Research local planning – check local news and social media to learn what your county or municipality is receiving in ARP funds:
- Allocation for counties
- Allocation for metropolitan cities
- For cities with population under 50,000, requests must be made through the state
- Is there a form of community engagement? Public planning meeting, town hall?

Learn who are the decision makers and have conversation:
- County executives & comptrollers
- County commissioners
- Mayors & local municipal elected officials
- Is there a decision maker who can be your champion?
- If you don’t know government leaders, do you know someone who does?

Have your wish list ready:
- Outline needs and estimate related expenses
- Consider infrastructure, administration, and planning
- Consider relationships to travel, tourism, and hospitality industries
- Think about partners – business improvement districts, chambers of commerce

Local governments have until 2026 to spend ARP funds
- Spending guidelines DO include equity
- There is NO grant application

Explain how arts fit into the ARP guidelines:
- The impact of COVID closures on the creative industries has been severe. Arts and culture organizations are small businesses/nonprofits that have been disproportionately impacted and will take longer to recover.
- The creative industries are directly tied to travel, tourism, and hospitality. A healthy cultural corridor benefits all businesses and aids in recovery for all (restaurants, retail, lodging, catering).
- Jobs creation – Arts workers are real workers (refer to county data on Keep Jersey Arts Alive)
- COVID-related capital improvements include ventilation upgrades, re-configured seating, touchless ticketing, and re-outfitted restroom and concession areas
- The arts and culture sector has long been undercapitalized. Now is the time to invest in a future that prioritizes racial and cultural equity, tell the untold stories, and create an equitable vision for American culture.