

Creative Howard Grant Program

The Creative Howard grant provides support for eligible activities of small arts organizations (both 501c3 nonprofit arts organizations and for- and non-profit arts businesses) with grants up to \$2,500.

Eligibility

Nonprofit arts organizations and arts businesses located and operating in Howard County for at least one year prior to the application's submission and throughout the funded project with an operating revenue of \$100,000 or less are eligible to apply.

Not eligible to apply are current fiscal year HCAC grant recipients, Howard County governmental agencies, and organizations that receive direct funding from Howard County, such as, Howard County Public Schools, Howard County Recreation and Parks, Howard Community College.

Applicant must maintain their primary physical office and conduct at least 50% of all business operations, programs and activities in Howard County (i.e.: 50% of rehearsals, 50% of Board and committee meetings, 50% of performances, workshops, etc.). Corporate papers, such as the 990 and Personal Property Tax forms, letterhead, website, and program materials submitted must show primary office is located in the County.

Applicant must have one fully completed and documented fiscal year of operations as of the date of the application submission.

Applicant must produce or present arts programs, services, or projects that are accessible to the public and relevant to its community (demonstrate need).

This is just a brief overview of the Creative Howard Grant Eligibility Guidelines. Please see full requirements on the Howard County Arts Council website.

Timeline

The deadline for Creative Howard is rolling and the application is due the first day of each month at 11:59PM. Applications will be reviewed monthly and Creative Howard grants will be awarded throughout the fiscal year until total funding allocated for the program is awarded.

Funded activities must occur within the grant period which ends June 30. HCAC does not fund projects in progress or completed before the grant application deadline. Applications must be submitted at least 60 days before the proposed activities occur.

Application Calendar

September 1	Grant applications available online
November 1	Earliest project start date
April 1	Last deadline for FYE June 30

A Final Report is due within 15 business days of project completion.

Qualifying Projects

Grant funds may be used for expenses directly associated with the proposed eligible arts activities, including but not limited to artist fees/stipends, consultant or contractual services, artistic materials and supplies, space/venue/equipment, marketing materials, professional documentation, and program enhancements that are integral to the activity.

Program enhancements include interpretive material, program accommodations, brochures or publications, lecture-demonstrations, pre- or post-event talks, or workshops relevant to the proposed program.

Arts Programs

Funding can be used to produce or present new, established, or ongoing arts programs to the general public through public programs.

Arts Services

Funding can be used for new, established, or ongoing services for artists, arts organizations, or the arts community.

Collaborative Projects

Funding can be used for new, established, or ongoing collaborations with artists and other organizations for public programs.

Only one application per project or program will be considered for funding.

For collaborative projects that involve current HCAC grantees, funding may only be used for applicant's direct costs of collaborative project.

Application Sections

Applicant Information

Project Description

Audience Information

Project Budget - Income

Project Budget - Expenses

Certification

Required Materials

Optional Materials

Example Application

Let's go through the application sections with a past application that received funding as an example to better understand what the Committee on Grants will be looking for in each application section.

The example application is for an annual jewelry show featuring vendors, workshops, and other community activities.

This is just an example. You are encouraged to develop your own project in *any format* that you are excited about, and think will bring value to the community!

Project Description

1. Grant request (maximum \$2,500)

2. Project Start Date

3. Project End Date

4. Project Location

5. What are the qualifications of artists and staff involved in the project? Describe their responsibilities and qualifications.

6. Describe the community this project will serve. What community need will the project fill and how was this need determined? How will project activities be made available to, or engage, the community?

7. Describe the use of proposed funding. How will the proposed funding help applicant achieve project goals and objectives? How will the impact of the project be measured?

8. If the grant request is not fully funded, describe how the proposed project will be impacted. How will you make up the difference or what changes will be made if it is partially funded?

1. Grant request*

\$1,000

2. Project Start Date

January 15, 2022

3. Project End Date

January 16, 2022

4. Project Location

Howard County Fairgrounds

*The grant request maximum was \$1,000 in FY22 when this grant application was written.

5. What are the qualifications of artists and staff involved in the project? Describe their responsibilities and qualifications.

Example Application Answer

The project is the 14th Annual Winter Show. Our organization has been running this event successfully for the past 13 years with the exception of 2021, when Covid restrictions prevented the show. Board members and volunteers are fully knowledgeable and experienced at managing this event. We recruit local and out of area established vendors to come to set up booths highlighting their offerings. Many are repeat participants that we maintain relationships with. Many also are our own members. Vendors sign a contract and pay a fee for participation in the event. We provide classes and demonstrations as well at the event, and these are taught again by professionals in the industry, mostly those who are selling their products at the event. Management of the business portion of the event is handled by the board along with a volunteer committee. These board members and volunteers also have knowledge and experience gained from their personal and professional lives outside of our organization. Their careers range from government agencies to private for-profit companies. A list of vendors signed up to date and a few bios of our members and trainers will be included in the Required Materials section.

6.

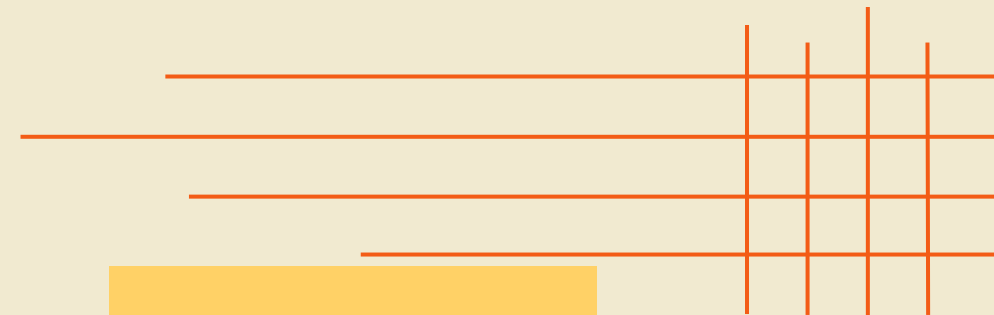
Describe the community this project will serve. What community need will the project fill and how was this need determined? How will project activities be made available to, or engage, the community?

Example Application Answer

While the event will be hosted in Howard County, we are advertising in many other locales around the state and district. Our targeted audience is anyone within commuting distance who is interested in buying, selling, creating, gifting or just viewing jewelry and materials that are used to create jewelry and meeting the artisans who create it. We are targeting all people, no distinction as to age, race or gender. Engagement with all aspects of jewelry making, selling and viewing is another form of art involvement and appreciation. We believe that participation in art events provides mental stimulation, supports creativity, and promotes social connection. It is a well-established tenet that engaging in art builds confidence, strengthens problem solving skills and perseverance, improves focus, promotes collaboration, and boosts morale and the sense of accomplishment.

Beads especially have a fascinating history; they are thought to be one of the earliest forms of trade between members of the human race and have been around for many thousands of years. The variety of materials that have been used throughout history up until the present is amazing. Early origins came from natural materials and have evolved as man's skills have evolved. Engaging in an event which highlights this range of craftsmanship is highly educational and at the same time, very entertaining. The beauty of workmanship on display and the passion and skill of the artisans are guaranteed to bring joy to event attendees.

To gain the largest number of attendees, we have been placing small postcards offering ticket discount in libraries, senior centers, agency buildings, supermarkets, etc. with all the information needed to come to the event. We are also posting on social media and on community calendars as widely as possible, We are using paid advertising as well and spreading the information by word of mouth.



7.

Describe the use of proposed funding. How will the proposed funding help applicant achieve project goals and objectives? How will the impact of the project be measured?

Example Application Answer

The Winter Show has always been the premier money making and visibility promoting event for our organization, even though there are many expenses to defray to host this event. Many of the expenses are covered by the vendor entrance fees and the fee charged to attendees. However, due to lingering concerns about Covid, we are not sure how many of each will attend, and we have made provision to rent a smaller space for this year. However, rental fees are still high and any outside funding will be most welcome. The purpose of the event is to support artisans, provide greater visibility to our organization and offer educational resources to support the arts. We are targeting 1000-1500 attendees this year and we will measure impact by the actual number of attendees and the amount of money brought into the organization. (Not that in the past, we would have targeted at least 3500 attendees over the two-day period, but due to Covid, we feel we must reduce that expectation). Although we are concerned that the numbers of both vendors and attendees will be smaller than in previous years, we feel that it is important to maintain the continuity of the project so that we don't lose attendees and/or vendors in future years.

8.

If the grant request is not fully funded, describe how the proposed project will be impacted. How will you make up the difference or what changes will be made if it is partially funded?

Example Application Answer

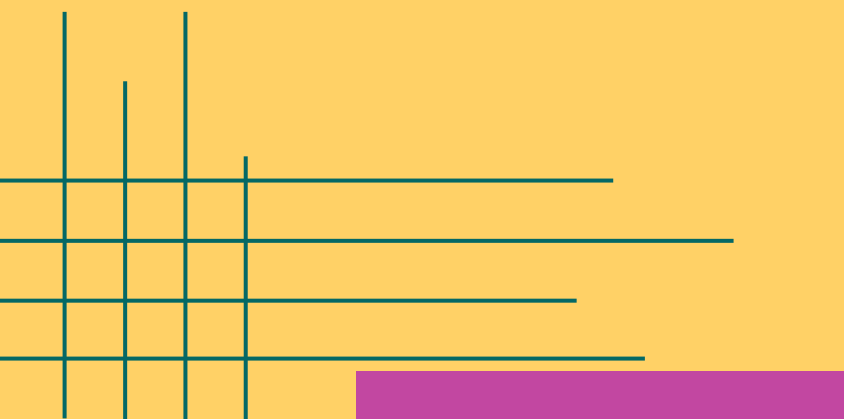
Our organization has a history of successfully hosting this event for 13 years and experience in knowing what the expected income and expenses are, and so we have fully budgeted for the 2022 event before deciding to go forward with it. We cannot, of course, predict what issues might arise in the next few months in the context of any Covid changes and how that might impact. We can't easily predict the number of attendees and what the final number of vendors will be although we are still working diligently on increasing both. With or without the grant, we will go forward with the event, as we have determined that taking the risk is important to maintain continuity. If the grant is received, the extra support will take some of the burden of the unknown off the outcome.

All of these are strong answers because they are clear, specific, and directly answer the question. We now understand the full scope of the project, how funding will support that project, and how the community will interact with the project.

Audience

Information

This section asks for information about the anticipated and targeted audience for the project. This information allows the Committee on Grants to gain a better understanding of how the project will impact the Howard County community.



Total Audience Anticipated

1,000-1,500 people

Is this project intended for all ages? If not, what is the intended age group?

All ages

Is the project intended for general audiences? If not, what specific audience is intended to PRIMARILY benefit from this project?

General audiences

Example Application

Project Budget Income

This section asks for a breakdown of each specific funding source for the proposed Creative Howard project **ONLY** and actual cash income/expenses should be used.

In-Kind Support should not be included in income and will be listed in another section.

For the purposes of this grant, non-allowable sources of income include: loans, carryover, debt forgiveness, transfer of funds earned in prior years, revenue raised for capital or endowment funds intended for the purpose of re-granting, and unrealized gains/losses. (These items may be included in financial statements but should be subtracted to determine applicant's eligibility and explained in application budget notes.)

Example Application

INCOME	AMOUNT
Admissions/Ticket Sales	\$5,000
Individual Contributions	0
Corporate Support	0
Foundation Support	0
Organization's Cash Match	\$634
Other Project Revenue*	\$8,175
HCAC Creative Howard grant request	\$1,000
Total Revenues	\$14,809

*please specify
in Budget Notes

This is just an overview. Please see the full guidelines on our website for other restrictions.

Project Budget Expenses

This section asks for a breakdown of each specific expense for the proposed Creative Howard project ONLY and actual cash income/expenses should be used.

In-Kind Support is listed separately.

In-Kind Support

\$400 (supply donation)

Example Application

This is just an overview. Please see the full guidelines on our website for other restrictions.

Example Application

EXPENSES	AMOUNT
Salaries — Artistic	0
Salaries — Technical	0
Salaries — Administrative	0
Contractor fees	\$905
Advertising/Marketing	\$2,100
Insurance	\$786
Printing/Postage	\$870
Program/Production Materials	\$278
Rent/Utilities	\$6,050
Other Expenses*	\$3,820

*please specify
in Budget Notes

Total Cash Expenses | **\$14, 809**

Budget Notes

The budget notes section should be used to specify the Other Project Revenue and Other Project Expenses lines in the budget.

INCOME

Outside Vendor Contracts

\$500

Member Vendor Contracts

\$1,250

Membership Signups at Event

\$675

Raffle Tickets

\$750

Example Application

Total | **\$14,809**

EXPENSES

Rental: tables, chairs, curtains

\$3,020

Insurance

\$786

Fairgrounds Rental

\$6,050

Print/Postage

\$558

Programs

\$278

Contractor: Security

\$660

Contractor: Mailing

\$245

Postcards

\$312

Publicity

\$2,100

Set Up & Breakdown Staff

\$150

Raffle Supplies

\$300

Vendor/Volunteer Refreshment

\$350

Example Application

Total | **\$14,809**

Required Materials

1. IRS 501 (c) 3 Determination Letter, if applicable
2. Maryland Certificate of Good Standing from the Maryland Secretary of State
3. Most recent business tax return with SSN redacted
4. Completed W9. The address entered on your W9 must match your registration address in Submittable
5. Artist and staff resumes/bio (maximum 2 pages each)

If you do not have a Maryland Certificate of Good Standing, you can obtain one by emailing your request directly to sdat.charterhelp@maryland.gov or by visiting their [website](#).

A direct e-mail may yield a faster response.

Optional Materials

These are optional attachments, and your application will be considered complete without them. However, including work samples and marketing materials can help round out your application.

1. Work Samples of participating artist(s)

2. Project Brochure

Example Application

Postcard for the 2022 Jewelry Show we have been using as our example.

Admission - \$6.00 - \$1.00 off with this Flyer

Free Parking

Howard County Fairgrounds

Main Exhibition Hall

2210 Fairgrounds Rd

West Friendship MD 21794

Artisan Jewelry * Beads * Classes * Wire * Gemstones

Semi Precious Stones * Tools * Crystals * Buttons



Seed Beads * Silver * Glass * Gifts * Kits * Findings * Beaded

Jewelry * Lampwork * Leather Cords * Demonstrations



Optional Materials Example

This list of participating artists was also included with the optional materials in our example application. Including this information helps demonstrate the scope of the project and how it will support local artists. This application also included the biography of two participating artists.

<i>Vendor</i>	<i>Website</i>	<i>Products Offered</i>
[REDACTED]	[REDACTED]	Jewelry, Lightweight Mixed Media Paper Wearable Art for Men, Women, Children, and Pets
[REDACTED]	[REDACTED]	Jewelry
[REDACTED]	[REDACTED]	Glass Beads, Pendants
[REDACTED]	[REDACTED]	Kits
[REDACTED]	[REDACTED]	Crystals, Findings, Semi Precious Gemstones , Glass Beads and supplies, Pearls, Kumihimo kits
[REDACTED]	[REDACTED]	Toho, Czech, Buttons, Crystals, Findings, Venetian Glass Beads, Jewelry, Kits,
[REDACTED]	N/A	Crystals, Semi-Precious Gemstones , Pearls
[REDACTED]	[REDACTED]	Precious Gemstones , Semi-Precious Gemstones , Glass Beads and supplies, Jewelry, Pearls, Publications
[REDACTED]	[REDACTED]	Jewelry, Enamel jewelry components & beading kits
[REDACTED]	[REDACTED]	Crystals, Pearls, Gemstones, Pewter, Seed Beads, Wire, Jewelry, Pendants, PMC, Porcelain
[REDACTED]	[REDACTED]	Semi-Precious Gemstones, Jewelry , Porcelain, Clay Beads, Shell, Silver
[REDACTED]	[REDACTED]	Jewelry
[REDACTED]	[REDACTED]	Jewelry, Seed Beads, Wallart, Kits
[REDACTED]	N/A	Cabochons, Crystals, Jewelry, Gemstones, Metal Work, Pearls, Silver
[REDACTED]	[REDACTED]	Cabochons, Crystals, Findings, Precious Gemstones , Semi-Precious Gemstones , Jewelry, Pearls
[REDACTED]	[REDACTED]	Precious Gemstones, Semi-precious gemstones, Pendants, Shell, Crystals, Pendants, Jewelry
[REDACTED]	N/A	Cabochons , Jewelry
[REDACTED]	[REDACTED]	Decoupage, Wood, Shells, Horn, Bone, Resin, Sawdust, Coconut Shells
[REDACTED]	[REDACTED]	Jewelry, Hand made enamel beads
[REDACTED]	[REDACTED]	Cabochons, Semi - Precious Gemstones , Jewelry, Textile Goods, Baskets
[REDACTED]	[REDACTED]	Glass Beads and supplies, Jewelry, Polymer Clay Earrings and Components

Review Process

Creative Howard grant applications submitted by 11:59PM on the first day of the month will be reviewed within the same month. Applications received after the first day of the month will be reviewed the following month. After the monthly grant review, applicants will be notified of the grant status by mail or email as soon as possible.

Grant applications requesting \$500 or less are evaluated and approved by the Arts Council staff.

Grant applications requesting \$501-\$2,500 are reviewed by the Committee on Grants. Then, they make a recommendation to the Arts Council Board of Directors for approval.

After requests of any amount are approved, the applicant is notified, a grant agreement is signed, and the award is made.

Final Report

A Final Report is due within 15 business days of project completion. The final report is submitted via email and has sections similar to the initial grant application.

Future applications will not be considered unless a complete final report is submitted and approved by HCAC.

Applicant Information

Narrative

Participation

Budget — Revenue

Budget — Expenses

Attachments

Certification & Signature

Narrative

The Final Report will require a brief narrative describing the completed project. You will also be asked to provide information on the number of participants so make sure to collect this data during the project.

1. Please provide a narrative description of the completed project and how the Creative Howard Grant made an impact.

Example Application Answer

In Summary, the 2022 Winter Show was a success. Our planning committee worked diligently with the challenges of the pandemic and a winter weather advisory to present a great show. We inspired 32 vendors to be a part of this year's show. The week of the show, several vendors and many show participants cancelled for various reasons.

The show committee made adjustments to floor plans, demos classes, etc. The show began on Saturday, with extreme excitement by members, volunteers, vendors, artisans and guest. This year's show attendance included 50% of guest from our local community of Howard County residents, based on door prize entries. Show attendees came from the following areas: Baltimore City, Baltimore County, Frederick, Westminster, Delaware, Maine, Pennsylvania and Virginia. Many positive responses were received from those attending the show and post on Social Media. In spite of our untimely closing the show on Sunday at 2:00pm, due to inclement weather, the Show committee hosted the show to approximately 400 attendees with 25 vendors who chose to join us this year.

You will also be asked to attach receipts for project expenses as well as any marketing materials that were used to promote the project.

Project Budget

Income	\$17038
Expenses	\$13,254
Total Profit	\$3,784

INCOME	AMOUNT
Attendee Tickets	\$1,879
Creative Howard Grant	\$1,000
Eventbrite Sales	\$36
Membership Sign Ups	\$647
Raffle Sales	\$424
Vendor Fees	\$12,901
Vendor Table Rental	\$151
Example Application Total Revenues	\$17, 038

Example Application

EXPENSES	AMOUNT
Contractor: Security	\$640
Fairgrounds: Rental	\$4,149
Helpers: Set Up/Breakdown	\$295
Insurance	\$786
Paid Publicity: Print Ads and Email Blast	\$2,200
PPE Supplies	\$240
Postcards	\$269
Print/Postage/Mailing	\$923
Programs	\$400
Raffle Supplies	\$333
Rentals: Tables, Chairs, Curtains	\$2,021
Team Show Vouchers	\$500
Vendor/Volunteer Refreshments	\$258
Website Marketing Expenses	\$240
Total Cash Expenses	\$13,254

If you have any questions about the grant or the application process, please reach out to:

Dana Whipkey

Grants & Special Projects Coordinator

grantsandprojects@hocoarts.org

(410) 313-2787