

New York State Council on the Arts

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Theatre

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Information Outlined Below:

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- General Operating Support

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

Program Goals

NYSCA offers support to professional theatre companies with ongoing production and development programs, and service organizations that build and reinforce administrative and institutional skills, provide resources and information, assist in the professional development of artists, and enhance education about and access to theatre for all audiences.

Funded applications reflect the full range of theatrical expression. Traditional forms (classic, contemporary and musical theatre) and experimentation that crosses disciplinary boundaries, as well as proposals that are creative and experimental in their use of new technology are welcomed. NYSCA encourages performances that reach under-served audiences and constituencies, activities that provide opportunities for diverse artists and administrators, and imaginative approaches to theatre for young audiences.

Organizations and/or individuals requesting support for Theatre Artist Commissions should refer to the Individual Artists guidelines.

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 to reflect in their workforces, artists and programmatic offerings 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 Theatre 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 theatre. General Operating Support applicants may not apply in the project categories below, and are limited to one additional project request Council-wide.

Project Support is provided for applicants from a variety of arts disciplines in the following categories:

1. Professional Performances
2. Services to the Field

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

Technical Assistance:

The Theatre Program offers a limited amount of technical support to its grantees in such areas as board development, fundraising, marketing and organizational planning. Funding is directed to consultants for their work with an organization that receives ongoing Program support. The Program's technical assistance fund is administered by [Alliance of Resident Theatres/New York](#) (ART/NY). Please consult with Program staff for further information about technical support.

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 + 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.

Program Eligibility Criteria:

In order to be eligible to apply for NYSCA Theatre 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.
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Program Questions:

*All applicants to the Theatre Program
must complete the following three questions:*

1. Staff

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

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. 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. Remember to include any financial notes in the Project Budget area.

Category Specific Information & Questions:

Applicants are also 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 museum, a dance company, a performing arts center operated as a separate entity within a college or university, or a theatre program operating as a discrete entity within a multi-arts center.

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 \$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 Operating Support is awarded on a multi-year basis.

Sponsored Projects are Not Eligible for Support in this Category.

Eligibility Criteria:

In order to be eligible to apply for General Operating Support in the Theatre Program, an applicant organization must meet the following criteria:

- Its primary focus or mission must be in the creation, production or support of professional theatre; or the organization must have significant ongoing activities in the creation, production or support of professional theatre; and

- It must have ongoing programs, exhibitions, productions or other art and cultural activities that are open to the general public; and
- The organization must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission must be devoted primarily 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 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 theatre artists; and.
- Producing theatres applying for General Operating Support must meet or exceed the minimum prerequisites set forth in the Professional Performances Category guidelines.

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 and/or services for the coming year and how they will help the organization to realize its artistic and cultural vision. Discuss any new programs and/or initiatives that are planned for the next two years, the goals in undertaking these activities, and the expected outcomes.

4. Changes and Challenges

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

Managerial/Fiscal

5. Facilities

Describe the facilities used for programming and administration.

6. Organizational Development

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

7. 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

8. Constituency

Describe the audiences and communities served.

9. Development and Outreach

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

10. Marketing

Describe the organization's marketing strategies.

11. Online Resources

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

12. Evaluation

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

13. 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. Describe any partnerships or collaborations with other organizations.

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.

Program Support Materials:

*All applicants to the Theatre Program
must submit the following support materials:*

1. *Résumés or biographical statements* of up to 3 key staff, maximum of 1 page each - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
2. *Organizational Chart* - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
3. *Up to 5 representative marketing materials* (sample programs, brochures, show announcements or flyers) that reflect activity from two recent productions. Do not include press coverage, reviews or notices.- upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
4. *Website, Facebook, Twitter, YouTube, and other social media links.* NYSCA reserves the right to review any/all of these online sources as part of your application. – Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.

Category Specific Support Materials:

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

General Operating Support/ Support Materials:

1. *Samples of materials that demonstrate the work of the organization.* All to be uploaded into the Grants Gateway. These may include, but need not be limited to:
 - a. Video documentation of past performances, workshops or arts activities. Panels view no more than three minutes of video, so please indicate clearly which portion of a longer sample should be viewed first. Note what phase of the project the sample represents (e.g., “fifth week of two-month developmental workshop, “dress rehearsal,” etc.)
 - b. Evaluation/assessment forms or related materials.
2. *Long-range or Strategic Plan* – if applicable, upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
3. *Additional materials* – if applicable, label the material as “additional material #1, #2, etc., and upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
4. *Producing organizations must upload a supplemental form with information for the current season and the previous season* that includes: name of play/production; author; director; number of performances; AEA contract (if applicable); range of artists’ fees for actors, designers and director; and range of ticket prices.