

New York State Council on the Arts

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Theatre

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Information Outlined Below:

Program Goals

Program Information & Questions

Category Information & Questions

- Professional Performances

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.

Professional Performances

Professional theatre companies and multidisciplinary arts organizations that stage at least one public production per year may apply for support in this category. NYSCA also encourages and supports the development of emerging theatre companies that demonstrate artistic potential and/or accomplishment. Funding can be directed toward artists' fees or salaries and production expenses.

All sponsored organizations to the Theatre Program must apply under this category.

Prerequisites:

- The company must have produced for two seasons before applying for support;
- The company must stage at least one public production per year; and
- The company must have an artistic director; and
- Applicants must be able to demonstrate in their budgets that fees are paid to artistic personnel.

Professional Performances Questions:

Artistic/Programmatic

1. Background and Artistic/Cultural Vision

Describe the growth and development of the organization. Note the organization's artistic vision and key individuals involved in the work.

2. Program Overview

Describe the activity planned for the request year. Detail how the artistic work supports the organizational mission. For first-time applicants to this category: discuss the production activity over the last two seasons.

3. Development/Challenges

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

4. Facilities/Collaborations/Touring

Describe office and performance facilities. Has the organization engaged in any recent collaborations or co-productions? Are there plans for this type of activity? If touring is involved, please describe that activity.

5. Artists' Fees

Describe the policy regarding payment of artists' fees. Explain any changes or improvements planned.

Service to the Public

6. Constituency

Describe the audiences and communities served by the organization. Detail efforts being undertaken to cultivate and broaden its constituency. Are there members or subscribers?

7. Marketing/Online Resources

Describe all marketing efforts, both organizational and programmatic. Have there been any recent changes in the approach to marketing? Describe the use of online resources and social networking sites in the marketing plan.

8. Evaluation

How does the organization evaluate its programs, services and/or initiatives?

9. Development and Outreach

Describe outreach activities, including education programs, discount ticketing, talk-backs, newsletters, etc. Describe any outreach to under-served populations, community-based organizations, or social service agencies.

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.

Professional Performances/Support Materials:

1. *Sample playbills from 2 recent productions* - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
2. *Additional materials* – if applicable, label the additional material as “Additional Support Material #1, #2, etc.”, and upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
3. *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.