

## **New York State Council on the Arts**

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## **Presenting**

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For complete instructions on how to apply to NYSCA's FY2016 Grant Program, please [click here](#).

## **Program Goals**

The Presenting Program develops, nurtures, and strengthens presenters of live professional performing arts inclusive of works that explore multiple disciplines and arts forms, boundaries between art disciplines, and new forms of expression. There are four categories of support: General Support, Project Support (Presentation), Services to the Field, and Regrants and Partnerships (by Council invitation only).

- Encourage artistic excellence in the presentation of innovative and culturally diverse performance work. Projects must include performing arts disciplines; may be multi-or cross-disciplinary in nature and may integrate visual, media, and literary art forms in performance based works.
- Encourage the understanding and appreciation of performing artists and their work by diverse audiences of all ages, including the presentation of visionary work for children and family audiences.
- Encourage the development of new presenters in regions of the state with a scarcity of professional performing arts activity or an absence of a particular art form.
- Advance the presenting field in areas of planning, programming, marketing, and management through dialogues, technical assistance and use of new technologies.

The NYSCA grant program strives to make investments of public funds that serve all communities and people that comprise New York State's citizens and visitors. NYSCA strongly supports, values and encourages the sustained and concerted efforts of non-profit art, culture and heritage organizations to be



inclusive and have its workforce, artists and programmatic offerings reflect New York State's diversity of people, geography and artistic interests.

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## Program Information

### Priorities:

- Programs or activities that present contemporary and new commissioned works.
- Programming that represents a cohesive curatorial vision and presents a broad range of culturally diverse work, particularly work by international artists, women artists or artists of color.
- Projects that explore new directions involving performing artists, multi-media, and hybrid art forms.
- Co-presentation efforts in which two or more partners share in the expenses and income.
- Presenters that operate in economically depressed communities as well as presenters that own and/or operate theatrical facilities.

*Applicants are encouraged to contact NYSCA staff well before the application deadline.*

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### Types of Support Available:

**Applicants may make a total of two requests Council-wide, except in categories exempt from the two-limit request (see below).** General Support is limited to one request Council-wide.

**General Support** is provided for organizations whose primary mission is the presentation of professional performance work for public audiences. General Support applicants may not apply for project support in the same program and are limited to one additional Project Support request Council-wide.

**Project Support** is provided for applicants from a variety of arts disciplines through the Project Support - Presentation category

**Regrants and Partnerships Support** is made by invitation from the Council only, and is *exempt* from the Council-wide two-request limit.

**Services to the Field** provides funding for projects that advance the presenting field in all areas of management and presentation.

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### Eligibility to Apply for other NYSCA Support and Exemptions from the Two-Request Limit:

Organizations applying for or receiving General Support from NYSCA may also apply for Project Support in one other program. Sponsored applicants and those funded under the following programs are exempt from the two-request limit:

Architecture + Design Program - *Independent Projects category*



Dance Program - *Rehearsal Space and Residencies category*

Electronic Media & Film Program – *Workspace, Art & Technology category*

Facilities Program - *All categories*

Folk Arts Program - *Apprenticeships category*

Folk Arts Program - *Regional and County Folk Arts Programs category*

Individual Artists Program – *All categories*

Literature Program – *Literary Translation category*

Regional Economic Development Program – *All categories*

State and Local Partnership Program - *Decentralization category*

All Programs - *Regrants and Partnerships category*

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#### **Evaluative Criteria:**

Grant requests are evaluated in accordance with agency-wide criteria.

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#### **Program Eligibility Criteria:**

In order to apply for NYSCA Presenting support, an applicant organization must meet the following minimum criteria:

- It must be a governmental or quasi-governmental entity, a tribal organization, or duly incorporated non-profit organization, either incorporated in NY State or registered to do business in NY State, with its principal place of business located in NY State.
- Unless it is otherwise exempted from prequalification, the nonprofit must be prequalified to do business with NY State by the time of the NYSCA application submission deadline date. For more information about how to Register and Prequalify in the Grants Gateway, click [here](#).
- The timely submission and staff approval of all mandated Final Reports is required before an application can be considered for funding. Please sign in to the NYSCA website and view the Organization Home Page on the online grant application system to review the reports that are due, overdue, or incomplete.

- Presenting considers support for only those organizations that engage, present and promote professional performing artists.
- Artists presented must be contracted and compensated a guaranteed fee and contractual artist agreements that stipulate a minimum guaranteed fee are a requirement for support. Guaranteed fees accompanied by share-of-gate terms are acceptable.
- Programs must be open to the public and must take place in public venues.

**Sponsored requests are not eligible for support in this program.**

The following activities are not eligible:

- Programs that require artists to pay an application fee
- Events that take place in private homes
- Single and two-day festivals (unless incorporated within a larger presenting season)
- Competitions, contests, talent showcases, parades
- In-school classroom activity, master classes, or workshops
- Presentations or events that include the presentation of the organization's own work or work of their staff or board members, even when the project includes guest artists
- Student work
- Organizations receiving Decentralization within the same year as an application to the Council are NOT eligible.

**Program Questions:**

*All applicants to the Presenting Program must complete the following questions:*

- 1. Background**  
Describe the organization and how it was established, focusing on the activities for which support is requested.
- 2. Artistic/Cultural Overview**  
Describe the organization's programs and/or services for the coming year and how they will help the organization to realize its artistic and cultural vision.
- 3. Developments and Challenges**  
Provide an overview of your organization's programs and services. Discuss programmatic challenges and how they will be addressed. If previously funded, describe any significant changes, challenges or developments in the organization and its presenting activity since it was last reviewed.



4. **Artist and Programmatic Consultant Fees**

Indicate how payment to artists and any outside consultants is determined. Please include the range of fees.

5. **Project Staff**

Detail the organization staffing structure. Indicate who is responsible for the direction and programming and any key staff involved in the project. If previously funded, note any significant changes in key staff positions since last reviewed by this program.

6. **Facilities**

Describe the venue and facilities used for programming including the capacity of the performance venue, stage dimensions and production-related amenities.

7. **Target Communities and Audiences**

Describe the communities, including audiences and artists, served and detail efforts being undertaken to cultivate and broaden your audience. Detail audience development goals and strategies.

8. **Marketing**

Describe the marketing strategies including the use of website, Internet and social media. Provide a rationale for the admission policy even if there is no charge for admission to the event. Indicate the range of single ticket/subscription prices if applicable.

9. **Audience Enrichment**

Describe any humanities-related activities and what they are intended to accomplish.

10. **Community Context**

Identify the other organizations in the market area that provide similar performing arts activities and describe the context or positioning of this program within the greater landscape. Describe any partnerships or collaborations with other organizations.

11. **Support Materials**

Please list all of the support materials and/or work samples being submitted. These materials are critical to the application's assessment. Note: Only marketing materials may be forwarded in hard copy directly to Program Staff. The remainder of the Support Materials must be uploaded with the application.

## Category Specific Information & Questions:

*Applicants are also required to complete those questions that correspond to the category for which they are applying.*

### General Support:

General Support represents an investment by NYSCA in an organization's primary artistic mission and ongoing work, rather than a specific project or program. General Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities. General Support is directed toward ongoing activities of arts and cultural organizations, arts and cultural programs operated as independent entities within their own organizations, or significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based, for example, a performing arts center operated as a discrete entity within a college or university or a theater program operating within a multi-arts center.

When considering the provision and level of General Support the Council examines the nature, scope, and quality of an organization's programs and activities, managerial and fiscal competence, and its public service.

General Support grants will be no less than \$5000 and will not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. General Support is awarded on a multi-year basis.

**New applicants are required to contact NYSCA staff well before the deadline.**

### General Support Prerequisites:

In order to be eligible to apply for General Support, an applicant organization must meet the following minimum criteria:

- Its primary focus or mission must be in the discipline in which the organization is seeking General Support; or the organization must have significant ongoing activities that address the focus of the NYSCA program in which the organization is seeking support.
- An organization must present a minimum of **ten** discrete presentations by **ten** different professional performing artists along with ongoing programs, exhibitions, productions or other art and cultural activities that are open to the general public.
- The organization makes evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission is primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities.
- It must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls.
- The organization must employ one or more qualified, salaried administrative staff.

- It must have a viable, committed board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances.

**Sponsored Requests are not eligible for support in this category.**

### **General Support Questions:**

**1. Program Overview**

Describe the curatorial rationale for the programming. Highlight any new programs and/or initiatives that are planned for the next two years, the goals in undertaking these activities, and the expected outcomes. List the roster of artists you propose to present highlighting any lesser-known artists.

**2. Governance**

Describe the board and/or governing body in detail, including committee structure, diversity, meeting schedule, and approach to staff and fiscal oversight.

**3. Organizational Development**

Outline the approach to institutional and succession planning, highlighting the roles of staff and board.

**4. Finances**

Detail plans for meeting current and future expenses. Include sources of earned and unearned income. Explain any current and/or recurring surplus or deficits.

**Note:** Use the "Budget Notes" section of the Project Budget to annotate additional detail pertaining to income and expenses lines.

**5. Evaluation**

Articulate how the organization evaluates its programs, services, and/or other organizational initiatives.

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### **Project Support - Presentation:**

The Presentation category offers support to experienced presenters of live professional performing arts. Funding is directed toward costs related to professional performing arts presentations.

### **Prerequisites:**

In order to be eligible to apply for Project Support - Presentation, an applicant organization must meet the following minimum criteria:

- Applicants must present a minimum of **five** performances by **five** different professional artists over **five** separate dates. The Program considers a festival day to be a single performance even when several artists are presented throughout the day. Festival-only presenters must present a minimum of three multiple performance days.
- The request amount should not exceed 50% of the project budget.



**Sponsored Requests are not eligible for support in this category.**

**Project Support - Presentation Questions:**

**1. Program Summary**

Describe program and performance presentations. Include the curatorial rationale for the programming and detail the program selection process. Highlight any programming initiatives or series or any new or expanded activities.

**2. Proposed Presentations and Artists**

List the roster of artists to be presented. Provide a description of the program content. Highlight some of the lesser-known artists to be presented.

**3. Project Context**

Describe how this project relates to the applicant organization's mission and priorities.

**4. Finances**

Describe sources of funding (other than NYSCA) and fundraising strategy for this project. Provide detail regarding both secured and pending funding sources.

- a. **Note:** Use the "Budget Notes" section of the Project Budget to annotate additional detail pertaining to income and expenses lines.

**5. Co-Presenters**

If applicable identify each partner and delineate the roles and responsibilities of each partner. Articulate the joint planning process as well as the financial and marketing commitments for each party.

**6. Evaluation**

Articulate how this project will be evaluated.

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**Services to the Field:**

The Services to the Field category provides funding to advance the presenting field in all areas of management and presentation. Requests are welcome from organizations interested in conducting and/or administering projects and activities that provide professional services to New York State performing arts presenters.

Such services may focus on programmatic, informational, or managerial areas and may include professional development workshops, roundtable discussions, symposia, artist showcases, or projects that utilize new technologies. Priority is given to services carried out on a regional or statewide basis.

New applicants are required to contact NYSCA staff before the deadline.

**Services to the Field Prerequisites:**

In order to be eligible to apply for Services to the Field, an applicant organization must meet the following minimum criteria:



- The primary focus or mission must be in the discipline in which the organization is seeking Services to the Field support; or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline; and
- The organization makes evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities, or the organizational mission is primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; and
- It must demonstrate fiscal stability as indicated by such factors as a positive fund balance; an absence of substantial, recurring organizational deficits; a realistic and balanced organizational budget; diverse revenue sources; and strong internal controls; and
- The organization must employ one or more qualified, salaried administrative staff; and
- It must have a viable board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances; and
- It must demonstrate a consistent policy of fair payment to consultants, organizations and artists.

**Sponsored Requests are not eligible for support in this category.**

#### **Services to the Field Questions:**

**1. Program Summary**

Describe the proposed service and how it relates to other programs in the organization. Provide a specific timetable for the project.

**2. Challenges**

- Outline the key challenges and how these will be addressed by this service.

**3. Audience/Constituency**

Describe the constituency to be served and the level of use. Identify methods used to determine the need for this service and outline specific goals of the project related to that need. If applicable, detail the process to be used for selection of participants.

**4. Service Delivery**

Describe how the organization can effectively deliver these services in terms of technical, administrative, and informational capacity. If a website or listserv is part of the service, detail how does it supports the service(s) and how is it maintained.

**5. Project Staff**

Identify key staff, advisors, and consultants providing this service, summarizing their credentials and



roles. If selection of project personnel is pending, describe the process and outline the qualifications of individuals being sought.

## 6. Finances

- a. Describe any plans, projects, and activities for meeting the expenses of this project and how the board is involved in these efforts.

## 7. Outreach and Marketing

- a. Outline the outreach plan specific to the proposed service. Include efforts to reach constituents in under-represented communities. Provide cost or fees associated with the project.

## 8. Evaluation

Describe the methods for assessment and evaluation. If the proposed project is a one-time event, detail the intended outcomes and how these will be assessed.

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### Regrants and Partnerships:

**Application to the Regrants & Partnerships Programs category is by invitation only. Applicants are required to obtain staff approval prior to submitting a request in this category.**

**This category is exempt from the Council's two-request limit.**

The Council may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. These activities are carried out with funds granted through the Regrants & Partnerships category.

This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Services can either have a long-term role in the arts community or be developed to meet a short-term need. Some organizations may use a panel review process to determine regrant awards for their projects, while others may be limited primarily to assigning and accounting for consulting services. A working knowledge of the target audience, arts discipline, and service area is essential for those organizations receiving grant contracts in this category. Organizations applying to the Council in this category must show a willingness to reach beyond their membership in providing services or regrant awards.

Administrative costs for delivery of services can vary depending on the nature, depth, and scope of the work, but rarely exceed 15% of project costs. Organizations receiving support for regrants in this category are required to report on the distribution of funds, characterizing the demographics of the recipients.

### Regrants and Partnerships Prerequisites:

- The primary focus or mission must be in the discipline in which the organization is seeking Regrants and Partnerships; or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline; and

- The organization makes evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities, or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support; and
- It must demonstrate fiscal stability as indicated by such factors as a positive fund balance; an absence of substantial, recurring organizational deficits; a realistic and balanced organizational budget; diverse revenue sources; and strong internal controls; and
- The organization must employ one or more qualified, salaried administrative staff; and
- It must have a viable board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances; and
- It must demonstrate a consistent policy of fair payment to consultants, organizations and artists.

**Sponsored Requests are not eligible for support in this category.**

### **Regrants and Partnerships Questions:**

#### **1. Program Summary**

Describe the regrant or partnership program, its priorities, the constituents served and how it differs or complements other programs in the community or field. Provide the organizational URL.

#### **2. Mission**

- a. How does this program relate to your organization's mission, goals and programming?

#### **3. Scope of Activity**

- a. For ongoing regrant projects, describe the number of requests received, on average, for each of the past two years. Include the average request amount and grant amount. If this is a new request or service, project the number of anticipated requests and the range of grant amounts to be awarded.

#### **4. Staffing**

- a. Who is responsible for the administration of this project? Describe their role, detailing their duties and noting whether this is a full time, part-time or consultant position. If the coordinator has other responsibilities within the organization, describe them.

#### **5. Governance**

- a. Describe the involvement of the board in management and program oversight.

#### **6. Work Plan**

- a. Outline the schedule and work plan for the next granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities.

#### **7. Finances**

- a. If appropriate to the regrant or partnership project, detail plans for meeting current and future expenses beyond income from NYSCA. Include sources of earned income.



## 8. Constituency

Describe the audiences and communities to be served.

## 9. Marketing/Outreach

Detail the outreach plan and marketing strategies specific to this project and how diverse communities, arts groups and artists, including those not currently served by the program, are addressed. Include details about technical assistance and resources provided for emerging artists and arts groups.

## 10. Selection Process

Describe the application and selection process, noting what is required of applicants, restrictions, and whether there is a panel review. If applicable, describe the composition of the panel and the review process.

## 11. Evaluation

Describe how the effectiveness of this program is evaluated and assessed and how this has impacted the program. Describe the benefits of this regrant or partnership to the community and general public.

## Support Materials

Support Materials must be submitted by uploading each into the Pre-Submission Upload menu in the Grants Gateway Grant Opportunity Portal.

Acceptable file types: Adobe Acrobat PDFs, Microsoft Word DOC or DOCX, Microsoft PowerPoint PPT or PPTX. To submit URLs, please create a Word or PDF file with a list of URLs with any notes or description. URLs cannot be password protected and must remain live until December 31, 2015. NYSCA is not responsible for any broken, inactive or password protected links.

**In the event that an applicant fails to submit one or more of the following required materials, the application will not be eligible for review.** For a more detailed description of how to submit your support materials for this application, please click [here](#) for more information.

## Program Support Materials:

*All applicants to the Presenting Program must submit the following support materials.*

1. Event Schedule form - Organizations returning from multi-year funding must complete the Event Schedule for each year of the previous funding cycle listing each presentation and attendance. New applicants or grantees returning from single year funding must complete the Event Schedule for the most recently completed season and the current season. Click on this link [located here for the form.](#)
2. Copies of available contracts, letters of agreement or intent dated and signed by the presenter and the performing artists. Sample contracts from the current or previous season may be submitted should contracts for the proposed season be unavailable at the time of application deadline. Email communication which clearly indicates mutual agreement is acceptable. All documentation must show mutual agreement between parties and include the dates and location of projected performances and agreed-upon guaranteed minimum artist fees. Signatures by artist representatives must be clearly identified in print and by signature.



3. Biographies of proposed artists and/or background information for each event not to exceed a half page.
4. For co-presentations - a signed and dated agreement that outlines each partner's contribution in terms of artist fees, marketing and physical presentation.
5. *Up to 3 representative marketing materials* (sample programs, flyers, catalogs or brochures) that reflect activity for the past year. **Marketing materials may be forwarded in hard copy to Program Staff in lieu of uploading to the portal.**
6. *Website, Facebook, Twitter, YouTube, and other social media links.* We also reserve the right to review any/all of these online sources as part of your application.

**Category Specific Support Materials:**

*Applicants are also required to submit those support materials that correspond to the category for which they are applying.*

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**General Support Materials:**

1. Résumés or biographical statements of up to 3 key staff, maximum of 1 page
  2. Organizational Chart
  3. Long-range or Strategic Plan
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**Project Support – Presentation**

N/A

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**Services to the Field Support Materials:**

1. Résumés or biographical statements of key project staff, maximum of 1 page each
  2. Sample questionnaires and in-take forms or evaluation of services
  3. Listing of program participants or constituents served
  4. Resumes of consultants, facilitators, speakers
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**Regrants and Partnerships Support Materials:**

1. Résumés or biographical statements of key project staff, maximum of 1 page each
2. Organizational Chart
3. If this is a regrant, a complete list of grantees from the current and previous year, project descriptions and grant amounts