

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

300 Park Avenue South, 10<sup>th</sup> Floor

New York, NY 10010-3953

212-459-8800

[www.arts.ny.gov](http://www.arts.ny.gov)

### **Folk Arts**

Robert Baron, Program Director, [robert.baron@arts.ny.gov](mailto:robert.baron@arts.ny.gov)

#### **Information Outlined Below:**

Program Goals

Program Information

Category Information & Questions

- General Operating Support

For complete instructions on how to apply to NYSCA's FY2017 Grant Program, please [click here](#).

### **Program Goals**

#### **Definitions**

By definition, folk arts are traditional cultural expressions through which a group maintains and passes on its shared way of life. They are practiced within and among ethnic, regional, occupational, and religious communities as well as other kinds of groups with a common identity. Traditional folk arts express a group's sense of beauty, identity, and values. Folk arts are usually learned informally through performance, by example, or in oral traditions among families, friends, neighbors and co-workers rather than through formal education. The practice of folk arts by traditional artists stems from their birthright, community membership or direct participation in the life of a community. Never static, folk arts change as they are adapted to new circumstances while they maintain their traditional qualities. The best folk artists work within artistic conventions shaped and refined over time while creating innovations recognized by other community members.

#### **Priorities**

- Appropriate compensation to artists, folklorists and arts professionals.
- Field research to identify artists unrecorded or unrecognized outside of their immediate communities. Applicants are also encouraged to document presentations supported through NYSCA funds.
- Collaborative initiatives carried out on a regional or statewide basis among folk arts programs.
- Professional direction through folklorists, ethnomusicologists, or other appropriate staff consultants for program development, field research to document artists, interpretation and the production of presentations
- Development of projects in close consultation and collaboration with the communities and artists whose traditions are to be presented. Support is not available for programming involving artists who appropriate, interpret, or revive the traditions of other communities. Presentations grounded in the

traditional modes of practicing folk art are encouraged. The Folk Arts Program does not support programming involving choreography, theatricalization, or stylization that substantially alters traditions.

- Interpretive practices that aid appreciation and understanding of a tradition's meaning and contexts, especially for unfamiliar art forms. These may include program booklets or other publications, websites, lecture/demonstrations, spoken introductions to performances, and/or interpretive signage to aid appreciation and understanding of a tradition's meaning and contexts.
- Dance presentations should be accompanied by live traditional folk musicians, when possible.

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.

---

## Program Information

### 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).** Applicants wishing to make two requests in the Folk Arts project categories in FY17 should first speak to Program staff regarding eligibility for General Operating Support.

**General Operating Support** is provided for organizations whose primary mission is folk arts. General Operating Support applicants may not apply in the project categories below, and are limited to one additional request Council-wide.

**Project Support** is provided for applicants in the following categories:

1. Project Support
2. Folk Arts Apprenticeships
3. Regional and County Folk Arts Programs

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

---

## Artistic Evaluation

NYSCA must be able to evaluate an applicant's artistic quality on an ongoing basis. It is the responsibility of all current and prospective applicants to inform staff of its events well in advance of the event date so that staff or advisory panels may attend and evaluate the activity. Email notification of events should be sent to [flk@arts.ny.gov](mailto:flk@arts.ny.gov).

---

## Technical Assistance

Technical assistance is available to any individual or organization engaged in or planning folk arts programs in New York State. It is provided through the New York Folklore Society's Mentoring and Professional Development Program for Folklore and the Traditional Arts, in partnership with the NYSCA Folk Arts Program. This program encompasses diverse formats for technical assistance, including both short-term and long-term consulting, visits to the consultant's organization to observe activities, and assistance for master folk artists to advise other artists. Support is provided to attend conferences and meetings, observe exemplary programs, and interact with colleagues.

Applications are reviewed on an ongoing basis.

To inquire about possible support from the Mentoring and Professional Development Program, please contact:

New York Folklore Society  
E-mail: [nyfs@folklore.org](mailto:nyfs@folklore.org)  
P.O. Box 764  
Schenectady, NY 12301  
518 346-7008

---

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

Organizations applying for or receiving General Operating 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 and 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*

---

## Evaluative Criteria:

Grant requests are evaluated in accordance with [agency-wide criteria](#).

---

## Category Specific Information & Questions

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

### General Operating Support

General Operating Support represents an investment by NYSCA in an organization's ongoing work, rather than a specific project or program. General Operating Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities.

General Operating 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 folk arts program operated as a separate entity within a college or university, or a folklife center operating as a discrete entity within a museum.

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

General Operating Support grants will be no less than \$5,000 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 Operating Support is awarded on a multi-year basis.

### Eligibility Criteria:

In order to be eligible to apply for General Operating 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; and
- 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.

- Its primary focus or mission must be in the discipline in which the organization is seeking General Operating Support; or the organization must have significant ongoing activities that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing programs, exhibitions, productions or other art and cultural activities that are open to the general public; and
- The organization makes evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting folk arts activities for at least each of the past three years..
- 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 currently employ one or more qualified, salaried (not contracted) full time or part time administrative staff; and
- It must have a viable, committed 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 resident artists and teaching artists.

Sponsored Projects are Not Eligible for Support in this Category.

## **General Operating Support Questions:**

### **Artistic/Programmatic**

#### **1. Background**

Describe the organization and how it was established, focusing on the activities for which support is requested.

#### **2. Artistic/Cultural Vision**

Articulate the organization's artistic and/or cultural vision.

#### **3. Program Overview**

Describe programs, field research and/or services planned for the coming year. How will they help the organization to realize its artistic and cultural vision? Discuss any new programs, field research and/or initiatives that are planned for the next two years, as well as the goals and expected outcomes for these activities.

#### **4. Changes and Challenges**

Describe any recent significant programmatic changes, developments, and/or challenges, indicating how any challenges will be addressed.

### **Managerial/Fiscal**

## **5. Staff**

Identify the key administrative and artistic staff members responsible for this program. Detail any recent significant changes in key staff positions.

## **6. Governance**

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

## **7. Facilities**

Describe the facilities used for programming and administration.

## **8. Organizational Development**

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

## **9. Finances**

- Detail plans for meeting current and future expenses, including sources of earned and unearned income.
- Explain any current and/or recurring surplus or deficits.
- How will the scope of the activity change if the full request for NYSCA funding is not received?

## **10. Artist and Programmatic Consultant Fees**

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

## **Service to the Public**

### **11. Constituency**

Describe the audiences and communities served.

### **12. Development and Outreach**

Detail efforts being undertaken to cultivate and broaden the organization's constituency.

### **13. Marketing**

Describe the organization's marketing strategies.

**14. Education and Interpretation** Describe how the content and themes of your programming will be interpreted, including lecture/demonstrations, lectures, pre-and post-concert events, family programs, program booklets and exhibition catalogues.

### **15. Online Resources**

Describe the organization's use of the Internet and social media.

### **16. Evaluation**

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

### **17. Community Context**

Identify the other organizations in the area that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization.

---

## 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, 2016. 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.

### Category Specific Support Materials:

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

### General Operating Support/Support Materials:

1. *Résumés or biographical statements* of up to 3 key staff, maximum of 1 page each
2. *Organizational Chart*
3. *Up to 5 representative marketing materials* (sample programs, flyers, catalogs or brochures) that reflect activity for the past year. Do not include press coverage, reviews or notices.
4. *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.
5. *Audio and/or visual examples and print materials representing recent public programs, presentations and/or exhibitions.* Music or oral narrative must be represented through audio or video examples, and dance through video. If the organization undertakes field research of living traditions, provide audio and/or visual examples of documentation activity, as well as sample release forms used for interviewees. Be sure to identify clearly the artist, tradition and event represented in each sample. Panels generally view no more than three minutes of video or audio, so please indicate clearly which portion of a longer sample should be viewed first.
6. *A listing of folk arts events that occurred in New York State during the past year and that are planned for the coming year, including artists, venues and actual or projected attendance.*
7. *Optional: Long-range or Strategic Plan*
8. *Additional materials* – any additional materials you wish the Council to consider