

New York State Council on the Arts

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Presenting

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Information Outlined Below:

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- Services to the Field

For complete instructions on how to apply to NYSCA's FY2017 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 Operating Support, Project Support (Presentation), Services to the Field, and Re-grants 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.

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.

Types of Support Available:

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

General Operating Support is provided for organizations whose primary mission is the presentation of professional performance work for public audiences. General Operating Support applicants may not apply for Project Support-Presentation or Services to the Field in Presenting and are limited to one additional Project Support or Services to the Field 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.

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 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**
Provide a brief overview of your organization and how it was established.
2. **Artistic/Cultural Overview** Provide an overview of your organization's programs and/or services. Include any new developments or challenges. Outline strategies for how they will be managed. If previously funded, note any significant staff or programmatic changes since last reviewed.
3. **Artist and Programmatic Consultant Fees**
Detail artist compensation.
4. **Project Staff**
Detail the organization staffing structure and who is responsible for the direction and programming.
5. **Facilities**
Describe the venue and facilities used for programming including venue capacity, stage dimensions and production-related amenities.
6. **Target Communities and Audiences**
Describe your target audience and market and detail audience development goals and strategies. Include any detail regarding admission policy even if there is not charge for an event.
7. **Marketing**
Provide an overview of your marketing plan and strategies including the use of website, Internet and social media. Indicate the range of single ticket/subscription prices if applicable.
8. **Audience Enrichment**
Describe any humanities-related activities carried out in conjunction with the performance events..
9. **Community Context**
Identify the other organizations in the market area that provide similar performing arts activities and describe how your organization and programs fit within the greater landscape. Include any partnerships or collaborations with other organizations.
10. **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: 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.

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 key challenges to be addressed. Outline the specific goals of this service, strategies for delivery of service and a specific timetable for the project.

2. Audience/Constituency

Describe the constituency to be served and identify the methods for determining the need. If applicable, detail the process to be used for selection of participants.

3. 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.

4. 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.

5. Finances

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

6. 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.

7. Evaluation

Detail the intended impact and how this will be assessed. Describe the methods to be used for assessment and evaluation.

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 Presenting Program must submit the following support materials.

1. Event Schedule Form – Returning grantees 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 and the artist fee is acceptable. Documentation must demonstrate mutual agreement between parties; include the dates and location of projected performances and the guaranteed artist compensation. 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.

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