

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

The City of Nashua grant programs vary in terms of their application requirements and interests. Please consult our website (www.nashuanh.gov) for individual grant program criteria and guidelines about how to apply to each program.

The Nashua Arts Commission has established this grant program to recognize the contributions made by local non-profit organizations, which have demonstrated a continued commitment to enriching the lives of area residents through Visual Arts and the Performing Arts. Grants awarded normally range between \$500 to \$5,000. However, the review committee will consider requests falling outside that range for projects of extraordinary scope and impact.

Applicants must have demonstrated a commitment to community, education, and quality of life through a consistent expenditure of their own funds to provide programs which benefit the Nashua community at large. This grant is designed to offset some of the organization's costs of providing programs at little or no cost to the citizens of Nashua.

Agencies that receive CDBG funding, Review & Comment Funding or other 505 monies related to Human Service Funding are NOT eligible.

If you have questions about the application or review process, please call City Hall at (603) 589-3260.

DIRECTIONS

- Submission deadline is *Friday, , 2015 by 5:00 p.m.*
- Do not send materials other than those requested, and do not send any materials under separate cover.
- Send only one copy and do not staple or bind your application.
- This application can be completed in two ways: 1) open it in Microsoft Word and click on the shaded areas to **type** in your answers (preferred); or 2) you can type your answers on a separate sheet of paper. Please use a font size of at least 11 point.
- You may submit an electronic copy of the application, along with attachments of additional requested documentation, to grantapp@nashuanh.gov.

Or

- Mail this application to:

**City Hall
Mayor's Office
Attn: Nashua Arts Commission Grants
229 Main Street
Nashua NH 03060**

CHECKLIST

Please use this checklist to ensure that your application contains all required information and attachments.

Incomplete proposals will not be reviewed.

- € Completed application form (including required signatures)
- € 501(c)(3) letter from IRS
- € List of the organization's governing board, advisory board, and all employees

CITY OF NASHUA
ARTS COMMISSION GRANT APPLICATION

€ A single copy of your organization's operating budget for the current fiscal year

CITY OF NASHUA ARTS COMMISSION GRANT APPLICATION

PART I: APPLICANT INFORMATION

LEGAL NAME OF ORGANIZATION: Positive Street Art

ADDRESS: 174 Main Street

CITY/ STATE /ZIP:

03060

TELEPHONE:

(603) 233-0901

WEBSITE: www.positivestreetart.org

YEAR ORGANIZATION STARTED:

2012

FEDERAL TAX I.D. # (EIN): 45-4648836

EXECUTIVE DIRECTOR: Cecilia Ulibarri

PRIMARY CONTACT FOR PROPOSAL: Sarah Carey-Barbosa

TELEPHONE: (603)233-0901

E-MAIL: positivestreetart@gmail.com

**AMOUNT REQUESTED FROM
ARTS COMMISSION:** \$5,000.00

TOTAL PROJECT BUDGET:

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

PLEASE PROVIDE A BRIEF (2 or 3 sentences) OVERVIEW OF THE PROJECT/SERVICE FOR WHICH FUNDING IS BEING REQUESTED:

Positive Street Art is looking to add additional programming to the downtown arts scene as well as improve and expand upon existing operations.

Our first initiative is PSA VIVE a paint social series geared towards Nashua's senior citizen population hosted within local downtown eateries. We will believe this will provide a much needed social avenue for Nashua's senior population through providing artistic services and educational workshops.

Secondly is PSA ASPIRE, a youth arts program designed to identify low income youth with artistic talent and aspiration, and provide workshops on identifying and meeting portfolio requirements for advanced artistic training in higher education. We hope to give passionate youth the skills they need to exhibit their work in downtown businesses and submit competitive entries to NH art schools.

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

PART II: ORGANIZATIONAL OVERVIEW

This narrative section should contain a description of your organization's mission, services and/or programs, community issues addressed, past results and future objectives.

Please note: This Grant is dedicated to those Civic/Community and Performing Arts Groups that consistently provide programs for Nashua's citizens at no cost to those citizens. It is designed to recognize the contribution to the community by these organizations and is intended to be the City's donation to the continuation of these programs. Please use layman's terms in this narrative, and avoid any jargon.

Directions: *You may complete this form in Microsoft Word using the form fields or please number and write your answers on a separate page.* We seek concise answers to these questions, so please limit your answer to 500 WORDS (with a font size no smaller than 11 point.)

ORGANIZATIONAL HISTORY In this brief history you should include:

- its mission
 - services and/or programs
 - community issues addressed
 - past results
-
- The Mission of Positive Street Art: is to INSPIRE a passion for urban arts in a productive way and build stronger communities through educational workshops, community events, and artistic services.
 - Services and/or programs:
 - PSA THRIVE, is a dance program offered for adults 18+. We facilitate and instruct urban/multicultural dance programs to interested community members, including hip hop, Latin dance, belly, breakdancing and more. This program focuses on providing an attainable outlet for all populations to explore a range of dance instruction at a beginner's level.
 - Mural Program: PSA designs and creates public art consistent with our mission. We serve businesses that are civically minded in order to create an abundance of public art. This in turn will increase a supportive, creative, and artistic community.
 - Views From a Cell: is an amateur photography contest offered in order to give participants the opportunity to share their images, as well as to provide the experience of walking into a public setting and seeing their art on display.
 - PSA Hype: is our youth dance program offered for kids ages 8-18. Dance instruction is held multiple times a week at both Boys & Girls Club of Greater Nashua and Nashua PAL. The program focuses

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

specifically on hip hop and breakdancing. Youth benefit from outreach and mentoring from multiple instructors as well as receive an opportunity to perform at various community events.

- Seasonal Art Shows: Is a showcase of local talent, including fashion, art, music, dance, face painting, poetry, live art creation and jewelry. Aimed at promoting a passion for urban art as well as local talent. Outdoor festival, gallery, fashion shows, nightlife.
 - Paint Socials: Is an intimate art experience, catered to build communities of art supporters. Small fundraising opportunity, aimed at artists of all levels of talent. As well as a social opportunity.
 - Vive is a paint social series designed to engage senior artists in partnership with the Nashua Senior Center at a downtown coffee shop,
 - Aspire: A young artists project meant to bridge the gap between low income aspiring artists and competitive art education, Preparatory workshops during the summer and a pop up show at PSA's Downtown Art Festival.
 - Live Art Wall: Is an open live graffiti wall in Nashua maintained by PSA in order to provide outlet for graffiti artists without destruction to property.
- Community Issue addressed: PSA (Positive Street Art) is a local art community working to transform the negative connotations that go along with urban art. We initiate, coordinate, promote and administer workshops, events, services and activities designed to meet the educational, social and creative needs of people in under-served communities including groups and youth authorities in order to create safe, clean, healthy, violence free, life enhancing communities using a positive approach to urban art.
 - Past Results: PSA has been able to serve over 30 community youth members through art and dance workshops and over 100 adult participants for painting instruction and dance instruction as well. We have constructed multiple murals coloring the streets and local business in Nashua through our mural project. Through Live Art Battle and Local Art Shows we have been able to reach over 500 members of the city through community events; furthering the range, interest and knowledge of the artistic community in Nashua.

PART III: PROGRAM DESCRIPTION

This form is required as part of your application.

In 2015, the Nashua Arts Commission published its Arts & Cultural Plan for the City; applicants are encouraged to review the Arts & Cultural Plan when preparing their grant requests. In your answers to the narrative questions below, please be sure to identify ways that your proposed project speaks to the Commission's top priority areas. Specifically, how does your project:

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

1. **Raise the profile of Nashua so it is seen as a major arts destination.**
2. **Increase arts education opportunities for both children and adults.**
3. **Enhance the quality of life in greater Nashua in ways that have a measurable impact.**
4. **Work toward new levels of capacity and sustainability for your organization.**
5. **Develop stronger marketing/branding profiles for your organization and/or the larger arts community.**

Format: You may complete this form in Microsoft Word using the form fields or number and write your answers on a separate page with a font size no smaller than 11 point.

This application represents (please check one only):

- € A request for continued funding, operations or program support
- € A first time request in support of an existing program
- € A first time request in support of a new project

1. WHAT IS THE OVERALL GOAL OF THIS PROJECT?

The overall goal of the PSA VIVE expansion is to reach a whole new demographic for art instruction and appreciation. Our Downtown Arts Movement events are intended to serve a secondary purpose of stimulating local businesses as a means of demonstrating innovative artistic approaches. By offering paint socials within daytime hours, and weekends we can broaden our audience, message as well as pull from a different class of art instructors. While many art programs serve the narrow age range of youth, and still more focus on a population of working adults, Nashua boasts a significant population of active seniors. Inclusive artistic program downtown will enhance business traffic. A busy downtown is a destination, and a downtown attractive and inclusive of artists of all ages creates a dynamic that inspires a passion for urban arts.

PSA Aspire will be hosted within our newly acquired location geared towards “at risk” youth who are budding and aspiring artists, but may be lacking in core knowledge and the means to achieve proper artistic training. Classes will focus on technique as well as how to create a professional portfolio in preparation for higher education.

In order to maintain sustainability we are recruiting a diverse collection of volunteers, participants, and instructors, focusing on a simple coherent message which communicates PSA Mission. Increasing visibility and accessibility of the program will in turn attract supporters and sponsors.

2. HOW HAS YOUR ORGANIZATION FUNDED THIS PROJECT OVER THE PAST YEARS?

PSA is currently funded through a number of avenues such as; grant funding local and state, regularly held art shows doubling as fundraisers for the organization. We also receive multiple mural contracts throughout the city to as a source of income. This project is a pilot project that has been funded in the past to meet different populations. Our youth workshops were funded through in kind donation, volunteer time, Grant allocations through NH’s Disproportionate Minority Contact, Boys And Girls Club and in kind donations through private businesses, such as our T shirt work shop with Mint Print. Our family paint socials program last year received some funding through Nashua Arts Commission grant, as well as our pilot Downtown Arts Festival, both projects generated enough revenue to be immediately self

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

sustaining. Our Paint Social model allows for 1/3 of available spaces to be scholarshipped to ensure access, our Downtown Arts Festival generated several times the revenue necessary to make it an annual event and enabled us to allocate rent for renting our studio.

3. PLEASE ATTACH A DETAILED BUDGET, SHOWING EXPENSES AND REVENUE (INDICATING WHETHER PENDING OR SECURED) FOR THE PROJECT FOR WHICH YOU ARE REQUESTING FUNDS.

4.

	Description	Cost	
Aspire Coordinator	Coordinator will recruit participants and instructors, and businesses, organize set up and take down of Aspire activities and final show.	\$200	Pending
Portable art display walls Matched by	Display walls that can be used for pop up art	\$2000	Pending

**CITY OF NASHUA
ARTS COMMISSION GRANT APPLICATION**

PSA. Additional walls pending	shows and for a final presentation at Downtown Arts Festival		
Vive	10 students per class at \$35 includes compensation to business, supplies and artist fee. 5 sessions	\$1750	Pending
Aspire instructor	Will teach 12 weekly summer workshops at PSA HQ	\$650	Pending
Aspire supplies Matched by PSA	Supplies to include basic drawing and painting supplies, matte boards	\$400	Pending

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

	etc.		
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5. Sustainability

PSA generated revenue adequate to match cost of portable walls through last year’s Downtown Arts Festival. Aspire project is part of a larger Open studio project to sustain PSA studio. Aspiring artists may continue membership beyond workshop participation for a modest monthly fee which will contribute to offset rent costs. Additional sustainability strategies include a graphic design lab for students and emerging professionals with membership as well as additional art workshops and studio events available only to members. VIVE and Paint Social programs, identifying emerging artists will also be part of this sustainability strategy to build a regular membership of artists.

6.

7. DESCRIBE UP TO 3 MEASURABLE OUTCOMES OR RESULTS OF THIS PROJECT THAT WILL HELP ACHIEVE THIS GOAL.

Senior Citizen Paint Social

- 1) Host at least 1 VIVE paint social per month with 5-10 senior participants.
- 2) Recruiting 5-10 “at risk” youth for Aspire art workshops, and retaining youth members for a series of 12 workshops.
- 3) Youth participants will showcase produced artwork for PSA Passport, as well as at Downtown Art Festival this will showcase their developed art in local establishments.
- 4) Recruitment of at least 4 local artists to instruct paint social offerings and instructional classes.

8. WHAT SPECIFIC ACTIVITIES WILL YOU DO AS PART OF THIS PROJECT TO PRODUCE THOSE RESULTS? (PLEASE LIST NO MORE THAN 5)

For our Aspire program PSA will recruit “at risk” youth from partnering organizations such as Boys & Girls Club of Greater Nashua, Nashua PAL, Marguerite's Place, and the Nashua Soup Kitchen, that show artistic aspiration for regular art series workshops. Partnership will be pursued with the art departments of nearby schools offering art degrees to create an effective link between workshops and admission.

In order to reach Nashua’s senior population, we will social media, printed marketing materials, and utilize the local NH events calendar . We also have plans to connect with local retirement communities in order to reach our targeted audience. Lastly introduce daytime VIVE Socials and art exhibitions to our current pool of downtown eateries as well as continue to recruit new venues.

9. TIMING:

- | | |
|---|---------------------|
| a. WHEN DO YOU EXPECT TO BEGIN YOUR PROJECT (MONTH, YEAR)? | June of 2015 |
| b. WHEN DO YOU EXPECT TO COMPLETE YOUR PROJECT (MONTH, YEAR) OR IS IT ONGOING? | Ongoing |

CITY OF NASHUA

ARTS COMMISSION GRANT APPLICATION

10. WHO WILL BE SERVED BY OR PARTICIPATE IN THIS PROGRAM? IS IT FREE TO PARTICIPANTS? HOW MANY PARTICIPANTS DO YOU EXPECT?

PSA Aspire is a youth arts program designed to identify low income youth with artistic talent and aspiration, and provide workshops on identifying and meeting portfolio requirements for advanced artistic training in higher education. We hope to give passionate youth the skills they need to exhibit their work in downtown businesses and submit competitive entries to NH art schools. It is our goal to host youth classes size 4 and larger for 8 week series. With the ultimate reach of between 12-30 youth participants that successfully complete a series.

PSA Vive is a paint social series that will serve the retired or semi-retired senior citizen population within the City, our intended reach is 4-12 participants per social.

11. EXPLAIN HOW YOU EVALUATE THE FISCAL EFFICIENCY OF YOUR ORGANIZATION'S PROGRAMS.

Our board maintains an ongoing ledger of expenses organized by program, and confirmed by officers overseeing transaction. Treasurer monitors account and ensures accuracy of ledger, while Vice president provides compliance oversight and development director identifies and refines best practices. PSA Directors meet monthly to review discrepancies and report on program outcomes and results, PSA holds a public meeting monthly as well to report to full board of advisors and public audience. PSA conducts a formal annual review to compile an annual report with specific program reviews every quarter for our Downtown Art Movement, Dance program, and Artistic Services programs.

12. IF APPROVED, HOW AND WHERE DO YOU PLAN TO USE THE NASHUA ARTS COMMISSION'S LOGO?

We used the Nashua Arts Commission logo in our promotional material for Downtown Art Festival and will continue to do so this year as it lends a sense of community to the festival meant to engage the community. We have improved our Online presence and can incorporate Nashua Arts Commission logo into subpages promoting PSA Aspire and PSA Vive, and would be happy to announce, if favorable, the results of Nashua Art's commission's decision to fund our projects via our facebook platforms, both Positive Street Art, and Downtown Art Movement, when announcing the initiation of both new programs.

**CITY OF NASHUA
ARTS COMMISSION GRANT APPLICATION**

**CITY OF NASHUA
ARTS COMMISSION GRANT APPLICATION**

AGREEMENT TO GRANT TERMS

By signing this application form, the applicant and the fiscal sponsor (if applicable) hereby indicate(s) agreement with the following terms and conditions:

- 1) The information contained in this application and in any attachments is true and correct to the best of your knowledge.
- 2) Your organization is a nonprofit, 501(c)(3) federal tax-exempt organization, public school, public agency working for the State of New Hampshire, or an Indian tribal government (or its political subdivision) recognized by the Department of the Interior **or** has a written agreement with a fiscal sponsor that is a 501(c)(3) organization, public school, or public agency.
- 3) Any funds received as a result of this application will be used only for the purpose specified in the award letter. No part of any grant will be used for a political campaign or to support attempts to influence legislation of any governmental body other than through making available the results of non-partisan analysis, study, and research. No portion of the award will be granted to any secondary grantee without the express permission of the City of Nashua.
- 4) Any funds received as a result of this application will be returned if the grant recipient loses its exemption from federal income taxation as provided for under section 501(c)(3) of the Internal Revenue Code.
- 5) Any funds received as a result of this application will be expended within 12 months of the payment date. At the end of this period, any unexpended grant funds will be returned to the City of Nashua, or a written request for an extension of time will be submitted to the City for approval. **An evaluation report will be submitted upon completion of your program or by the due date specified in the grant award letter.**

 _____ SIGNATURE OF PRESIDENT, CHIEF ADMINISTRATIVE OFFICER, OR TREASURER	4/9/2015 _____ DATE
Delilah Nangle _____ PRINT NAME	Treasurer _____ TITLE

FISCAL SPONSOR

If you applied using a fiscal sponsor, please have an authorized officer of the sponsoring organization sign below

_____ SIGNATURE OF OFFICER OR FISCAL SPONSOR ORGANIZATION (IF APPLICABLE)	_____ DATE
_____ PRINT NAME	_____ TITLE

CITY OF NASHUA NON-DISCRIMINATION POLICY

The City of Nashua seeks to promote respect for all people. In its community-building and capacity-building grant making (or successor grant programs supported by those funds), the city will support organizations that do not intend to deny services, employment, or volunteer involvement on the basis of race, age, ancestry or national origin, sexual orientation, gender, physical or mental disability, or religion. It is not the intent of this policy to deny support for programs that serve specifically defined populations. By signing this form, the applicant organization confirms that it is in compliance with this policy.

**CITY OF NASHUA
ARTS COMMISSION GRANT APPLICATION**

**CITY OF NASHUA
ARTS COMMISSION GRANT APPLICATION**

<u>Delilah Mangle</u>	<u>4/9/2015</u>
SIGNATURE OF PRESIDENT, CHIEF ADMINISTRATIVE OFFICER, OR TREASURER	DATE
<u>Delilah Mangle</u>	<u>Treasurer</u>
PRINT NAME	TITLE