Museum Program Guidelines

Guidelines Released
January 14, 2020

Application Period Begins
January 28, 2020

Deadline: March 12, 2020 4PM

Award(s) Announced By
EST December 15, 2020

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LIMITATIONS TO THE NUMBER OF APPLICATIONS
Organizations are limited to two grant requests to NYSCA. Each ongoing multi-year grant counts as one of these requests. Please note that the following categories do not count towards an organization’s limit of two requests:

- Architecture + Design Program — Independent Projects category
- Dance Program — Rehearsal Space, Dance Commission, and Residencies categories
- Electronic Media & Film Program — Art & Technology Initiative (see Workspace category)
- Facilities Projects 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
- State & Local Partnership Program — Decentralization category
- All Programs — Regrants and Partnerships category
- Regional Economic Development Council Initiative Opportunities — All categories

INELIGIBLE ACTIVITIES
New York State law and NYSCA policy restrict the types of activities and expenditures that NYSCA may fund. NYSCA is unable to award funding for the following:

- Accumulated deficits and debt reductions
- Activities not open to the public, for example, activities restricted to an organization's membership. Funded activities must be open to the public and promoted as such
- Competitions and contests
- Components of an organization's budget that are not directed towards programs in New York State
- Entertainment costs for receptions, openings, and fundraising benefits/events
- Major expenditures for the establishment of a new organization
- Operating expenses and fellowships at professional training schools that are not open to the general public
- Administrative overhead or fees charges by an affiliated institution or university
- Operating expenses of privately-owned facilities (such as homes and studios)
- Out-of-state travel expenses
- Programs of public-school districts or their components or affiliates
- Programs that are essentially recreational, rehabilitative, or therapeutic
- Programs of New York State agencies or departments
- Requests for amounts that are greater than an organization's total operating expenses minus its total operating income
- Programs of public colleges and universities except under limited circumstances. Entities with close public college or university affiliations will be examined on a case-by-case basis to determine eligibility. Such applicants are strongly advised to contact NYSCA program staff listed on the previous page of this document in advance of the application deadline to determine eligibility.
Museum – Overview

Please Note two recent changes to the NYSCA Application Process:
1. Applicants no longer need to register requests on the NYSCA website; and
2. Applicants must submit through the online NYSCA-New York State Consolidated Funding Application (NYSCA-CFA). The Grants Gateway will continue to be a critical part of the NYSCA grants Prequalification and contracting process for FY2021.

The NYSCA FY2021 Application Manual (PDF) explains how to:
1. Review NYSCA’s general requirements;
2. Become Prequalified in the Grants Gateway
3. Register in the NYSCA-CFA
4. Submit an application through the NYSCA-CFA and get help for technical questions.


Museums allow us to experience great art, to discover stories about objects, and to explore worlds both new and familiar. Within museums, arts and cultural activities may be very diverse. But, at their heart is an emphasis on the exhibition and interpretation of art, objects or an historic space. The Museum Program advances museums and related professional service organizations by offering support for arts and cultural activities and encourages creative thinking to better engage the public.

PROGRAM PREREQUISITES

- A museum is generally defined as an organization that exists for educational and aesthetic purposes. It owns and cares for – and/or uses and interprets – objects and/or a site for the public presentation of regularly scheduled programming and exhibitions. Museums follow accepted professional standards, such as those developed by the American Alliance of Museums. In New York State, most museums must be chartered through the New York State Museum Chartering Program.
- For NYSCA application purposes, the term "museum" includes historic houses and sites. It does not generally include organizations that primarily manage living collections. Such organizations should consult New York State’s Zoos, Botanical Gardens and Aquariums Program (ZBGA). Projects from ZBGA sites centered on art may be eligible.
- Museums must have been open to the public for a minimum of one year prior to the application deadline.
- Museums should provide significant ongoing services to the public. The strongest applicants provide programming for a minimum of 120 days per year by the deadline. Organizations open to the public by appointment only do not meet this requirement.

Sponsored projects are not eligible for support in this program.

NYSCA Museum Program Professional Development Grants
Support for professional development opportunities for New York State museum professionals is available annually starting in January, until the funds are expended. Application instructions can be found on the NYSCA website: http://www.nysca.org/downloads/files/2020_Museum_PDGrants.pdf. Most museums, which are open to the public, may apply to support one or more staff to attend conferences, workshops, conduct research or other professional development opportunities within New York State. Registration fees (but not travel costs) for out-of-state conferences are also available. Professional Development Grants may not exceed $500 per museum per year.

Questions may be sent to kristin.herron@arts.ny.gov. The program is administered by the NYSCA Museum Program, in partnership with CNY Arts.
Museum – Overview

Collection Needs Assessment Program
A NYSCA/GHHN Partnership, the Collection Needs Assessment Program (CNAP) provides two opportunities for museums across New York State: Site Assessment Grants and Supply Grants.

CNAP: Site Assessment Grants will support professional services for a collections consultant who will come to your organization for a half-day site visit focusing on a collections related topic. The consultant will discuss various areas of stewardship with the site including identifying your specific collections issues, suggesting and prioritizing basic steps to improve care of your collections. A written report will follow the consultation. The program does not support the assessment of library or archival collections. The maximum grant award is $650.

CNAP: Supply Grant applications may request funds to purchase collections management supplies such as storage boxes, acid-free tissue paper, artifact trays, dividers, UV filtering film, Tyvek sheeting, tapes, tags, labels, environmental monitors, etc. The program does not support supplies for the care of library or archival collections. The maximum grant award is $500.

Deadline for Collection Needs Assessment Program: Site Assessment Grants and Supply Grants: June 1, 2020

For more information go to www.greaterhudson.org, or email info@greaterhudson.org

Conservation Treatment
The NYSCA/GHHN Conservation Treatment Grant Program offers support for treatment procedures to aid in stabilizing and preserving objects in museum collections. Support may be provided for treatment of paintings, works on paper (i.e. maps, prints, posters), textiles, furniture, sculpture, and ethnographic, historical, and decorative objects.

The work must be performed under the direction of a professional conservator. The program is managed on behalf of NYSCA by the Greater Hudson Heritage Network and provides support state-wide. The maximum grant award is $7,500.

Any non-profit museum or cultural organization in New York State is eligible to apply, provided the organization does not have in-house conservation staff with expertise in the area for which support is requested. Objects to be treated must be owned by the applicant institution. The program does not support the conservation of library or archival collections.

Deadline for Conservation Treatment Grant Program: June 1, 2020

For more information go to www.greaterhudson.org, or email info@greaterhudson.org
Applicants to the Museum Program may choose General Operating Support or Project Support, not both. Applicants will be able to provide a brief update to their application after submission and before the panel review. Program staff will contact applicants by email with further information.

**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 museums including those operated as independent entities within their own organizations, or who provide significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based. For example: a museum operated as a separate entity within a college or university, or a museum operating as a discrete entity within a multi-arts center.

When considering General Operating Support, NYSCA 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 $5,000 and may not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. For museums with operating budgets over $1 million the highest recent award was $110,416 and the median award was $39,000. For museums with operating budgets under $1 million the highest recent award was $20,000 and the median award was $9,000.

General Operating Support is typically awarded on a multi-year basis.

**Prerequisites**

- The applicant's primary focus or mission must be as a museum or museum service organization
- The organization must have ongoing programs, exhibitions, or other arts and cultural activities that are open to the general public
- The organization makes evident a substantial commitment to arts and/or culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission is primarily devoted to arts and/or culture, with a prior record of accomplishment in producing or presenting cultural activities
- The organization 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
- The organization must currently employ one or more qualified, salaried (not contracted) full time or part time administrative staff; and
- The organization must have a viable, committed board of directors with officers that exercise oversight and accountability for governance, operations, programming and finances
- The organization must demonstrate a consistent policy of fair payment to artists.

*Sponsored projects are not eligible for support in this category.*
PROJECT SUPPORT

Project Support offers an opportunity for museums or related service organizations to seek funding for projects or programs that are essential to maintain, improve and/or increase service to their audience/communities. Such arts or cultural projects may include, but are not limited to: exhibitions, education programs, public programs, interpretation, collections research, catalogs, audience development, and services to the field.

Project Support grants will be awarded for a minimum of $2,500. The highest recent award was $20,000, and the median award was $13,000. Project support grants may not exceed 50% of the project budget.

Prerequisites: None

Sponsored projects are not eligible for support in this category

Please Note:
- Organizations seeking support for projects involving archival or library collections should look to either New York State’s Documentary Heritage Program or Program for the Conservation & Preservation of Library Research Materials.
- Organizations seeking conservation treatment support are advised to apply to the NYSCA/GHHN Conservation Treatment Grant Program administered on behalf of NYSCA by the Greater Hudson Heritage Network.
- Organizations seeking collections shelving and storage systems are advised to apply under the Facilities Projects Program – Capital Equipment.

REGRANTS AND PARTNERSHIPS SUPPORT

Application to the Regrants and Partnerships category is by invitation only

NYSCA may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. Organizations are invited based on an identified, unmet need within a discipline by Program staff and the service profile of the applicant organization. This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Organizations applying to NYSCA in this category must 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 rarely exceed 15% of project costs.

Prerequisites
- Generally speaking, the applicant’s primary focus or mission must be in museums; or the organization must have significant ongoing activities that are museum-focused; and
- The organization 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
- The organization must have a viable, committed board of directors, with officers, that exercises oversight and accountability for governance, operations, programming and finances.
The Questions below must be completed in the NYSCA-CFA under the QUESTIONNAIRE and NYSCA Tabs

STANDARD QUESTIONS

ALL MUSEUM APPLICANTS MUST ANSWER THE QUESTIONS BELOW:

LEGAL NAME OF APPLICANT

APPLICANT ADDRESS TABLE: Street, City, State, Zip

CONTACTS TABLE: (For Primary and Secondary Contact, Executive Director/Equivalent Position and Board Chair/President): First Name, Last Name, Title (for Primary and Secondary Contact), Phone, Email

MISSION: Please enter your organization's current mission statement. (Max 250 characters)

ACTIVITIES: Provide a brief overview of your organization’s programs and activities as it relates to your mission in the previous question. (Max 1,000 characters)

STAFF LIST TABLE: First Name, Last Name, Title, Salary Range for Up to Five Primary Staff.

DIVERSITY/INCLUSIVENESS: Given your mission and the community you serve, how does your organization address diversity and inclusiveness? In your response, discuss in terms of staff, board, and audience composition, as well as the programs and services your organization provides. (Max 1,000 characters)

ACCESSIBILITY: A universal and inclusive environment for the arts allows everyone, including people with and without disabilities, and people of all ages, to access the facilities and programs of an organization. What actions has your organization taken to make your facilities, programs, and communications systems accessible and usable by all? (Max 1,000 characters)

FACILITIES: Briefly describe your facilities. Explain any relocations, expansions, renovations, or major improvements undertaken in the recent past or planned for the future. (Max 750 characters)

ORGANIZATION’S FACILITIES/REAL ESTATE ARE: Choose “Owned” or “Rented”

IF RENTED: DATE CURRENT LEASE EXPIRES

DAYS/HOURS/SEASONS OF OPERATION:

TOTAL NUMBER OF VISITORS/USERS/AUDIENCE: How many audience members, exhibition visitors, service users, or visitors to your facility do you serve? Provide an average annual figure.

SOCIAL MEDIA TABLE: Provide links to primary website and two additional social media, if your organization maintains.

FISCAL YEAR END DATE: Format MM/DD

YEAR INCORPORATED: Format YYYY

PROJECT NAME (*Completed when the application is created)

PROJECT DESCRIPTION: Provide a brief description of your project. (Max 250 characters)

PROJECT OBJECTIVE: Please indicate the primary goals of this request. (Max 250 characters)
STANDARD QUESTIONS (CONT.)

PROJECT PERFORMANCE MEASURE: Indicate how you will measure the success of the request, should it be supported. (Max 250 characters)

PROJECT CAPACITY: Indicate how your staffing will provide sufficient support for the project (experience, training activities). (Max 250 characters)

PROJECT REQUEST AMOUNT: (*Completed under the Funding Tab)

PROJECT TOTAL EXPENSES: (*Completed under the Funding Tab)

ARTISTIC/CULTURAL VISION: Please enter your organization’s current artistic/cultural vision statement. If your organization does not have one, please discuss how arts/culture are core to your programming. (Max 400 characters)

VISITOR DATA: Please provide data on annual attendance/participation from the past three years i.e. 2019 = x, 2018 = y, 2017 = z and provide context to explain trends. (Max 300 characters)

BACKGROUND: What is the history of your organization? What are your museum’s collections? Please include information on current collecting priorities, collections care and collections policy. For non-collecting institutions please describe how art/objects are integral to your work. If you are applying for General Operating Support, your organization’s website will be viewed as part of the review. If there are specific pages you wish the panel to see provide the links here (up to three). (Max 3,500 characters)

GENERAL OPERATING SUPPORT
All applicants to General Operating Support must complete the following questions.

1G. ARTISTIC/PROGRAMMATIC (Max 8,000 characters)

❑ Tell us in detail about 2-3 recent activities that best reflect your organization’s arts/cultural mission and connect to your collections. (Non-collecting institutions should share how activities connect to art/objects)

❑ Let us know how evaluation/assessment has led to improvements by providing at least one example.

❑ In the final paragraph summarize programmatic plans/direction for the next 2-3 years.

Why are we asking this?
This is your opportunity to share with us your museum’s curatorial vision and how it is manifested through your programming.

Consider Sharing
- Diverse activities. For example, don’t tell us only about exhibitions. Help us understand the bigger picture of your programming.
- Your story. Show, don’t tell. Don’t tell us something is the “best,” show us through your narrative.
- Details. Be as specific as you can.
- Relevance. Make sure we understand how these activities could only happen at your museum – within your space or through your collections.
- Visuals. Make sure the work is visible on your website (and hotlinks are included in the “Background” question). Visuals should support your narrative.
GENERAL OPERATING SUPPORT (CONT.)

2G. MANAGERIAL/FISCAL (Max 9,000 characters)

❑ Help us understand your organization including staff and board structure, succession planning, and organizational goals.
❑ Please include short, relevant bios for key artistic/programmatic and administrative staff.
❑ Discuss at least one challenge your organization recently experienced and explain how you addressed it.

Why are we asking this?
We want to know more about how your organization works, and its managerial/fiscal strengths.

Consider Sharing:
- Diversity. Introduce us to how your board and staff reflect your organization’s community? If they do not, what are you doing to change that?
- Fiscal Oversight. We want to understand how finances are managed.
- Planning and Goals. If you are in a planning phase, detail this. Have a strategic plan? Share goals you have met or are prioritizing.
- Consultants/Artists. If your organization regularly works with consultants and/or artists, please tell us more about this and what their compensation is.

3G. SERVICE TO THE PUBLIC (Max 8,000 characters)

❑ Discuss who comes to your museum, and who you plan to reach.
❑ What are some creative methods/marketing efforts your organization uses to accomplish this?
❑ What other organizations in your region provide similar arts and cultural activities?
❑ How do you work in partnership with other organizations?

Why are we asking this?
We want to understand the current and potential audience of your museum or museum service organization, how you market your organization, and how you partner with others.

Consider Sharing:
- Challenges. Are there any geographic or climate-related challenges you are facing in terms of attracting visitors? How does your organization respond to these?
- Numbers. Is there a maximum audience your museum can manage (are you limited by size, location, staffing?). Are you achieving that now? Why or why not?
- More numbers. Give us data! Population statistics, demographics, audience trends, social media trends... provide context and back up your evidence with any data you have.
**PROJECT SUPPORT**
All applicants to Project Support must complete the following questions:

**1P. ARTISTIC/PROGRAMMATIC (Max 8,000 characters)**

- Tell us in detail what your project is, why it is important, and how it connects to your museum’s collections.
- For non-collecting institutions: how are art/artifacts integral to this project?

*Why are we asking this?*
This is your opportunity to help us understand your project, its connection to arts/culture and why it is critical to your organization.

**Consider Sharing:**
- **Details.** Be as specific as you can including project dates.
- **Your story.** Show, don’t tell. Don’t tell us something is the “best,” show us through your narrative.
- **Relevance.** Make sure we understand how these activities could only happen at your museum – within your space or through your collections.
- **Engagement.** How is your method of interpretation the best choice for this content?
- **Visuals.** Check that the visual support you provide as supporting materials tells the same story as the narrative.
- **What’s new.** If you are applying for a project you have previously received support for, let us know what you learned from that experience and what you plan to change/improve.

**2P. MANAGERIAL/FISCAL (Max 9,000 characters)**

- How is this project critical to meeting your museum’s mission and goals?
- Who will be working on this project and how is their experience appropriate?
- Understanding that all funded activities must occur between January 2021 - December 2021, what are the key tasks during that time that must be completed?

*Why are we asking this?*
We want to understand how this project connects to your mission, that the individuals working on it have the background/skills to make it successful, and that the workplan is feasible.

**Consider Sharing**
- **Staff/Consultants.** We recommend one paragraph bio statements for each key person, sharing their relevant experience.
- **Timeline.** We can only fund work occurring in 2021. Please do not reference work outside this timeline unless it is for context.
Museum – Questions

PROJECT SUPPORT (CONT.)

3P. SERVICE TO THE PUBLIC (Max 8,000 characters)

❑ Who is the primary audience for this project? How have you identified them?
❑ How will you reach this audience?
❑ How will you partner or collaborate with other organizations on this project?
❑ How will you know this project has benefited its intended audience?

**Why are we asking this?**
Help us understand that there is an audience for this project. We want to know more about how you have worked with that audience, and any other partners, to develop or implement this effort.

**Consider Sharing:**
- **Creative Marketing.** How do you get the word out?
- **Challenges.** Are there any geographic or climate-related challenges you are facing in regard to attracting visitors? How does your organization respond to these?
- **Numbers.** What is the maximum audience you could expect for this project? How will you achieve that?
- **More Numbers.** Give us data! This could be population statistics, demographics, audience trends, feedback from past evaluations, anything to give more context and make your case.
REGRANTS AND PARTNERSHIPS

Application to this category is by invitation only.

All applicants to REGRANTS AND PARTNERSHIPS must complete the following questions:

1R. ARTISTIC/PROGRAMMATIC — Program Summary: 
Describe the regrant or partnership program, its priorities, and the constituents served. What are the intended outcomes? Please provide a URL for the grant guidelines and application. (Max 4,000 characters)

2R. ARTISTIC/PROGRAMMATIC — Relevance to Mission: 
How does this program relate to your organization's mission, goals and programming? (Max 2,000 characters)

3R. ARTISTIC/PROGRAMMATIC — 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. For a new partnership project please detail the proposed number of programs and the geographical reach. (Max 4,000 characters)

4R. MANAGERIAL/FISCAL — Staff: 
Who is responsible for the administration and implementation of this project? Describe their role, detailing their duties, explaining how this work is managed in relation to other responsibilities, and noting whether this is a full time, part-time or consultant position. Include a brief biographical statement for each individual. (Max 4,000 characters)

5R. MANAGERIAL/FISCAL — 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. (Max 3,000 characters)

6R. MANAGERIAL/FISCAL — Finances: 
For regrants, discuss the total amount of funding requests the regrant has been receiving, and the program’s ability to meet those needs within the field. For partnerships, narratively detail the program’s costs. (Max 2,000 characters)

7R. SERVICE TO THE PUBLIC — Constituency: 
Describe the audiences and communities served. (Max 2,000 characters)

8R. SERVICE TO THE PUBLIC — Marketing/Outreach: 
What are the strategies for outreach and marketing, particularly to reach those not currently served by the program? (Max 2,000 characters)

9R. SERVICE TO THE PUBLIC — Selection Process (Regrants only): Describe the application and selection process, noting what is required of applicants, restrictions, and the panel review. Describe the composition of the panel and the review process. (Max 3,000 characters)

10R. SERVICE TO THE PUBLIC — Evaluation: 
How is (or will) 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 your audience. (Max 2,000 characters)

11R. SERVICE TO THE PUBLIC — Community Context: 
Identify any other organizations in the area that provide similar arts and cultural regrant support, and tell us how their activities support, enhance, or differ from those of this organization. (Max 2,000 characters)
Required Support Materials must be uploaded in the NYSCA-CFA under the DOCUMENTS tab (other than Board list which will be uploaded within the NYSCA tab), unless otherwise noted below.

**STANDARD SUPPORT MATERIALS – All Applicants**
All applicants to the MUSEUM PROGRAM must complete the following questions:

1. **BOARD OF DIRECTORS LIST, including affiliations.** A sample template is available at [https://www.nysca.org/downloads/files/sample-board-directors-profile-v2.pdf](https://www.nysca.org/downloads/files/sample-board-directors-profile-v2.pdf)

**GENERAL OPERATING SUPPORT** No additional support materials are required. Please be sure your website remains up to date as it will be viewed to provide insight into your organization’s programmatic offerings.

**PROJECT SUPPORT**
All applicants to PROJECT SUPPORT must submit the following support materials:

1. **Up to 12 images or slides** that best illustrate your project. For exhibitions this must consist of selected images of art/artifacts that will be included in the exhibition and examples of the exhibition designer’s past work. Be sure to identify the images. Adobe Acrobat PDF or PowerPoint is preferred.
2. **Other.** Depending on the focus of your project request, you may submit one other document, which should not exceed 5 pages. Suggestions include:
   a. **Exhibitions:** Exhibition design layout, sample exhibition script, or example of interpretive labels, from previous exhibition.
   b. **Catalog/Publication:** Outline and sample text of no more than five pages.
   c. **Cataloguing/Research:** Collections management policy and plan.
   d. **Audience Development:** Marketing materials related to this new audience.
   e. **Public Programs:** Marketing materials related to these programs.
   f. **Services to the Field:** Promotional materials for this project.
   g. **Other:** One other document that supports your project.

**REGRANTS AND PARTNERSHIPS**
Application to this category is by invitation only.

All applicants to REGRANTS AND PARTNERSHIPS must complete the following questions:

1. **For existing Regrant Programs:** Please upload a **list of the most recent grantees,** including the award amount, brief award description and location in New York State.
2. **For Regrant Programs:** **Copies of application materials** - application forms and/or guidelines.
3. **For Partnerships:** Provide a **list of the proposed programming** locations and presenters.