



CITY OF **NEWARK**
Mayor Ras J. Baraka

Creative Catalyst Fund

FY20 Funding Recommendations



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Overview of Applicants

- Creative Catalyst Fund (CCF) received 141 eligible applications (+ 23 ineligible)
 - **Artist Fellowships:** 85 artists and 20 collectives
 - **General Operating Support:** 30 nonprofits and 6 LLCs



- Among the 141 eligible applicants, all but 2 indicated some amount of monetary loss due to the COVID crisis
- The total amount of monetary loss as a result of COVID was estimated at **\$4,504,950**

	Artists/Collectives	Nonprofits/LLCs
Total loss	\$1,328,231	\$3,176,719
Average loss	\$12,650	\$87,992



Amount Requested

- Among the 141 eligible Applicants, the total amount requested from CCF was **\$1,964,060**
 - *Note that the maximum request was \$10K for individuals/collectives and \$50K for organizations*

	Artists/ Collectives	Nonprofits	LLCs
Total requested	\$826,740	\$951,600	\$185,720
Average request	\$7,874	\$31,720	\$30,953



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Selection Committee

Artist Fellowships

- Adrienne Wheeler, artist/curator
- fayemi shakur, City of Newark Division of Arts & Cultural Affairs
- Gillian Sarjeant-Allen, Rising Tide Capital
- Keith Hamilton, City of Newark Dept. of Economic & Housing Development
- Kween Moore, artist/curator
- Lauren Craig, Newark Arts
- Rebecca Jampol, Project for Empty Space
- Ronice Bruce, South Ward Special Improvement District
- Susan Schear, ARTISIN
- Vishnu Krishnan, City of Newark Dept. of Economic & Housing Development

General Operating Support

- fayemi shakur, City of Newark Division of Arts & Cultural Affairs
- Jeremy Johnson, Newark Arts
- John Schreiber, NJPAC
- Sharnita Johnson, Dodge Foundation
- Tanuja Dehne, Dodge Foundation



Selection Criteria

- Artist Fellowships
 - **Impact:** Commitment to social impact through their work
 - **Quality:** Exceptional creative ability and artistic merit
 - **Continuity:** Dedication to artistic discipline and to Newark community
- General Operating Support
 - **Impact:** On participants, the community, the field, or the city
 - **Capacity:** Responsibility, accountability, professionalism, and stability
 - **Quality:** Unique and high quality artistic and cultural experiences
 - **Equity:** Commitment to equity and inclusion



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Funding Recommendations

- The committee recommended 115 applicants for support through CCF
 - **Artist Fellowships:** 67 artists and 15 collectives
 - **General Operating Support:** 28 nonprofits and 5 LLCs



Award Amounts

- Award amounts were calculated based on:
 - **Application score**
 - **Size of operating budget** (General Operating Support only)
 - **Amount requested**
- Award amounts are dependent on available funds



Funding Scenarios

	SCENARIO 1: All Up Front	SCENARIO 2: 50% Up Front, 50% Later
Funding Sources	<ul style="list-style-type: none">• \$375K from Trust (in June)• \$375K from other sources (in June)	<ul style="list-style-type: none">• \$375K from Trust (in June)• \$375K from County Reimbursement or other source (in Aug/Sept)
Payment Structure	<ul style="list-style-type: none">• 80% initial payment (in June) and 20% final payment (in Dec) <p><i>OR</i></p> <ul style="list-style-type: none">• 100% payment (in June)	<ul style="list-style-type: none">• 50% initial payment (in June) and 50% final payment (in Aug/Sept)



Scenario 1 Breakdown

		Total Award	Initial Payment (June: 80%)	Final Payment (Dec: 20%)
Artist Fellowships (82 grants)	Subtotal	\$320,450	\$256,360	\$64,090
	<i>Avg</i>	\$3,908	\$3,126	\$782
	<i>Min</i>	\$1,000	\$800	\$200
	<i>Max</i>	\$5,000	\$4,000	\$1,000
	<i>Avg % of Request:</i>	57%	45%	11%
General Operating Support (33 grants)	Subtotal	\$354,000	\$283,200	\$70,800
	<i>Avg</i>	\$10,727	\$8,581	\$2,145
	<i>Min</i>	\$2,500	\$2,000	\$500
	<i>Max</i>	\$20,000	\$16,000	\$4,000
	<i>Avg % of Request</i>	45%	36%	9%
Newark Arts	10% admin	\$75,000	\$60,000	\$15,000
TOTAL		\$749,450	\$599,560	\$149,890



Scenario 2 Breakdown

		Total Award	Initial Payment (June: 50%)	Final Payment (Aug/Sept: 50%)
Artist Fellowships (82 grants)	Subtotal	\$320,450	\$166,150	\$154,300
	<i>Avg</i>	<i>\$3,908</i>	<i>\$2,026</i>	<i>\$1,882</i>
	<i>Min</i>	<i>\$1,000</i>	<i>\$1,000</i>	<i>\$0</i>
	<i>Max</i>	<i>\$5,000</i>	<i>\$2,500</i>	<i>\$2,500</i>
	<i>Avg % of Request:</i>	<i>57%</i>	<i>31%</i>	<i>26%</i>
General Operating Support (33 grants)	Subtotal	\$354,000	\$171,250	\$182,750
	<i>Avg</i>	<i>\$10,727</i>	<i>\$5,189</i>	<i>\$5,538</i>
	<i>Min</i>	<i>\$2,500</i>	<i>\$2,500</i>	<i>\$0</i>
	<i>Max</i>	<i>\$20,000</i>	<i>\$8,500</i>	<i>\$11,500</i>
	<i>Avg % of Request</i>	<i>45%</i>	<i>24%</i>	<i>21%</i>
Newark Arts	10% admin	\$75,000	\$37,500	\$37,500
TOTAL		\$749,450	\$374,900	\$374,550



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Announcement & Messaging

- Announcements (in mid-June)
 - Press release
 - Award letters to grant recipients
- Depending on the scenario, what will the messaging be around the availability and commitment of funds?



Funding Scenarios

	SCENARIO 1: All Up Front	SCENARIO 2: 50% Up Front, 50% Later	SCENARIO 3: 80% Up Front, 20% Later
Funding Sources	<ul style="list-style-type: none"> • \$375K from Trust (in June) • \$375K from other sources (in June) 	<ul style="list-style-type: none"> • \$375K from Trust (in June) • \$375K from County Reimbursement or other source (in Aug/Sept) 	<ul style="list-style-type: none"> • \$375K from Trust (in June) • \$235K from other sources (in June) • \$150K from County Reimbursement or other source (in Aug/Sept)
Payment Structure	<ul style="list-style-type: none"> • 80% initial payment (in June) and 20% final payment (in Dec) <p><i>OR</i></p> <ul style="list-style-type: none"> • 100% payment (in June) 	<ul style="list-style-type: none"> • 50% initial payment (in June) and 50% final payment (in Aug/Sept) 	<ul style="list-style-type: none"> • 80% initial payment (in June) and 20% final payment (in Dec)



Scenario 3 Breakdown

		Total Award	Initial Payment <i>(From Trust)</i> (June: 80%)	Initial Payment <i>(From other source)</i> (June: 80%)	Final Payment (Dec: 20%)
Artist Fellowships (82 grants)	Subtotal	\$320,450	\$256,360	\$0	\$64,090
	<i>Avg</i>	\$3,908	\$3,126	-	\$782
	<i>Min</i>	\$1,000	\$800	-	\$200
	<i>Max</i>	\$5,000	\$4,000	-	\$1,000
	<i>Avg % of Request:</i>	57%	45%	-	11%
General Operating Support (33 grants)	Subtotal	\$354,000	\$58,200	\$235,000	\$70,800
	<i>Avg</i>	\$10,727	\$8,581	\$8,581	\$2,145
	<i>Min</i>	\$2,500	\$2,000	\$2,000	\$500
	<i>Max</i>	\$20,000	\$16,000	\$16,000	\$4,000
	<i>Avg % of Request</i>	45%	36%	36%	9%
Newark Arts	10% admin	\$75,000	\$60,000	\$0	\$15,000
TOTAL		\$749,450	\$374,560	\$235,000	\$149,890