

**FY 2020 Sponsored Organization Information Form  
Theatre Program**

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

**Basic Organizational Information**

Organization Name

AKA

Federal Employer ID#

Year Founded

Website (URL)

Organization's Phone

Address1

Address2

City

State

Zip

Applicant County

## **Project Contact**

Name

Title

Phone

Fax

Email Address

## **Organization Mission**

(250 character limit)

## **Organization Activities**

(1000 character limit)

Activities: Give a brief summary of your organization's activities that provides a general overview of what you do as an organization. Please relate these activities to your mission statement in the previous question.

## **Organization Constituency**

(1000 character limit)

Given your mission to the community you serve, how does your organization address diversity and inclusiveness?

**ACCESSIBILITY** (1000 character limit)

What actions has your organization taken to make your facilities, programs, and/or communications systems accessible and usable by all? Consider your audiences, artists and staff.

**FACILITIES** (1000 character limit)

Briefly describe your facilities, if any. Explain any relocations, expansions, renovations, or major improvements undertaken in the recent past or planned for the future.

**Organization Facilities (if applicable)**

Organization's facilities/real estate are:  Owned  Rented  Donated  Shared

If rented, date current lease expires?

Days/Hours/Season of Operation

Please indicate the number of each event your organizations hosts annually. Enter zero if your organization does not host a particular event:

Productions

Exhibitions

Classes

Tours

Films

Lectures

Performances



**FY2020 Sponsored Organization Budget Form  
- New York State Council on the Arts -**

	Prior completed fiscal year	Last completed fiscal year	Current fiscal year (actual plus projected)
<b>EARNED INCOME</b>			
Admissions			
Contracted Services			
Tuition and Workshop Fees			
Fundraising Events			
Other Earned Revenue			
<b>Total Earned Income</b>			

<b>CONTRIBUTED INCOME</b>			
Corporate Support			
Foundation Support			
Private Support			
NEA Support			
Federal Support			
State Support (non-NYSCA)			
County Support			
Municipal Support			
<b>Total Contributed Income</b>			
Other Revenue			
<b>TOTAL INCOME</b>			

<b>EXPENSES</b>			
Personnel - Administrative			
Personnel - Artistic			
Personnel - Technical/Production			
Fringe Benefits			
Outside Artistic Fees and Services			
Other Outside Fees and Services			
Regrants			
Space			
Travel			
Marketing/Advertising			
Remaining Operating Expenses			
<b>TOTAL EXPENSES</b>			

	Prior completed fiscal year	Last completed fiscal year	Current fiscal year (actual plus projected)
<b>Surplus (Deficit) Before NYSCA</b>			
NYSCA Grants Received/Requested			
<b>Surplus (Deficit) After NYSCA</b>			

<b>IN-KIND CONTRIBUTIONS</b>			
In-Kind Contributions			

<b>ORGANIZATION ASSETS</b>			
Savings / Checking Accounts			
Endowment Funds			
Capital Property / Real Estate			

**FY2020 Sponsored Project Budget Form  
- New York State Council on the Arts -**

	<b>Project Budget</b>
<b>EARNED INCOME</b>	
Admissions	
Contracted Services	
Tuition and Workshop Fees	
Fundraising Events	
Other Earned Revenue	
<b>Total Earned Income</b>	

<b>CONTRIBUTED INCOME</b>	
Corporate Support	
Foundation Support	
Private Support	
NEA Support	
Federal Support	
State Support (non-NYSCA)	
County Support	
Municipal Support	
<b>Total Contributed Income</b>	
Other Revenue	
<b>TOTAL INCOME</b>	

<b>EXPENSES</b>	
Personnel - Administrative	
Personnel - Artistic	
Personnel - Technical/Production	
Fringe Benefits	
Outside Artistic Fees and Services	
Other Outside Fees and Services	
Regrants	
Space	
Travel	
Marketing/Advertising	
Remaining Operating Expenses	
<b>TOTAL EXPENSES</b>	

<b>Surplus (Deficit) Before NYSCA</b>	
NYSCA Grants Received/Requested	
<b>Surplus (Deficit) After NYSCA</b>	

**Budget Notes**  
(2000 character limit)

**Sponsored Request Form  
Theatre Program**

Answer all questions below on this form, including the Organization Profile, Organization Budget, and Project Budget and return to your Fiscal Sponsor along with your support materials. A completed Sponsored Request Form is required from all sponsored organizations and individuals. In the event that an applicant fails to submit the completed Sponsored Request Form, the application will not be eligible for review. Please review the [program guidelines](#) carefully for program prerequisites and eligibility requirements.

*(2000 character limit per question, unless otherwise noted)*

**Professional Performances Questions:**

Org Name

CFA Application  
Number

Project Title

## ***Artistic/Programmatic***

### **1. Program Overview** 2500 character limit

Provide a workplan that describes theatre productions, programs, developmental work and/or services planned for the request year. Discuss any new programs, initiatives or innovations that are planned.

## **2. Background**

Describe the organization and how it was established. Highlight how the creative activity of the past two years reflects your current artistic approach. This is your company's "biography."

### **3. Artistic and Cultural Vision**

Articulate the organization's artistic and/or cultural vision for the next few years. This question projects the preferred future of your company, in alignment with your mission statement.

#### **4. Facilities/Collaborations/Touring**

Give details on any office and programming/performance facilities not noted in the general facilities question. 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.

## ***Managerial/Fiscal***

### **5. Artists' Fees**

Describe the policy regarding payment of artists' fees. Explain any changes or improvements planned. Detail range of fees paid per project for the most recently completed year for actors, stage managers, directors, designers, and other theatre artists. Note the type of union contracts or agreements, if any, under which you operate.

## **6. Staff**

Identify the key administrative and artistic staff members responsible for the requested project and their responsibilities. Detail any recent significant changes in key staff positions.

## **7. Governance**

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

## **8. 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.

## **9. Objectives and Evaluation**

Articulate how the organization determines its annual goals/objectives, and state those objectives for the request year. Explain how the organization will evaluate the programs, service to the public, and other organizational initiatives it has chosen to measure. Include any performance measures or metrics used to assess outcomes. (Upload assessment results as support material.)

## **10. Changes and Challenges**

Describe any recent significant fiscal, artistic or organizational changes, developments, or challenges. Explain recurring deficits or outstanding loans or tax liens, as well as specific plans to resolve these issues, providing here a transparent picture of your company's current strengths and challenges.

## ***Service to the Public***

### **11. Constituency, Community Engagement and Diversity**

Describe the audiences and communities served by the requested project, including both audiences and artists. Discuss in depth here how your organization defines and approaches diversity and inclusiveness.

## **12. Audience Development and Cultivation**

Detail specific efforts being undertaken to cultivate and broaden the organization's constituency, as well as efforts to deepen service to existing audiences. If there are members or subscribers, how are they served, and what benefits do they receive? Describe audience development activities, including education programs, discount ticketing, talk-backs, newsletters, etc. and cultivation activities directed toward community-based organizations, social service agencies, etc.

### **13. Marketing/Use of Online Resources and Social Media**

Describe the organization's marketing strategies, both organizational and programmatic. Discuss any recent or planned changes in the approach to marketing. Describe the use of online resources and social networking sites in the marketing plan and beyond

## **Professional Performances Support Materials:**

**Please send the required support materials below to your Fiscal Sponsors.**

REQUIRED & OPTIONAL DOCUMENTS Instructions: **The application requires you to send supporting documents and files to your fiscal sponsor for upload.** These files must be in PDF, JPG or ZIP format (unless specifically noted otherwise below) and cannot be larger than 10 MB in size. You may combine multiple PDF files into a single .ZIP file if necessary. Avoid using special characters like \*,%#,.,:; in your document name as this will cause errors in the upload. If an attachment question requires more than one document, you must create a single PDF or JPG file that contains all the required documents or a ZIP file that contains the required documents .

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, 2019. 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.**

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, brochures, show announcements or flyers) that reflect activity from two recent productions. Do not include press coverage, reviews or notices.
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.
5. *Sample playbills from 2 recent productions*
6. *Additional materials* – if applicable, label the additional material as “Additional Support Material #1, #2, etc.”
7. *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.
8. *Video for Sponsored Professional Performances Applicants* -- Sample work: Samples of materials that demonstrate the work of the organization. These must include, but need not be limited to: A. Video documentation of the most recent season’s performances, rehearsals, workshops or arts activities. A simple video of a live performance is preferred to heavily-edited promotional footage. 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.). A one-paragraph description of the context of the video selection is recommended for non-traditional work. \*

*\* Scoring Tip on Work Sample Videos:*

*The video clip is an essential part of the review process and generally is viewed before the Panel discussion begins. It should give a good sense of the style and context of your company's work and of the type of work for which you are seeking support. If you are not submitting a clip of an actual performance or rehearsal, please explain why in an attached word document. Some theatres have submitted videos featuring the Artistic Director discussing the company's work and the season to come, showing the theatre space, etc. Combined with still photos from last season's performances, such videos are acceptable alternatives for those theatres unable to provide videos due to Union regulations or other restrictions.*

*Work samples should be drawn from the most recent season's work. If submitting a video of a work-in-progress, it's also helpful to include a clip of completed work to give a fuller understanding of a company's capacity.*