



*"Essex County has a vibrant, diverse arts community that contributes greatly to our quality of life and local economy. We offer grants that can help eligible non-profit organizations and government units continue providing high-quality cultural programs. I encourage all arts and history organizations to attend the information sessions so they can learn about our application process."*

*Joseph N. DiVincenzo, Jr.*



Joseph N. DiVincenzo, Jr., *Essex County Executive*,  
the Board of County Commissioners, and the  
Department of Parks, Recreation & Cultural Affairs  
*are pleased to announce the*



## Local Arts and History Grant Program Events

All non-profit organizations with cultural programming are invited to attend these FREE events.

Registration is required at [www.essexcountyparks.org/cultural/grants](http://www.essexcountyparks.org/cultural/grants).

Information sessions and workshops will be held online.

### Know Your Audience Workshop

**Tuesday, April 26**

**3 pm**

Who's visiting your organization? Who is not visiting? How well do you really know your audience - both online and in-person? Learn more about how to collect data on your visitors, and how to interpret that data to explore your audience and what that says about your site, your programming, and your exhibits with Claudia Ocello, President & CEO of Museum Partners Consulting LLC.

### Evaluation Tips and Tools Workshop

**Tuesday, May 24**

**3 pm**

Go beyond surveys and comment cards and learn more ways to gather and interpret data about your museum. Claudia Ocello, President & CEO of Museum Partners Consulting LLC, will introduce low-cost, easy to implement strategies that will help you evaluate at all stages of a project, and how to analyze and use the data to improve your site and its offerings.

### Local Grant Information Sessions

**Tuesday, May 31**

**10 am, 4 pm, & 6 pm**

Learn all there is to know about the Local Grant Programs, including eligibility, guidelines, and procedure. Both General Operating and Special Project support are available for Arts and History organizations.

**Local Arts and History Grant Applications will be available June 1, 2022**

**Submission Deadline: August 15, 2022**

For more information, please call 973-735-6231 or e-mail [mmcfarlane@parks.essexcountynj.org](mailto:mmcfarlane@parks.essexcountynj.org)



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*Putting Essex County First*