real estate construction
- Major infrastructure improvements
- Demolition to create vacant land

Application Process

- Online applications accepted during a 60-calender day application period.
- After application closes, staff performs review of ALL submitted applications for eligibility documentation.
- Applicants limited to one application per EIN.
- Applicants will be given a cure period of 10 business days to submit document cures related to eligibility.
- If advanced to scoring, Applications scored on scale of 0 – 100 points; minimum of 65 points needed to be considered for award recommendation.



Disbursements & Fees

Disbursements:

- Fully funded upon execution of grant agreement.
- Additional documentation is required as part of the final grant agreement.

Fees & Administrative Expenses:

- No application fee.

Start Planning...

How do you make it to the SCORING Phase of the Application Process?

Here's a list of the documents you'll need to have in order:



Documentation Necessary to Determine Applicant Eligibility - Prior to Scoring

- Use the NJEDA Mapping Tool Upload to confirm that your project location is eligible.
- State Document of Business Formation.
- IRS Determination Letter to confirm eligible entity is a non-profit.
- State Certificate of Formation.
- Completed **Project Timeline** that will confirm a project start and end date. Confirm end date is prior to 12/31/26.
- NJ State Tax Clearance.
- Completed Project Sources & Uses template (to be provided by NJEDA to applicants) to confirm that uses listed are eligible and A.R.T. Grant is listed as a source.
- Completed application and **Project Summary** section must confirm project uses are eligible.
- If an applicant is missing any of these documents they will be provided 10 business days to submit document cures related to eligibility.

Scoring Overview

- The minimum score required to be considered for an award is 65 points, with the highest score possible being 100 points.
- Proposals will be evaluated based on three primary criteria:
 - Ability of the organization to stimulate the local economy with proposed project.
 - Ability of the organization to contribute to the overall resiliency of the community, post COVID, with the proposed project.
 - Justification for the proposed use of funds with a reasonable budget to implement the proposed project.
- All declinations based on discretionary reasons will be brought to the NJEDA board for approval.
- Non-discretionary declinations will use delegated authority.

Scoring Criteria Question #1 - The Details

Describe the project, including cost estimates.

- 8 points for final plans & cost estimates
 - 3 points for preliminary plans or estimates
 - 0 if otherwise
-
- Examples of what the description and cost estimates may include, but are not limited to: any artist's estimates for work on the project, teaching costs, contact or estimates for work, venue estimates, etc. Final plans could be shown by completed project bidding, project plans that are approved by your organizational board and/or community officials, etc.

Scoring Criteria Question #2 - The Details

Describe Site Use & Access. Does the entity currently have the ability to use, or obtain permission to use, the site for the purposes described in the project?

- 7 Points if the applicant has demonstrated site use and access
 - 0 if otherwise
-
- Include any and all documentation from relevant entities, demonstrating that you have permission and access to the proposed project site for the specified timeframe of the project. For example, if you own the site, show proof of ownership; if the municipality owns the site, show permission to use the site...

Scoring Criteria Question #3 - The Details

Describe how this project will increase foot traffic in the local community based on existing historic traffic data such as foot traffic measurements, ticket sales, audience counts or other similar measures.

- 5 Points if the applicant has demonstrated significant increase in foot traffic [greater than 50% increase]
 - 3 if partial increase [1% to 50% increase]
 - 0 if no increase
-
- Submit information/data from over the past year or two for the area, site, venue of the proposed project, illustrating and describing in as much detail as possible, how your project will bring more people to the site and community.

Scoring Criteria Question #4 - The Details

Explain the level of experience the applicant organization has with similar projects demonstrating their ability to complete the proposed project successfully. Please include any previous projects that involved arts-based activity in spaces open to the public or municipal spaces and explain the status of those projects.

- 15 points for two projects completed
 - 8 points for one project completed
 - 0 points for no relevant examples
-
- Describe the projects in detail, including the scope of the projects, where they took place, the timeframe of the projects, who produced, led or managed the project and how the project engaged the community/audience. Please submit any supporting documentation for the project (press releases, programs, marketing materials, organizational calendars, etc.)

Scoring Criteria Question #5a - The Details

Describe how your project will:

a. Contribute to the resilience of your community post-COVID and mitigate COVID impacts. Provide examples of how this project will mitigate COVID impacts and build community resilience through its short-term impact (within 1 year of completion) on the local economy, as it relates to local businesses, local employment, local arts and culture production/performance, exhibition, preservation and or education. Provide additional examples of the same for the project's long-term impact (beyond 1 year of completion).

5a) Up to 15 pts for a response that demonstrates short & long-term impact (0 points for a if project fails to demonstrate engagement with the community in ways specified by a.)

Scoring Criteria Question #5b- The Details

Describe how your project will:

b. Activate vacant or underutilized space post-COVID.

The activation of vacant or underutilized spaces can include but is not limited to facilities, classrooms, production areas, galleries, exhibition and performance spaces, public and private buildings, or parts of buildings, public or private empty/vacant lots or parcels; streets, blocks and/or neighborhoods; public spaces such as parks, playgrounds, or arts installations that have been impacted by COVID.

5b) Up to 10 pts for a response that demonstrates activation of underutilized space; (0 points for b if project fails to demonstrate engagement with the community in ways specified by b.)

Scoring Criteria Question #5c- The Details

Describe how your project will:

c. Contribute to the community's vision post-COVID.

Describe how this project addresses the community's vision as expressed by county, municipal, or neighborhood-level plans, studies and/ or statements. Examples include plans and studies focused on community arts and arts education, economic development, Main Street, Sustainable NJ, small business entrepreneurship, cultural and heritage plans, local arts and culture development, historic preservation, travel and tourism promotion, local beautification and placemaking, neighborhood redevelopment, neighborhood revitalization or other plans.

5c) Up to 10 pts for a response that demonstrates how the project addresses the community vision; (0 points for c if project fails to demonstrate engagement with the community in ways specified by c.)

Scoring Criteria Question #6 - The Details

Describe how the primary focus of the Applicant organization is centered around arts and culture. Provide a narrative of no more than 250 words and no more than three (3) pieces of supporting documentation that show organizational focus.

Supporting documentation can include but is not limited to charter or formation documents; awards of other federal/ state/ local government and/or private public philanthropic grants, awards, prizes or other benefits for arts and culture related activities or projects; membership documents in a local, state, national or international organization related to arts and culture advocacy, promotion or public service; proof of previous teaching or exhibition work related to arts and culture; participation in or collaboration on an academic, economic or government study related to arts and culture, annual programming documentation, annual report, annual financials and other documents that prove arts & culture focus.

(20 points if narrative and supporting documentation provided to demonstrate this is an Arts & Culture focused organization; 0 points if it is not.)

Scoring Criteria Question #7 - The Details

If the Applicant organization is partnering with an individual artist, artist collective, an arts and cultural non-profit, a municipal entity, a community group, or private sector entity, provide proof of partnership with a Letter of Intent approved by both entities that includes:

- a) the benefit that the partnership brings to the project,
- b) commitment to the scope of the project,
- c) the timeline for executing and completing the project,
- d) the expected final product, and
- e) any other personal, material, or financial resources committed to the project (if applicable).

(10 points for letter of commitment from one or more partners, 0 points for no letter of commitment from a partner.)

Prevailing Wage: Some Notes

What is Prevailing wage?

New Jersey's commitment to ensure that all workers receive payable wages on the job.

How will I know if our proposed project will involve Prevailing Wage?

Any projects including construction or any of the trades should expect to trigger Prevailing Wage.



Contractor Requirements

- At the time of the application and throughout the project, Contractor(s) working on the project must be a NJ Department of Labor (DOL) Public Works Registered Contractor and abide by New Jersey prevailing wage and affirmative action requirements.
- Contractor(s) must agree to pay prevailing wage, which is set by county and by construction trade.
 - Prevailing wage is required for any other construction contracts at this facility for the two years after an agreement is signed with NJEDA.
- Contractor(s) must abide by affirmative action requirements if they have 4 or more total employees.
- Subcontractors must also be Public Works Registered Contractors

RESOURCE: Contractor Pre-Construction Packet

**Guide for Public Works
registered contractors to
help them maintain
compliance throughout
the life of the project
found at:**

**[njeda.com/wp-content/
uploads/2022/09
/Pre-Construction-
Packet-2022.06.24.pdf](https://njeda.com/wp-content/uploads/2022/09/Pre-Construction-Packet-2022.06.24.pdf)**

DOL Public Works Registered Contractor

Applicants are responsible for finding and identifying a Public Works Registered Contractor. Two ways to search for a contractor are:

- 1 Search the DOL Public Works Registered Contractor list [here](#).
- 2 Search the list of Interested Public Works Registered Contractors

RESOURCE: Tips for Finding a Contractor

How to navigate the DOL Public Works registers list can be found at:

njeda.com/wp-content/uploads/2022/09/Tips-for-Finding-A-Contractor-FINAL.pdf

**FOR MORE INFORMATION,
PLEASE VISIT**
[**njeda.gov/art-phase-ii/**](https://njeda.gov/art-phase-ii/)



QUESTIONS?
[**ArtPhase2@njeda.gov**](mailto:ArtPhase2@njeda.gov)



STAY TUNED!
Upcoming Info Sessions:
July 23rd, July 30th, Sept ?
[**Njeda.gov/events/**](https://Njeda.gov/events/)

