

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, April 10, 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
- A single copy of your organization's operating budget for the current fiscal year

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PART I: APPLICANT INFORMATION

LEGAL NAME OF ORGANIZATION: City Arts Nashua, Inc	
ADDRESS: PO Box 1603	CITY/ STATE /ZIP: Nashua, NH 03061
	TELEPHONE: 603-315-0112
WEBSITE: www.cityartsnashua.org	YEAR ORGANIZATION STARTED: 2005
FEDERAL TAX I.D. # (EIN): 20-4708436	
EXECUTIVE DIRECTOR: N/A; Katherine Hersh, President	
PRIMARY CONTACT FOR PROPOSAL: Katherine Hersh	
TELEPHONE: 603-315-0112	E-MAIL: kathyhersh1@gmail.com
AMOUNT REQUESTED FROM ARTS COMMISSION: \$4,500	TOTAL PROJECT BUDGET: \$10,900

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

Funding is requested for Art Walk Nashua 2015, an annual weekend long celebration of Nashua's creative community, including visual arts, theater, dance, poetry, a chalk wall, music performances, and other programs. Through publicity, programming, and signage, City Arts Nashua encourages folks to visit and shop at the numerous studios, downtown retail, and restaurant establishments hosting an artist. Art Walk Nashua a collaboration of downtown and arts organizations and arts enthusiasts, helps to increase visibility for downtown establishments as well as local artists and entertainers.

Art Walk Nashua raises the profile of Nashua as a major arts destination, enhances the quality of life in greater Nashua, and works toward new levels of capacity and sustainability for City Arts Nashua.

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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

Mission

The mission of City Arts Nashua is to promote Greater Nashua's artistic and cultural community, including visual arts, theater arts, musicians, and writers, with the goal of increasing awareness and building an expanded audience. City Arts Nashua's objective is to act as a catalyst to help the arts thrive and to promote cooperation, coordination, and common ground for artists, arts organizations, and audiences.

Services and Programs

To accomplish its mission, City Arts Nashua sponsors and promotes events and collaborative partnerships through its newsletter, website, and other marketing tools, to increase the visibility of Nashua as a place where arts and culture thrive, benefitting individual artists and arts organizations in greater Nashua. City Arts Nashua's annual signature events are Art Walk Nashua and the Meri Goyette Arts Awards Luncheon. City Arts Nashua's mural program was responsible for the creation of Vivian's Dream on West Pearl Street in 2014 and the restoration of the Yankee Flyer Mural in 2015.

Community Issues Addressed

Art Walk Nashua, one of City Arts Nashua's premier events, elevates awareness of Downtown Nashua as a destination. It promotes greater Nashua's numerous artists, galleries, entertainers and musicians, as well as Downtown's interesting shopping and eating establishments. Over the past ten years, people from the greater Nashua area, other New Hampshire cities and towns, Massachusetts, and other states have participated in Art Walk throughout the weekend as artists and as visitors. Over 1,500 people annually are exposed to Downtown, many for the first time, through Art Walk.

Past Results

One hundred artists participated in Art Walk Nashua 2014, a significant increase from past years. We were honored to have the Executive Director of the NH State Council on the Arts, Ginnie Lupi, attend the Opening and spend several hours visiting the myriad of talented folks participating in Art Walk. Over the years, downtown businesses have reported high foot traffic and record sales during Art Walk, as well as many repeat Art Walk participants.

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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:

- 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

1. WHAT IS THE OVERALL GOAL OF THIS PROJECT?

The goals of Art Walk Nashua 2015 are:

- to help professional artists in the Greater Nashua area reach a greater audience
- to increase visibility and participation in the various offerings of Downtown Nashua
- to provide an opportunity for the citizens in Greater Nashua to learn about and celebrate local arts and artists in the community

The objective (intended outcome) is:

- to increase community awareness of and participation in the variety and depth of arts and other cultural offerings in Nashua

Art Walk Nashua is a wonderful citywide event that happens each Fall in Nashua and has become the premier arts festival in the greater Nashua area. Each year the event gathers momentum and now has name recognition outside the arts and culture community. Art Walk Nashua is drawing from ever more communities and has received coverage in statewide newspapers like the Union Leader and The Hippo. City Arts Nashua is proud to organize this event for our community.

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

Art Walk Nashua is funded by soliciting sponsors, who receive acknowledgement in the program and press releases; grants, in particular from the Nashua Arts Commission and the NH State Council on the Arts, who also receive acknowledgement in the program and press releases; artists' fees; and in-kind services.

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

	INCOME	STATUS OF INCOME
Sponsorships	1,000	not committed
Grants	6,000	NAC grant not committed; NH Council on the Arts not committed
Fancy Friday	500	estimate
Artist Registration	1,000	estimate
Program printing	2,000	BAE printed in 2014; not committed for 2015
Venue space	400	anticipate RJ Finlay will donate space
TOTAL INCOME	10,900	
	EXPENSES	
Advertising	600	
Balloons	250	
Musicians	3,000	
Artist entertainers	1,500	
Trolley	1,000	
Program design and layout	1,000	
Program printing	2,000	will request BAE print programs
Signage and posters	1,000	
Volunteer Food & Bev	150	
Venue space	400	anticipate donation from RJ Finlay
TOTAL EXPENSES	10,900	

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

Three outcomes that are intended to result from Art Walk 2015 are:

- Increased visibility for artists and other arts organizations
- Increased awareness of Downtown Nashua as an arts destination
- Increased support for other public art programs

100 artists participated in Art Walk 2015, a significant increase from 2014. Additionally, several new venues, including Glorious Possibilities and YCD Holistic Center and Gallery were included as venues in Art Walk 2015 at their request, indicating these entities saw an opportunity in participating. Art Walk 2014 also expanded by adding emerging artists, an interactive chalk wall and a temporary live art mural.

The articulated outcomes are difficult to measure because many other factors impact the success of artists, Downtown establishments and City Arts Nashua. However, anecdotally our 2015 participating artists indicated better sales, rather than just 'browsers.' It is important to note the increase in arts organizations and activities since City Arts Nashua began in 2005; the Sculpture Symposium and Positive Street Art are only two examples. The visibility of the arts community brought about by Art Walk has contributed to that growth.

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

Specific activities for Art Walk 2015 include:

- Engage and support the Downtown establishments
 - Identify food stops in the Art Walk program
 - Get City approval for free parking Downtown during Art Walk
 - Provide public transportation between venue
- Advertise Art Walk
 - Display Art Walk Weekend banners on Main Street in the weeks leading up to the event
 - Locate lawn signs at key intersections in the City
 - Use social media to get the word out
 - Create a Program that lists the artists, establishments, entertainment, and includes a map
- Add activities to make Art Walk a fun opportunity to celebrate all art
 - Pay local musicians to perform at various venues
 - Have an interactive chalk wall
 - Engage artists, like Eric Escobar in 2014, to create new forms of temporary art
 - Fancy Friday the Friday of Art Walk weekend
- Establish and maintain community partnerships, such as
 - 30 Temple Street and the Picker Building as cornerstones of Art Walk
 - The Telegraph and other media
 - Great American Downtown
 - Nashua Public Library

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- The Nashua Historical Society
- Nashua Area Artists' Association
- Greater Nashua Chamber of Commerce

6. TIMING:

- a. WHEN DO YOU EXPECT TO BEGIN YOUR PROJECT (MONTH, YEAR)?** **9/15**
- b. WHEN DO YOU EXPECT TO COMPLETE YOUR PROJECT (MONTH, YEAR) OR IS IT ONGOING?** **9/15**

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

Art Walk Nashua has become a Fall arts tradition/destination in the Greater Nashua area. The communities that primarily participate, both by contributing artists and shoppers, are located in both New Hampshire and Massachusetts. Communities that typically participate include Nashua, Hudson, Derry, Londonderry, Hollis, Amherst, Bedford, Merrimack, in New Hampshire and Tyngsboro and Pepperell in Massachusetts. We also have visitors from around the US and Canada.

Artists interested in being listed in the program pay \$35. Other artists can still be open and benefit from the crowds who come for Art Walk Nashua. There is no cost to visitors. The artists who provide entertainment are paid for their services.

Art Walk Nashua generates around 1,500 folks who enjoy all the arts and entertainment of Art Walk Nashua. In 2014 100 artists participated in Art Walk, either selling their art or as a performer. Art Walk 2014 also included for the first time an opportunity for emerging artists to show and sell their art. Thirteen emerging artists participated.

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

City Arts Nashua is a volunteer non-profit organization with no paid staff. All of City Arts Nashua's programs are organized by volunteers, including Art Walk Nashua, the Arts Awards Luncheon, and The Mural Restoration Program. The primary costs for Art Walk Nashua are for 'getting the word out,' such as printing, advertising, posters, etc., and for entertainment. RJ Finlay generously donates their space and the City of Nashua donated the use of a trolley on Saturday. BAE Systems very generously printed 2,000 programs for distribution. The Telegraph gave a reduced cost for advertising. Any additional fiscal efficiency is the result of additional donations by the community.

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

We will display the Nashua Arts Commission's logo on Art Walk Weekend flyers, posters, programs, advertisements, and Save the Date cards. The NAC logo will also be displayed on CAN's website and new Art Walk Weekend banners.

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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	DATE
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PRINT NAME	TITLE
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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
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PRINT NAME	TITLE
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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.

SIGNATURE OF PRESIDENT, CHIEF ADMINISTRATIVE OFFICER, OR TREASURER	DATE
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PRINT NAME	TITLE
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