



Community Engagement Events Program Guidelines 2024-25 (Sussex Borough)

The Community Engagement Events Program provides grants to Sussex Borough residents and small business owners who would like to host an event in the community that meets certain criteria. The goal of the program is to encourage community engagement and support economic development.

Norwescap invites interested residents and small business owners in the Borough of Sussex NJ NRTC (Neighborhood Revitalization Tax Credit) redevelopment area (Main Street corridor) to apply for a Community Engagement Events grant. The maximum amount to be awarded to any individual resident or business applicant is \$500. The application process is ongoing during calendar years 2024 and 2025. Applications will be reviewed on a rolling basis as they are received. Funding will be allocated until exhausted, through December 31, 2025. Applicants are encouraged to apply as soon as possible.

Eligible Applicants	Any resident of Sussex Borough or any small business owner whose business is located in the Sussex Borough NJ NRTC redevelopment area (Main Street corridor) is eligible to apply.
Eligible Boundary	Any resident of Sussex Borough may apply to host an event at the Norwescap Community & Cultural Center, located at 37 Main Street. For business owners: The business must be located on Main Street or directly connected side streets, running south from the intersection of Highland Ave / Route 23 to Loomis Avenue, in Sussex Borough, in the state of New Jersey. Businesses located outside this set of boundaries are ineligible due to NRTC grant guidelines.
Eligible Events	<p>Proposed events must be open to the public, free of charge or minimal cost to attend, and prioritize community engagement. Norwescap is open to event proposals of many kinds, especially ones that demonstrate a direct benefit to the community as a whole.</p> <p>This includes (but is not limited to) events that celebrate music and the arts; encourage creativity and/or problem solving; focus on health and wellness; are educational in nature; have a STEM (science, technology, engineering, math) component; showcase the talents of local residents; provide a family friendly and inclusive “party” atmosphere such as a dance night or talent show; provide free services to local residents; collect donated goods for those in need; beautify the neighborhood; commemorate a recognized holiday; recognize the history and culture of Sussex Borough and Sussex County; or are unique in nature.</p> <p>Event organizers are expected to track basic attendance demographics in order to comply with funding requirements. Norwescap will provide specific guidelines upon approval of grant.</p>
Ineligible Events	<p>Events that are closed to the public or unreasonably expensive to attend; constitute an explicit fundraiser for another nonprofit organization; designed to make a profit; do not provide a clear community benefit; are not generally accessible to a wide variety of individuals; involve controversial subject matter or questionable/illicit activities (as judged solely by Norwescap); or violate Federal, State, or Local laws; are ineligible for grant funding through this program.</p> <p>Norwescap reserves the right to deny any individual grant application without explanation, although the organization will make good-faith efforts to provide well-meaning applicants with an explanation of the denial and suggestions for how to improve their application, as well as instructions for resubmitting an amended application.</p>

Proposals Will Include:

1. Personal contact information (and business information if applicable) and Applicant Signature
2. A description of the proposed event to be funded:
 - a. Event name, concept, impact, and expected attendance.
 - b. Event date, time, and location.
 - i. Events must either be hosted at the Norwescap Sussex Borough Community & Cultural Center or at the applicant's business location.
 - c. A detailed description of the proposed event. Be as specific as possible.
 - d. An estimated cost of the event and cost breakdown. Be as specific as possible.
 - i. The maximum award Norwescap will provide is \$500.
 - ii. Applicants may choose to provide an event cost estimate of any amount over \$500, however, details of how the applicant intends to cover the additional costs must be included.
 - iii. Applications that have reasonable cost estimates and explanations will be given greater consideration than applications for the maximum amount without detailed explanation.

Grant Program Timeline:

1. Applications must be submitted no later than December 1, 2025 and events must be executed by December 31, 2025. We anticipate funding will be exhausted prior to December 2025 and encourage potential applicants to apply as soon as possible.
 - a. Applications should be submitted electronically to hylands@norwescap.org
 - b. Printed applications may be dropped off at 37 Main Street, however this is not recommended.
2. Norwescap will review applications on a rolling basis and make award decisions over a period of 2-4 weeks.
3. After the review period, applicants will be notified if their event application was approved and the deadline for event execution and reporting. If the application is declined, the applicant will also be notified.
 - a. Please note, due to limited funding not all applicants will be awarded.
4. Grant recipients will be required to sign an award letter and grant agreement which will include relevant details, deadline, and expectations.
5. Grant recipients are expected to execute the event on the proposed date indicated on the application.
 - a. A one-time 30 day extension may be requested.
6. After the event is completed, the grant recipient will provide copies of receipts, invoices, or other proof of payment, as well as photographic or video documentation of the event.

Project Evaluation Criteria:

1. Feasibility (is the event manageable?)
2. Simplicity (is the event unlikely to face unexpected issues?)
3. Timeline (can the event be executed by the proposed date?)
4. Community Benefit (how will the event benefit the community?)
5. Economic Benefit (if applicable, how will the event attract visitors and customers to Sussex Borough?)

Grant Award Note: The Community Engagement Events Program will reimburse up to \$500 of the total project costs. Funds will be allocated until exhausted, and notice will be provided to the community when funding is no longer available for this program. Norwescap looks forward to reviewing your proposal. All eligible applicants will be offered the opportunity for technical assistance with their application. For more information, reach out to Sean Hyland, Community Development Project Manager, by emailing hylands@norwescap.org or calling 908.454.7000 x1902