

New York State Council on the Arts

300 Park Avenue South, 10th Floor

New York, NY 10010-3953

212-459-8800

www.arts.ny.gov

Visual Arts

Karen Helmerson, Program Director, karen.helmerson@arts.ny.gov

Rita Putnam, Program Officer, rita.putnam@arts.ny.gov

Information Outlined Below:

[Program Goals](#)

[Program Information & Questions](#)

[Category Information & Questions](#)

- [General Support](#)
- [Exhibitions & Installations](#)
- [Project Support](#)
- [Workspace Facilities](#)
- [Regrants and Partnerships Support](#)

[Support Materials](#)

- [Program Support Materials](#)

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

Program Goals

Visual Arts (VAP) offers support to a wide range of contemporary art activity for the benefit of the public and the advancement of the field. Visual Arts considers living artists to be of primary importance to the visual arts field and directs the majority of its funding to organizations that present visual artists who reside in New York State. Supported activities may include exhibitions, installations, workspace facilities, residencies, publications and critical writing.

The goals of Visual Arts are to:

Assist New York State visual artists in their efforts to create, present and exhibit new work.

- Interpret the work of contemporary visual artists to the public.
- Encourage dialogue and critical commentary about the visual arts.
- Present high-quality contemporary work that expands traditional parameters and reflects the diverse ethnic and cultural profile of the state.

Individual visual artists are not directly funded through this program area. Information on artist fellowships is available at the [New York Foundation for the Arts \(www.nyfa.org\)](http://www.nyfa.org).



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.

New applicants are encouraged to contact VAP staff in advance of the application deadline.

Program Information

Prerequisites

- Direct payment of fees to artists is required for all activities that include artists.
- New York State-based artists must be included in the ongoing programming.
- Organizations cannot require or request artists to pay a fee for participation in projects funded by NYSCA.
- Applicant organization must employ at least one paid staff member.
- Commissions on sales of art in projects funded by NYSCA cannot exceed 30% of the sale price.
- Projects and exhibitions featuring membership, board members, staff, faculty, or enrolled students are not eligible.
- Events such as festivals and open studios are not eligible for funding.

IMPORTANT NOTE: For the purpose of this grant opportunity, Visual Arts does not include time-based media art works such as moving image, video, sound art, gaming and film. For example, VAP supports work such as sculpture, painting, drawing, printmaking and photography. For applicants seeking support in the time-based media arts, please see NYSCA Electronic Media and Film Program grant opportunities.

For eligible Visual Art exhibitions and projects that present more than one artistic discipline or cross-discipline work in an exhibition or workspace request, VAP requires that a majority of the work consist of visual art as referenced above.

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 Visual Arts project categories in FY16 should first speak to Program staff regarding eligibility for General Support.

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

Project Support is provided for the following categories:

- Exhibitions & Installations
- Project Support
- Workspace Facilities



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

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 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 – *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 Questions

*All applicants to the Visual Arts Program
must complete the following questions*

Managerial/Fiscal

1. Board and Staff

Describe the board composition, including their involvement in organizational management, fundraising and program oversight. Include the range of professional expertise of the board members.

2. Finances

Describe the plan for meeting annual organizational income goals and expenses. Describe how project expenses will be met. Describe contingency plans for any shortfall in income that might occur, for the organization and for projects.

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

3. Describe artist fees, support and artist subsidies for participating artists across all programs involving visual artists. Briefly describe any rights or contracts with the artist.

Marketing, Outreach and Promotion

4. Describe the promotion and marketing plan appropriate to your request, including print and electronic media. What measures are taken to diversify and broaden public and artist participation.

5. If applicable, describe the content and presentation format of any documentation or publication stemming from this project and/or programming. Include the plan for distribution, contributors and other useful information regarding the scope and purpose of this publication.

Service to the Public

6. Describe the benefit, value or significance of the organization and/or project to the cultural community and general public. If applicable, describe the specific community served by this organization. How does this project serve participating artists and the artist community?

7. Describe any partnerships or collaborations the organization may have with other cultural organizations partners, including local businesses.

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 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 visual arts program operated as a separate entity within a college or university, or a visual arts center operating as a discrete entity within a museum.

When considering the provision and level of General 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 Support grants will be no less than \$5,000 and will not exceed 25% of an organization's budget. General Support is awarded on a multi-year basis.

Eligibility Criteria:

In order to be eligible to apply for General 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](#).
- 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; 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 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, 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 Support Questions:

Artistic/Programmatic

1. Background

Describe the organization and how it was established, focusing on the activities for which support is requested. Briefly state the organization's mission. If other than a visual arts specific mission, state the percentage of visual arts programming annually, compared to other programs within the organization.

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. Description of programs should include venues, dates, themes (if any), and intended programming for these events, workshops and/or exhibitions. Only indicate programs or services occurring in New York State.

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.

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.

Service to the Public

15. Evaluation

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

16. 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.

Exhibitions and Installations

This category provides support to organizations that offer exhibitions and installations of original work by living artists. A minimum of four exhibitions, scheduled during the applicant's request year, is required. Exhibitions must demonstrate a sound intellectual premise and advance the public's understanding of contemporary art practices. Material that provides a curatorial explanation of each exhibition is required of all applicants. Visual Arts encourages professional curatorial practice - staff or guest curators should not include their own work in the proposed exhibitions.

Funds are available for fees to participating artists, curators and essayists, the purchase of materials, and catalogue expenses. The applicant organization, not the artists, is responsible for all shipping, preparatory expenses of artwork, press and publicity costs.

Exhibitions & Installations requests will be no less than \$5,000 and will not exceed 50% of the project budget.

Prerequisites for Exhibitions & Installations also include:

- A minimum of four exhibitions, scheduled during the applicant's request year, is required.
- Direct payment of fees to artists is required for all activities that include artists.
- Requests for both solo and group exhibitions are eligible. The exhibition space must be separate and distinct from other areas in the facility.

Sponsored Projects are Not Eligible for Support in this Category.

Exhibitions and Installations Questions

Artistic / Programmatic

1. Exhibition Plans

Describe the four or more proposed exhibitions; who, what, when, where and how the exhibition will take place. What are NYSCA funds requested for? Be specific. Describe the participating artists, and how they were/will be chosen. How does this project relate to other programs in the organization and to the organization's mission? Please provide the organizational URL.

2. Curatorial Overview

Describe the curatorial vision for this series and the range of visual art that will be presented. Are there outside curators and if yes, how were the curators selected? If this is an open call to artists, describe the selection process.

3. Exhibition Space

Describe the physical environment and technical capacity of the staff and proposed exhibition space(s). Remember to provide support materials that visually illustrate the exhibition area.

4. Public Interpretation

How does this program deepen public appreciation for and advance understanding of contemporary visual arts practices? What tools, technology or methods are being used to provide a curatorial explanation of each exhibition?

Project Support

Project Support provides funding for projects or programs that support an understanding of the Visual Arts, and may be directed at a general or professional audience. Eligible projects include public programs, publications, convening, temporary public art programs and services to the field. Funds from this category may cover consultants' fees, artists' fees, administrative fees, and/or travel expenses within New York State as applicable.

Project Support grants will be no less than \$5,000 and will not exceed 50% of the project budget.

Eligibility Criteria for Project Support

Applicants to Visual Arts Project Support must also meet the following:

- A minimum of two events must be proposed if presentation support is requested.
- Organizations must have one year's track record if requesting support for temporary public art.
- This category cannot be used to commission permanent public art projects.



- Direct payment of fees to artists is required for all activities that include artists.

Sponsored Projects are Not Eligible for Support in this Category.

Project Support Questions

Artistic/Programmatic

1. Program Summary

Describe the two or more proposed projects; who, what, when, where and how the project will take place. What are NYSCA funds requested for? Be specific. Describe the artists involved, how they were/will be chosen and how they will participate; clarify how many are New York State residents. If not NYS residents, describe the benefit of this activity to local artists and the public. How does this project relate to other programs in the organization. Please provide the organizational URL.

2. Project Staff

Describe the staff, advisors and/or consultants involved, summarizing their credentials and roles. If selection of project personnel is pending, describe the qualifications of individuals being sought.

3. Delivery

Describe the organization's technical, administrative, and information capacity to deliver the project. If a website or other electronic medium is involved, how will it support the service(s) and how will it be maintained?

4. Curatorial Overview

Describe the curatorial vision for this request and the range of visual art that will be presented. Are there outside curators and if yes, how were the curators selected? If this is an open call to artists, describe the selection process.

Workspace

Support is available for ongoing professional workspace facilities that provide New York - based visual artists with a work environment that enables artists to advance their work and to have the time to focus on the creative process, and to experiment with new materials and techniques. The goals of this category are to assure that artists can interchange with mentors and peers, and interact with the local community

Priorities include artist interact with the local community and interchange with mentors and peers. Special consideration is given to organizations offering opportunities to artists at any stage of their career who have not received exposure or recognition for their work.



Organizations that schedule short-term use of facilities (less than one month) must demonstrate ongoing usage of the service to a greater number of artists. Organizations offering yearlong access may reasonably serve a smaller number of artists.

Funds are available for direct payment of fees to artists, ongoing availability of technical expertise, and for residency materials used by artists.

Workspace Facilities requests will be no less than \$5,000 and will not exceed 50% of the project budget.

Sponsored Projects are Not Eligible for Support in this Category.

Prerequisites for Workspace Facilities also include:

- Direct payment of fees to artists is required.
- Access to technical staff and use of equipment, and access to other discipline-specific resources are required.
- Transportation needs and housing costs must be provided by the applicant organization when selected artists are not within commuting distance.

Workspace Questions

1. Program Overview

Describe the proposed project; include scope and focus of the workspace program, how many artists participate annually, duration of the opportunity, fees, and support services provided to participants. Describe any obligations that artists may have to the organization as part of the workspace residency. What are NYSCA funds requested for? Be specific.

2. Facilities Overview

Describe the workspace facilities and equipment layout, type and/or variety of equipment available. What are the working hours for artists and how is technical assistance made available during those times? What other organizational activities take place in the space during these hours? Remember to include support materials that visually illustrate the workspace.

3. Technical Support

Why is this program and work environment attractive to artists? Describe the specific expertise provided by on-site technical assistant/s that is available to artists. What level of Internet capacity does this facility or workspace have, that artists have access to?

4. Evaluation

How have you incorporated feedback from past participants in the design of the workspace program? Give examples of recommendations that have led to any recent improvements.

5. Artist Selection

Describe the process by which artists are chosen to use the workspace. If an open call was issued, how many applications were received? How many New York State artists were selected? How does this response compare to previous years?

Regrants and Partnerships

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.

Application to the Regrants and Partnerships Programs category is by invitation only.

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 should rarely exceed 15% of project costs. Organizations receiving support for regrants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

Eligibility Criteria:

In order to be eligible to apply for Regrants and Partnerships 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 not otherwise exempted from prequalification, the nonprofit organization 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](#).
- Its primary focus or mission must be in the discipline in which the organization is seeking Regrants and Partnerships 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 must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; or the organizational mission must be primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; 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, 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 consultants, organizations and artists.

Regrants and Partnerships Questions:

Artistic/Programmatic

1. Program Summary

Describe the regrant or partnership program, its priorities, and the constituents served. How does it differ from or complement other programs in the community or field? Provide the organizational URL.

2. Mission

How does this program relate to the organization's mission, goals and programming?

3. Scope of Activity

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.

Managerial/Fiscal

4. Staffing

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.

6. Work Plan

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.

Service to the Public

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

How is the effectiveness of this program evaluated and assessed? Has evaluation led to change in



the program? Describe the benefits of this regrant or partnership to the community and general public.

12. 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.

13. Support Materials

Please list all of the support materials and/or work samples being submitted. These materials are critical to the application's assessment.

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 Visual Arts Program
must submit the following support materials.*

1. *Résumés or biographical statements* of up to 3 key staff, maximum of 1 page each.
2. *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.
3. *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.
4. Up to 15 images best representing the request(s); including images of current year exhibitions, projects and/or workspace; where applicable, label each image with the artists' name, title of work, date, materials and dimensions ; also include images of the gallery/exhibition space.
5. Submit a list of related planned activities such as workshops, talks, lectures, and/or related films.

6. For the Workspace category, evaluation forms, designed by applicant organizations and completed by participating artists, are required as support material.