

Vintage Automobile Museum of New Jersey



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About us – Organization - Grants Summary:

GRANT AWARDS FOR 2016-2017

The Vintage Auto Museum of New Jersey successfully received two (2) grants from the Ocean County Cultural & Heritage Commission (OCCHC) and Board of Chosen Freeholders & Office of Tourism. Both grants were considered matching grants that required VAM to budget for projects double the amount requested by the grants.

The first grant provided \$3500 for general operating support (GOS) to the museum and included such things as utility costs, marketing and advertising, education program materials, etc. (grant period extended from July 2015-June 2016).

The second grant was a smaller grant from the Office of Tourism in the amount of \$750 for a project to increase tourism in Ocean County. The focus was specific to the Ship Bottom Car Show in early June 2016. Grant monies supported advertising and marketing of this VAM-sponsored event, and drew a crowd of approximately 500+ people. Event announcements were provided in the Sandpaper and Beachcomber magazines, and local radio stations.

Trophies were handed out in a wide variety of classifications. The Ship Bottom Fire Department, as co-sponsors of the event, provided food and drinks. (June 2016)

Recently, the OCCHC awarded VAM with a grant in the amount of \$5000 that will continue to support efforts in building and extending education programs, museum costs, and sustaining itself over time. This \$5000 grant includes: providing PastPerfect software, hardware, and training to establish a data collection system; professional mentorship or internship opportunities; paid membership in AASLH and the StEPs Program; archival materials; and bounties paid for completing certificates in the StEPs program. The grant period runs from January-December 2017.

As of Jan. 31, the 2017 grant application is due for the Office of Tourism; the goal is to draw more visitors from outside Ocean County. The good news is that a dramatic increase in county funding for 2017 tourism grants range from \$1500-\$7500, thanks to a shift in State funding for Ocean County. These funds must be used by non-profits for marketing purposes prior to an

event. As in previous years, it is required that organizations attend a training session and complete a Letter of Intent to apply for any funding.
VAM will apply for new funding from the PNC Bank as well; this grant is due in March 2017.

Respectfully Submitted,
Dr. Jean Voorhees
Grant Coordinator