

FY25 Wheaton Cultural Project Grants (WCPG) Narrative Template for Individual Artists & Scholars

This template is for your reference only. All applications and supplementary materials must be submitted online through SurveyMonkey Apply (SM Apply). AHCMC cannot accept anything by mail or email.

Please note that there may be formatting differences on the SM Apply grants portal, however the content of the questions will remain as seen on this template.

All required questions are marked with an asterisk (*). All text responses have a character count that includes spaces.

Submit this application no later than **Friday, October 11, 2024, at 11:59 p.m.**

Required Application Materials

All documents except for work samples must be submitted as PDFs. (See the work sample directions below for information about acceptable file formats.) Contact AHCMC grants staff if you need help converting your documents to PDFs.

IMPORTANT! Staff will remove materials that exceed the limits stated below.

A completed, online application includes:

1. A Completed Application Form

- Download a template of the application under the “Application + Templates” tab on [AHCMC’s website](#). **Please note that templates are for the applicant’s reference only; all applications and materials must be submitted through SM Apply.**

2. Programming Support Materials

- **One PDF no more than 5 pages including a cover page, if applicable.**
- No more than 5 hyperlinks embedded in Programming Support Materials.
- Include materials that will assist the panel in evaluating the applicant’s programming, presenting, and/or producing activities. (i.e., evaluation results of previous programming, testimonials, newspaper clippings, program booklets, photos, brochures, flyers, etc.)

3. Work Sample(s)

- Upload a **maximum of 10 work samples** that demonstrate the applicant’s programming. **Work samples must be no more than 10 files or 10 pages total (including both images and written work).**
- Applicants are encouraged to submit recently completed and high-quality work samples.
- Space will be provided in the SM Apply application for a brief description of the work sample(s) and an explanation for how the sample(s) relate to the project.
- **The maximum of 10 work samples may be submitted in any one or combination of the**

file formats below.

- Images: Up to 4 MB per file, which can be uploaded individually or formatted as one PDF.
- Audio/Video: Maximum 4, up to 100 MB per file, no more than ten minutes combined.
 - The SM Apply link feature only supports links to YouTube and Vimeo.
 - If using the SM Apply link feature for YouTube or Vimeo, use the full hyperlink at the top of your browser instead of shorthand links (i.e., use the full <https://www.youtube.com> link, not <https://youtu.be>).
 - Applicants may choose to use the SM Apply link feature or embed the links in a document and upload it as a PDF.
 - If providing links to websites other than YouTube or Vimeo, links must be embedded in a document and uploaded as a PDF. For each link, the entire link should be visible.
 - Make sure that links are not broken.
 - Make sure that the content from hyperlinks is viewable and does not require a password.
 - If the submitted video and/or audio is more than ten minutes combined, applicants must include instructions for which segments are relevant. (Ex: Please click on the YouTube hyperlink to watch the video from 0:47 to 4:10.)
- Written Work:
 - Double-spaced with at least 11-point font and 1-inch margins.
 - If the work submitted is a portion of a larger work, include a synopsis of the chapters and an outline of the complete work. Clearly explain how and where the piece submitted fits into the whole.
- Work samples should reflect the discipline most closely aligned with the project.
 - For Presenting and/or Multidisciplinary: work sample(s) should convey more than one arts and/or humanities discipline.
 - For Performing and Media Arts: **applicants are highly encouraged to submit video or audio work samples, instead of stills or photos.**

4. A Completed AHCMC Reporting Data Form

- **This form corresponds with AHCMC’s reporting obligations. Responses will not be factored into eligibility or the panel review.** All responses will be kept confidential. Responses will only be shared publicly in the aggregate.

INDIVIDUALS

5. Individual Support Materials

- Resume or CV of the applicant;
- Letter of Support – a collaborative sponsorship agreement and/or letter of support between the applicant and the partner organization, outlining details of the partner’s role and commitment;
 - Download a template of the application under the “Application + Templates” tab on [AHCMC’s website](#). **Please note that all materials must be submitted through SM Apply; and**
- Bio(s) of Key Staff and/or Volunteers who work for the Partner Organization, including the individual’s role in the project.

Application Form Template

Basic Information

If there are any contact and/or address changes after the application deadline, the applicant must notify AHCMC staff in writing.

***Are you applying as an individual artist/scholar or on behalf of an organization or group?** AHCMC defines organizations as entities recognized by the U.S. Internal Revenue Service (IRS) as a public charity with tax-exempt 501(c)(3) status. Groups operate as non-profits but are not recognized by the IRS as a public charity with tax-exempt 501(c)(3) status.

- Individual Artist/Scholar
- Organization
- Group

***Applicant Legal First Name:**

***Applicant Legal Last Name:**

Artist/Scholar Name, if different:

***Home Address (P.O. Boxes not accepted):**

***City:**

***State:**

***ZIP Code:**

***Phone Number:**

***Email:**

Website:

***Select your primary discipline as an artist/scholar.** (A description of eligible disciplines is available on [AHCMC's website](#))

- | | | |
|--|---|---|
| <input type="radio"/> Dance | <input type="radio"/> Media | <input type="radio"/> Writing |
| <input type="radio"/> Folk & Traditional Arts | <input type="radio"/> Music | <input type="radio"/> Visual Arts |
| <input type="radio"/> History and/or Social Sciences | <input type="radio"/> Philosophy, Ethics, and/or Comparative Religion | <input type="radio"/> Design |
| <input type="radio"/> Languages, Linguistics, and/or Literary Arts | <input type="radio"/> Storytelling | <input type="radio"/> Presenting and/or Multidisciplinary |
| | <input type="radio"/> Theatre | <input type="radio"/> Other (please specify): |

***Is the project in a discipline other than your primary discipline?**

- Yes
- No

***If yes, select the discipline of the project below.**

- | | | |
|--|---|---|
| <input type="radio"/> Dance | <input type="radio"/> Media | <input type="radio"/> Writing |
| <input type="radio"/> Folk & Traditional Arts | <input type="radio"/> Music | <input type="radio"/> Visual Arts |
| <input type="radio"/> History and/or Social Sciences | <input type="radio"/> Philosophy, Ethics, and/or Comparative Religion | <input type="radio"/> Design |
| <input type="radio"/> Languages, Linguistics, and/or Literary Arts | <input type="radio"/> Storytelling | <input type="radio"/> Presenting and/or Multidisciplinary |
| | <input type="radio"/> Theatre | <input type="radio"/> Other (please specify): |

Eligibility Questions

Applicants must meet all the following eligibility requirements by the application deadline. Applicant eligibility requirements can be found on page 4 of the FY25 WCPG guidelines. If you have questions about the eligibility requirements, please reach out to [AHCMC grants staff](#).

***Have you resided in Montgomery County, MD for at least 12 consecutive months prior to the application deadline?**

- Yes
- No

***Are you at least 21 years of age?**

- Yes
- No

***Are you a full-time student?**

- Yes
- No

***Are you a professional artist and/or scholar with demonstrated ability in the arts and/or humanities discipline of the project?**

- Yes
- No

***Are you able to provide AHCMC with a Social Security Number (SSN) or Individual Taxpayer Identification Number (ITIN) prior to undertaking the grant activities?**

- Yes
- No

***Do you have a project partnership with an organization (non-profit or for-profit), located in Montgomery County? (Note: The Partner Organization's budget may exceed \$500,000 and their mission may or may not be arts and/or humanities based.)**

- Yes
- No

Partner Organization Information

***Partner Organization Name:**

***Address:**

***City:**

***State:**

***ZIP Code:**

***Contact Name:**

***Contact Title (i.e., Executive Director):**

***Contact Phone Number:**

***Contact Email:**

Website:

Project Overview

***Project Title** (150 characters maximum with spaces):

***Provide a short summary of the project.** (350 characters maximum with spaces) *If you are awarded a grant, this summary will be used in public materials. AHCMC reserves the right to edit the summary for clarity.*

***AHCMC Grant Request:**

(Must be at least \$1,000 and no more than \$10,000.)

***Total Project Cost:**

(May exceed \$10,000 and should include in-kind costs, if applicable.)

***Project Start and End Dates:**

(Must be between 1/1/2025 and 12/31/2025)

Project Location Details

All applicants must clearly articulate how the project will benefit Wheaton, MD. In-person events must take place in Wheaton, MD.

Programs funded by an AHCMC grant must be open to the public with or without an admission fee, in person or virtually. In-person activities must follow current COVID-19 guidelines as required by the [Montgomery County Health Department](#).

- [Google Maps outline of Wheaton](#)
- [Map of Wheaton's Urban District](#)
- [Map of Wheaton's Arts & Entertainment District](#)

***Do you anticipate that project activities will be in person, virtual, or hybrid (a combination of in person and virtual)?**

- In person
- Virtual
- Hybrid

***If the project involves an in-person event, please provide the venue name and address.**

- Venue Name:
- Venue Address:

***Is the venue reserved or tentative?**

- Reserved
- Tentative

***Describe the platform/venue/project location.** Include details such as the number of seats, technical capacity, and whether the venue is indoor or outdoor. For virtual programming, specify the platform (i.e., YouTube, Facebook Live, Zoom) and explain your choice. (750 characters maximum with spaces)

Narrative Questions

Quality of Project (15 points)

- ✓ Clear commitment to cultural expression through artistic and/or scholarly disciplines; and
- ✓ Clarity and appropriateness of project proposal and alignment with the grant purpose.

*** Provide a detailed description of the project, indicating if it's new, a repeat, or part of a series.**
(2,500 characters maximum with spaces)

*** Describe project planning.** Include an implementation timeline with approximate dates for administrative, marketing, publicity, fundraising, and programmatic activities. Outline the full project timeline. **(Please note that grant funds can only be used for activities between January 1, 2025, and December 31, 2025.)** (2,500 characters maximum with spaces)

Project Impact (35 points)

- ✓ Potential of the project to have a positive impact on the applicant;
- ✓ Clear objectives and achievable outcomes with a detailed description of how outcomes will be measured; and
- ✓ Includes the community in project planning and evaluation and is responsive to community feedback.

*** How does the project align with your creative and professional goals?** Describe your vision, process, and key career achievements. Highlight lessons learned from past work that will support your FY25 project. (2,500 characters maximum with spaces)

***What are the anticipated outcomes of this project, and how will you evaluate its success?** If the project has been done before, share lessons learned and relevant data (i.e., attendance numbers.) (2,500 characters maximum with spaces).

***How will you include the community in project planning, outreach, and evaluation?** (2,500 characters maximum with spaces)

Community Impact (35 points)

- ✓ Uses data and demographics to clearly define audience and demonstrates an understanding of the community to be served;
- ✓ Potential of the project to have a positive impact on Wheaton constituents; and
- ✓ Clear commitment to being accessible to, collaborating with, and engaging under-resourced and marginalized communities in Wheaton and empowering local participation.

***Identify the intended audience and explain how the project will resonate with them, focusing on the Wheaton.** Be specific, including details like age, race/ethnicity, gender, sexual orientation, location, economic status, disability, and whether the community is underserved or a special interest group. (2,500 characters maximum with spaces)

***How will the project impact Wheaton, and support local artists/scholars?** If the project is virtual, applicants are still required to explain how it will specifically benefit Wheaton. (2,500 characters maximum with spaces)

***How will you engage and collaborate with under-resourced and marginalized communities in Wheaton?** Describe how your programs, services, facilities, and online media are ADA compliant and accessible, addressing any identified barriers to participation. (**Accessibility and ADA compliance costs are allowable expenses that can be included in the project budget and paid for by the AHCMC grant.**) (2,500 characters maximum with spaces)

Administrative Oversight (15 points)

- ✓ Evidence of administrative skills required to meet proposal objectives, including completeness and clarity of the proposal and timeline; and
- ✓ Well-researched, clear, realistic, and complete budget and budget notes;
 - **Individual artist/scholar applicants are required to retain a portion of the AHCMC grant to compensate themselves for their work.**

***Describe the responsibilities, qualifications, and diversity of the partner organization’s key staff, volunteers, and/or contractors involved in the project.** Be specific when addressing diversity, including characteristics like age, race/ethnicity, gender, sexual orientation, economic status, and disability. (2,500 character maximum with spaces)

***Describe efforts to seek other sources of support such as in-kind contributions, other grants, sponsors, cash donations, fundraising, earned income, etc.** (2,500 characters maximum with spaces)

***Will you proceed with the project if the AHCMC grant is not awarded or is less than requested?** Will there be scope reductions (programmatic, budget reductions, etc.) that may occur if the grant is lower than anticipated? (2,500 characters maximum with spaces)

Project Budget

SurveyMonkey Apply will have a fillable chart for this section.

- **Your budget must be balanced: total expenses MUST equal total income.**
- **Do not** use the dollar sign or symbols such as a comma in the amount column.
 - Ex: If you’d like to enter one thousand dollars, type 1000 rather than \$1000 or \$1,000.
- If you need more space, you may combine items budgeted under \$1,000 into one line item and explain in the budget notes.

*Cash Expenses

- List all project expenses, including expenses that may be paid for from sources other than the AHCMC grant award. (Review pages 6-7 of the FY25 WCPG guidelines for a detailed description of unallowable project expenses that can be paid for by AHCMC.)
- **Individual artist/scholar applicants must retain a portion of the AHCMC grant to compensate themselves for their work.**
- **Use an asterisk (*) to mark expenses that will be paid for by the AHCMC grant. Asterisked expenses should clearly indicate how the entire AHCMC grant will be allocated.**
- **Do not** include “miscellaneous” or “contingency” expenses.

Line Item	Description	Amount
1. *Artist fee	Applicant’s own compensation	\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$

9.		\$
10.		\$
Total Cash Expenses		<i>\$ Will auto-calculate</i>

***In-Kind Expenses**

- In-kind expenses are non-cash expenses. If items are donated, (i.e., supplies or services) list those items below with their monetary value.
- If you do not have in-kind items, indicate "N/A" across the first line item.

Line Item	Description	Amount
1.		\$
2.		\$
3.		\$
4.		\$
Total In-Kind Expenses		<i>\$ Will auto-calculate</i>

***Cash Income**

- **The first line item must be "AHCRC Grant" with the requested grant amount of: Will auto-fill**
- Please include any other sources of income for this project.

Line Item	Description	Amount
1. AHCRC Grant	Amount requested for project	\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
10.		\$
Total Cash Income		<i>\$ Will auto-calculate</i>

***In-Kind Income**

- If you entered in-kind items in the "In-Kind Expenses" section above, please re-enter those same items in the chart below with their monetary value.
- If you do not have in-kind items, indicate "N/A" across the first line item.

Line Item	Description	Amount
1.		\$
2.		\$
3.		\$
4.		\$
Total In-Kind Income		<i>\$ Will auto-calculate</i>

Total expenses MUST EQUAL total income. The total project cost entered at the beginning of the application should be the same amount as the total income and expenses.

- **Total Project Expenses:** *Will auto-calculate*
- **Total Project Income:** *Will auto-calculate*
- **Total Project Cost:** *Will auto-fill*

Project Budget Notes

***Provide additional information about how the project expenses are calculated.** For example, if "Performer Fees \$1,500" is listed in the budget, provide additional detail about this line item. (1,500 characters maximum with spaces)

*** Provide details on how project income was calculated and any income sources beyond the AHCMC grant.** For example, if ticket revenue is listed, explain the calculation (i.e., number of performances, ticket price, estimated sales). If listing 'Other Grants \$1,500,' specify the income source. (1,500 characters maximum with spaces). (1,500 characters maximum with spaces)

***Describe in-kind contributions (donated goods, services, or discounts) allocated for the project.** If not applicable, indicate N/A. (1,500 characters maximum with spaces)

Work Sample Description

This is a separate task from the application narrative.

***Give a brief description of the work sample(s) (i.e., a performance from 2024) and why the work sample(s) was selected.** (1,500 character maximum with spaces)

AHCMC Reporting Data

The questions below correspond with AHCMC’s reporting obligations. **Responses will not be seen by panelists or factored into the application eligibility, evaluation, or scoring.**

Use the link below to answer the following questions about your U.S. Representative, State Senate, and State Delegate districts:

- <https://maryland.maps.arcgis.com/apps/webappviewer/index.html?id=177afa87a67746a4ac5496b2d0897fb7>

Use the link below to answer the question about your County Council district:

- <https://mcgov-gis.maps.arcgis.com/apps/instant/lookup/index.html?appid=b57d3f11b2b847c5a7342e73f5079e98>

***U.S. Representative District:**

***State Senate District:**

***State Delegate District:**

***County Council District:**

Demographic Information

The survey questions and the definitions are sourced from Candid.

Definitions

- **Publicly self-identify:** The information you are providing is how you would identify in each category to the public.
- **Transgender:** An umbrella term people may use to describe their gender identity and/or gender expression as different from the sex they were assigned at birth. People who identify as transgender might describe themselves using one or more of a wide variety of terms including genderqueer, non-binary, and transgender. Transgender people may claim/affirm their gender identity through hormones and/or surgery. Transgender identity is not dependent on surgery. Transgender identity is not a sexual orientation.
- **Cisgender:** A term used to describe a person whose gender identity is the same as the sex assigned to them at birth.
- **Nonbinary (also non-binary):** Preferred umbrella term for all genders other than female/male or woman/man, used as an adjective (e.g., Jesse is a nonbinary person). Not all nonbinary people identify as trans and not all trans people identify as nonbinary.
- **Disability:** A disability can be physical, learning, cognitive, sensory, mental, or chronic health or other disability that is a barrier to everyday living.

Race & Ethnicity

***How do you publicly self-identify?**

- Asian/Asian American/Pacific Islander
- Arab/Middle Eastern
- Black/African American/African
- Hispanic/Latino/Latina/Latinx/Chicanx
- Native American/American Indian/Indigenous
- White/Caucasian/European

- Multi-racial or Multi-ethnic (2 or more races or ethnicities)
- Different identity (please specify)
- Decline to state

Gender Identity

***How do you publicly self-identify?**

- Female
- Male
- Gender nonbinary/Genderqueer/Gender non-conforming
- Different identity (please specify)
- Decline to state

***How do you publicly self-identify?**

- Transgender
- Non-transgender (cisgender)
- Different identity (please specify)
- Decline to state

Sexual Orientation

***How do you publicly self-identify?**

- Gay, lesbian, bisexual (or other sexual orientations within the LGBTQIA2S+ community)
- Heterosexual or straight
- Different identity (please specify)
- Decline to state

Disability

***How do you publicly self-identify?**

- A person with a disability
- A person without a disability
- Decline to state