

FY2021

Theatre

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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Funding Restrictions

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 charged 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.**

Theatre – 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.

An interactive version of the NYSCA FY2021 Application Manual is available on the NYSCA website at <http://www.arts.ny.gov/application-guide> and www.arts.ny.gov/about-nysca-grants. Please read all instructions carefully.

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. Professional theatres are defined as theatres that have a mission of creating and presenting professional theatre, that engage and fairly compensate professional actors and theatre artists and that maintain professional artistic and managerial standards.

Non-professional theatre groups and groups presenting student work may be eligible to apply for support through their local Decentralization sites (see arts.ny.gov/decentralization-regrant-programs). Theatre education projects should refer to the guidelines in the NYSCA Arts Education Program arts.ny.gov/programs/arts-education.

Funded applications reflect the full range of theatrical expression. Traditional forms (classic, contemporary and musical theatre) and interdisciplinary projects with theatre performance as the central focus, as well as proposals that are creative and innovative in their use of new technology are welcomed. NYSCA's Theatre Program encourages work that engages the audiences of New York State in all their breadth and diversity, that provides inclusive opportunities for artists and administrators, and that provides imaginative approaches to theatre for young audiences and older New Yorkers. Service to theatre audiences and artists with disabilities is strongly encouraged.

For Theatre Artist Commissions, see the guidelines for the [Individual Artists Program](#).

Theatre – Overview

Technical Assistance

The Theatre Program offers technical support statewide to its grantees in such areas as board development, fundraising, marketing and organizational planning. Technical Assistance is provided through long-term partnerships with service organizations including The Alliance of Resident Theatres/New York (A.R.T./New York). Please consult with Program staff for further information about technical support and see the Resources link on the NYSCA website for a complete list.

Theatre companies across New York State with budgets under \$500,000 have the alternative of applying directly to the NYSCA-A.R.T./New York Creative Opportunity Fund for regrant funds accompanied by technical assistance. The regrant program will support either organizational growth or the development of new work for the professional theatre in New York State. Applicants and grantees will interact with A.R.T./New York as their grant maker. See art-newyork.org/creative-opportunity-fund

Artistic Evaluation

NYSCA must be able to evaluate an applicant's artistic quality on an ongoing basis. It is the responsibility of all current and prospective applicants to inform staff of public performances well in advance of the event date. This is required so that staff and/or advisory panelists may attend and evaluate the events when possible. A list of current Theatre Program Panelists becomes available each spring and may be found on the Theatre Program Homepage at arts.ny.gov.

Notification of events should be sent by email to kathleen.masterson@arts.ny.gov, deborah.lim@arts.ny.gov or in hard copy to:

NYSCA Theatre Program – Event
Notification 300 Park Avenue South,
10th Floor
New York, NY 10010

Types of Theatre Support

GENERAL OPERATING SUPPORT

General Operating Support (unrestricted 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 professional theatre activities of professional theatre organizations, professional theatre programs operated as independent entities within their own organizations, or toward significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based, for example, a performing arts center operated as a separate entity within a college or university, or a theatre program operating as a discrete entity within a multi-arts center.

When considering the provision and level of 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 will not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. In FY20 the median grant awarded was \$16,000, and the largest grant awarded was \$51,000. General Operating Support is awarded on a multi-year basis as described in the Grant Amounts section of the Application Manual.

Only one request is allowed in General Operating Support across all NYSCA Programs. Organizations applying for or receiving multiyear General Operating Support in the Theatre Program may not submit another application in any Theatre Program project category, unless invited by NYSCA to do so in the Re-grants/Partnerships category. They may make one other request NYSCA-wide for a total of two requests. See exemptions to the two-request limit in the funding restrictions area of these guidelines.

The project budget for General Operating Support applicants represents the organizational budget for the request year, excepting costs for out of state and non-theatre programming.

Prerequisites

- ❑ The organization's primary focus or mission must be in the creation, production or support of professional theatre; or the organization must have significant ongoing activities in the creation, production or support of professional theatre;
- ❑ The organization must have ongoing theatre programs, exhibitions, productions or other art and cultural activities that are open to the general public;
- ❑ 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 the organizational mission must be devoted primarily to arts and 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 (W2, not contracted) full time or part time administrative staff;
- ❑ The organization must have a viable, committed board of directors, with officers, that exercises oversight and accountability for governance, operations, programming and finances;
- ❑ The organization must demonstrate a consistent policy of fair payment to theatre artists, including actors; and
- ❑ Producing theatres applying for General Operating Support must meet or exceed the minimum prerequisites set forth in the Professional Performances Category guidelines (see Professional Performances below).

Sponsored Projects are not eligible for support in this category.

Types of Theatre Support

PROFESSIONAL PERFORMANCES

Professional theatre companies and multidisciplinary arts organizations that stage at least one public production per year may apply for project support in this category. NYSCA also encourages and supports the development of emerging theatre companies that demonstrate artistic potential and/or accomplishment. Theatre Program applicants using a fiscal sponsor must apply under this project category, and not under General Operating Support.

NYSCA Funding should be directed toward artists' fees or salaries, and production expenses. In FY20 the median grant awarded was \$9,500, and the largest grant awarded was \$22,000.

Prerequisites

- The company must have produced for two seasons before applying for support;
- The company must have an artistic director;
- Applicants must demonstrate in their budgets that fees are paid to artists, including actors, that are appropriate to union agreements or local standards;
- The company must stage a run of at least one evening-length production open to the public in New York State per year; and/or
- Developmental companies creating new work in a given year must offer at least one showing open to the public in New York State per year.

Sponsored requests are accepted in the Theatre Program — Professional Performances category:

- Funding for sponsored projects will generally not exceed \$10,000.
- Organizations may not impose a fee for submitting a sponsored application but are permitted to charge a fiscal sponsorship fee if the application is funded. Fiscal sponsorship fees for funded applications may not exceed 7% and are determined by mutual agreement between the sponsored entity and the sponsoring organization. This expense must be included in the project budget and indicated in the budget notes.
- Applicants serving as fiscal sponsors must provide a fiscal sponsorship agreement stating the services provided by the fiscal sponsor, amount or percentage of the grant provided to the fiscal sponsor, and responsibilities of the sponsored organization relating to the fiscal sponsorship.
- The services of the sponsoring organization are limited to fiscal management of the project, submission of the application and final report, and, at the discretion of the sponsoring organization, publicizing the activity requested. Following notification of the funding decision by NYSCA, the fiscal sponsor is required to notify the sponsored organization as soon as possible about whether the application has been funded and the funding amount.
- Please review the [Sponsored Application Instructions](#).

Types of Theatre Support

SERVICES TO THE FIELD

Services to the Field offers project support for service organizations and for activities that provide managerial, artistic or information services to individual theatre artists, theatre organizations and theatre audiences. These services may include subsidized space for rehearsals and performances; stipends for artists; publications; professional development through workshops, symposia and roundtables; managerial support; information resources; projects that utilize technology; festivals; workspace; and initiatives extending beyond the scope of an organization's general programming. Priority is given to projects carried out on a regional or statewide basis.

In FY20 the median grant awarded was \$10,000, and the largest grant awarded was \$50,000.

All applicants are encouraged to contact NYSCA Theatre Program staff during the open period to address any questions or concerns. New applicants must contact NYSCA staff before submitting a request.

Prerequisites

- Applicants must be able to document a history of providing service(s) to the theatre field of New York State.
- All prerequisites applicable to Regrants and Partnerships Support below.

Sponsored Projects are not eligible for support in this category.

REGRANTS AND PARTNERSHIPS SUPPORT

Application to the Regrants and Partnerships Programs 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 by Program staff and the service profile of the applicant organization. Organizations applying to NYSCA in this category must show a willingness to reach beyond their membership in providing services or regrant awards on a regional or statewide basis.

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.

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 regnants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

(cont. on next page)

Types of Theatre Support

REGRANTS AND PARTNERSHIPS SUPPORT (CONT.)

Prerequisites

In order to be eligible to apply for Regrants and Partnerships Support an applicant organization must meet the following minimum criteria:

- ❑ 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;
- ❑ It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline;
- ❑ 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;
- ❑ 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;
- ❑ The organization must employ one or more qualified, salaried (W2) administrative staff;
- ❑ 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.

Sponsored Projects are not eligible for support in this category.

Theatre – Questions

The Questions below must be completed in the NYSCA-CFA under the QUESTIONNAIRE and NYSCA Tabs.

STANDARD QUESTIONS - ALL THEATRE 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 for Up to Five Primary Staff.

DIVERSITY/INCLUSIVENESS: Given your mission and the community you serve; how does your organization define and 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)

Theatre – Questions

STANDARD QUESTIONS (CONT.)

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

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)

Theatre – Questions

ADDITIONAL STANDARD QUESTIONS *ALL THEATRE APPLICANTS MUST ALSO ANSWER THE QUESTIONS BELOW:*

1SQ. MANAGERIAL/FISCAL — 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. (Max. 2,500 characters)

2SQ. MANAGERIAL/FISCAL — Governance: Describe the activities of the board and/or governing body in detail, including committee structure, diversity, meeting schedule, and approach to staff and fiscal oversight for the requested project. (Max. 2,500 characters)

3SQ. MANAGERIAL/FISCAL — Finances: Detail plans for meeting current and future expenses. Include sources of earned and unearned income. Discuss variances of 20% or more across expense or income lines in your organizational and project budgets. Indicate the current amount of the organization's cash reserve. (Max. 2,500 characters)

4SQ. MANAGERIAL/FISCAL — Changes and Challenges: Describe any recent significant fiscal, artistic or organizational changes, developments, or challenges. Explain recurring deficits, outstanding loans, or tax liens that may appear on your Form 990s, audits or other public filings over the past three years, as well as specific plans to resolve these issues, providing here a transparent picture of your company's current strengths and challenges. (Max. 2,500 characters)

GENERAL OPERATING SUPPORT *All applicants to GENERAL OPERATING SUPPORT must complete the following questions.*

1G. ARTISTIC/PROGRAMMATIC — Request Overview: Provide a workplan that describes theatre productions, programs, developmental work and/or services for which support is requested for 2021, the request year. Discuss any new programs, initiatives or innovations that are planned. (Max. 4,000 characters)

2G. ARTISTIC/PROGRAMMATIC — Background: Describe the organization, how it was established and evolution of its theatrical work. Highlight how the creative activity of the past three years reflects your current artistic approach. This is your company's "biography." (Max. 2,500 characters)

3G. ARTISTIC/PROGRAMMATIC — Artistic and Cultural Vision: Articulate the organization's artistic and/or cultural vision for the next three years. This question projects the preferred future of your company, in alignment with your mission statement and strategic plan. (Max. 2,500 characters)

4G. MANAGERIAL / FISCAL — Facilities: If they differ from your home location described under the NYSCA Tab Facilities Question in the NYSCA-CFA, describe the facilities used for your programming/performance activities. (Max. 2,500 characters)

5G. MANAGERIAL/FISCAL — Succession Planning: Outline the approach to institutional and succession planning, highlighting the roles of staff and board. If your organization does not have a written succession plan, please explain why not and discuss the current conversation in your organization around successorship. (Max. 2,500 characters)

6G. MANAGERIAL/FISCAL — Artist and Programmatic Consultant Fees: Indicate how payment to artists and any outside consultants is determined. Detail range of fees paid per project for the most recently completed year for actors, stage managers, directors, designers, and consultants. Note the type of union contracts or agreements, if any, under which you operate. (Max. 2,500 characters)

Theatre – Questions

GENERAL OPERATING SUPPORT (CONT.)

7G. MANAGERIAL/FISCAL — 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 under the Documents Tab in the NYSCA-CFA). (Max. 2,500 characters)

8G. SERVICE TO THE PUBLIC — Constituency, Community Engagement and Diversity: Describe the specific communities served by the requested project, including both audiences and artists. How does your organization define and approach diversity and inclusiveness? (Max. 2,500 characters)

9G. SERVICE TO THE PUBLIC — Audience Development & 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. (Max. 2,500 characters)

10G. SERVICE TO THE PUBLIC — Marketing/Use of Online Resources and Social Media: Describe the organization’s marketing strategies, both organizational and programmatic. Discuss any recent changes in the approach to marketing. Describe the use of online resources and social networking sites in the marketing plan and beyond. (Max. 2,500 characters)

11G. SERVICE TO THE PUBLIC — 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. (Max. 2,500 characters)

Theatre – Questions

PROFESSIONAL PERFORMANCES *All applicants for PROFESSIONAL PERFORMANCES must complete the following questions:*

1P. ARTISTIC/PROGRAMMATIC — Request Overview: 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. (Max. 4,000 characters)

2P. ARTISTIC/PROGRAMMATIC — Background: Describe the organization and how it was established. Highlight how the creative activity of the past three years reflects your current artistic approach. This is your company’s “biography.” (Max. 2,500 characters)

3P. ARTISTIC/PROGRAMMATIC — Artistic and Cultural Vision: Articulate the organization’s artistic and/or cultural vision for the next three years. This question projects the preferred future of your company, in alignment with your mission statement. (Max. 2,500 characters)

4P. ARTISTIC / PROGRAMMATIC — Facilities/Collaborations/Touring: Describe the facilities used for your programming/performance activities if you have not already described them in the NYSCA Facilities Tab question in the NYSCA-CFA. 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. (Max. 2,500 characters)

5P. MANAGERIAL/FISCAL — 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. (Max. 2,500 characters)

6P. MANAGERIAL/FISCAL — 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 in the Documents Tab in the NYSCA-CFA). (Max. 2,500 characters)

7P. SERVICE TO THE PUBLIC — Constituency, Community Engagement and Diversity: Describe the specific communities served by the requested project, including both audiences and artists. How does your organization define and approach diversity and inclusiveness? (Max. 2,500 characters)

8P. SERVICE TO THE PUBLIC — Audience Development & 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. (Max. 2,500 characters)

9P. SERVICE TO THE PUBLIC — 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. (Max. 2,500 characters)

Theatre – Questions

SERVICES TO THE FIELD *All applicants to SERVICES TO THE FIELD must complete the following questions.*

1S. ARTISTIC/PROGRAMMATIC — Request Overview: Provide a workplan that describes the services to be offered for the request year. Note how these services support the mission and other activities of the organization. If this is a service organization, outline the range of services that it provides. Discuss any new programs, initiatives or innovations that are planned relating to the request activity. (Max. 4,000 characters)

2S. ARTISTIC/PROGRAMMATIC — Program Context: Describe the significance of the proposed services for the targeted community to be served. Give specifics on how theatre artists, theatre organizations and/or theatre audiences will benefit from the proposed project. Describe the curatorial process by which participants are selected for the project. (Max. 2,500 characters)

3S. MANAGERIAL/FISCAL — Facilities: Will the proposed activity require the use of additional space beyond your organization's regular facilities? If so, please describe use, location and costs. (Max. 2,500 characters)

4S. MANAGERIAL / FISCAL — Fees: Detail fees paid to project consultants. Describe the structure, amount and rationale for any fees charged to project participants. Explain any changes or improvements planned. (Max. 2,500 characters)

5S. SERVICE TO THE PUBLIC — Audience: Describe the intended audiences and communities for the proposed service, the regions of New York State the service will reach, and the numbers of constituents to be served including artists. (Max. 2,500 characters)

6S. SERVICE TO THE PUBLIC — Marketing/ Social Media: Describe marketing efforts for the proposed service. Have there been any recent changes in the approach to marketing? Describe the use of online resources and social networking for this project. (Max. 2,500 characters)

7S. SERVICE TO THE PUBLIC — Objectives and Evaluation: Articulate how the organization or project 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 initiatives it has chosen to measure. Include any performance measures or metrics used to assess outcomes. (Upload assessment results as support material in the Documents Tab in the NYSCA-CFA). (Max. 2,500 characters)

8S. SERVICE TO THE PUBLIC — Dissemination and Cultivation: Describe how information about the service will be disseminated to its intended audience, including communications with the theatre field, education programs and workshops. Describe cultivation activities such as ticket distribution programs in collaboration with community-based organizations, social service agencies, etc. (Max. 2,500 characters)

Theatre – Questions

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

1R. ARTISTIC/PROGRAMMATIC — Request Overview: Outline the schedule and work plan for the request granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities. Discuss any new programs, initiatives or innovations that are planned. (Max. 4,000 characters)

2R. ARTISTIC/PROGRAMMATIC — Background: Describe the regrant or partnership program, its priorities, and the constituents served, including artists. How does it differ from or complement other programs in the community or field? Include details about any technical assistance resources for emerging artists and arts groups. (Max 2,500 characters)

3R. ARTISTIC/PROGRAMMATIC — Relevance to Mission: How does this program relate to the organization's mission, goals and programming? (Max 2,500 characters)

4R. ARTISTIC/PROGRAMMATIC — Scope of Activity: For ongoing regrant projects, list the number of requests received for each of the past two years. Include the average request amount and average 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. (Max 2,500 characters)

5R. MANAGERIAL/FISCAL — 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. (Max 2,500 characters)

6R. MANAGERIAL/FISCAL — Governance:
Describe the involvement of the board in management and program oversight for the project. If the project has an advisory board, please identify the members and discuss their role in the execution of the project. (Max 2,500 characters)

7R. MANAGERIAL/FISCAL — Finances:
Detail plans for meeting current and future expenses beyond income from NYSCA, if appropriate to the regrant or partnership project. Include sources of earned income. Explain any current and/or recurring surplus or deficits. How would the scope of the project change if full request for NYSCA funding is not received? (Max 2,500 characters)

8R. SERVICE TO THE PUBLIC — Constituency:
Describe the audiences and communities served. (Max 2,500 characters)

9R. SERVICE TO THE PUBLIC — Marketing / Dissemination/ Social Media:
What are the strategies for dissemination of information and marketing to diverse communities, and to arts groups and artists, including those not currently served by the program? Describe the use of online resources and social networking for the project. (Max 2,500 characters)

10R. SERVICE TO THE PUBLIC — 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. (Max 2,500 characters)

Theatre – Questions

REGRANTS AND PARTNERSHIPS (CONT.)

11R. SERVICE TO THE PUBLIC — Objectives and Evaluation:

How is the effectiveness of this program evaluated and assessed? Describe the benefits of this regrant or partnership to the community and general public. Articulate how the partnership or regrant program determines its annual goals/objectives and state those objectives for the request year. Explain how the organization will evaluate the partnership or regrant program. Include any performance measures or metrics used to assess outcomes. (Upload assessment results as support material in the Documents Tab in the NYSCA-CFA, above). (Max 4,000 characters)

12R. SERVICE TO THE PUBLIC — Community Context/ Partnerships:

Identify the other organizations in the area or field 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. (Max 2,500 characters)

Theatre – Support Materials

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. For each upload, you must create a single, multi-page file that combines all the required documents.

STANDARD SUPPORT MATERIALS – All Applicants ALL THEATRE APPLICANTS

must submit the support materials below:

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>
2. For sponsored requests in Professional Performances only, the [Sponsored Request Form](#) and the required fiscal sponsor agreement described in the Professional Performances section of the Program Guidelines.
3. **Resumes:** Resumes or biographical statements of up to 3 key staff, maximum of 1 page each.
4. An **organizational chart** diagramming the reporting structure within the organization.
5. **Sample Marketing Materials:** 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.
6. **Social Media Links:** Upload document containing live links to your Website, Facebook, Twitter, YouTube, and other social media accounts to the extent not already provided in the NYSCA Tab in the NYSCA-CFA. NYSCA reserves the right to review any/all of these online sources as part of your application.

Theatre – Support Materials

GENERAL OPERATING SUPPORT *All applicants to GENERAL OPERATING SUPPORT must submit the following support materials.*

1. **Work Samples:** These must include but need not be limited to: 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. as well as the names of artists shown in the video). A one-paragraph description of the context of the video selection is recommended for non-traditional work. For video samples provided through a URL link, label with the name of the production or work title, year of creation and event year. URLs cannot be password-protected and must remain live until December 31, 2020. NYSCA is not responsible for any broken, inactive or password-protected links.

Work samples should be drawn from the most recent season's work. Do not submit the same video as the primary work sample in two succeeding years. If submitting video of a work-in-progress, it's also helpful to include a clip of a completed work to give a fuller understanding of a company's capacity. The video clip is an essential part of the review process and 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 document. Some theatres have submitted videos featuring the artistic director discussing the company's work, mission, and the season to come, showing the theatre space, etc. Combined with still photos from the last season's performances, such videos are acceptable alternatives for those theatres unable to provide videos due to union restrictions or other impediments.

2. **Sample Playbills** from the two most recent productions.
3. **Evaluation/assessment** forms or related materials with sample of results of assessments.
4. **Long-range or Strategic Plan.**
5. **Supplemental Materials:** Producing organizations must upload a supplemental document with information for the current season and the previous season that includes: name of play/production; author; director; number of performances; AEA contract type for the production (if applicable); range of artists' fees for actors, designers and director, and range of ticket prices.
6. **OPTIONAL** Additional materials (no more than 3 items) – if applicable, label the material as Additional Support Material #1, #2, etc.

Theatre – Support Materials

PROFESSIONAL PERFORMANCES *All applicants to PROFESSIONAL PERFORMANCES must submit the following support materials.*

1. **Work Samples:** These must include but need not be limited to: 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., as well as the names of artists shown in the video). A one-paragraph description of the context of the video selection is recommended for non-traditional work. For video samples provided through a URL link, label with the name of the production or work title, year of creation and event year. URLs cannot be password-protected and must remain live until December 31, 2020. NYSCA is not responsible for any broken, inactive or password-protected links.

Work samples should be drawn from the most recent season's work. Do not submit the same video as the primary work sample in two succeeding years. If submitting video of a work-in-progress, it's also helpful to include a clip of a completed work to give a fuller understanding of a company's capacity. The video clip is an essential part of the review process and 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 document. Some theatres have submitted videos featuring the artistic director discussing the company's work, mission, and the season to come, showing the theatre space, etc. Combined with still photos from the last season's performances, such videos are acceptable alternatives for those theatres unable to provide videos due to union restrictions or other impediments.

2. **Sample Playbills:** Sample playbills from the two most recent productions.
3. Attachments of **Evaluation/Assessment** forms or related materials with sample assessment results.
4. **Supplemental Materials:** Producing organizations must upload a supplemental document with information for the current season and the previous season that includes: name of play/production; author; director; number of performances; AEA contract type for the production (if applicable); range of artists' fees for actors, designers and director; and range of ticket prices.
5. **OPTIONAL:** Additional materials (no more than 3 items)– if applicable, label the material as Additional Support Material #1, #2, etc.

Theatre – Support Materials

SERVICES TO THE FIELD All applicants to *SERVICES TO THE FIELD* must submit the following support materials.

1. **ACTIVITY:** Scans of materials that document current activity and outreach relating to the request, as well as activity from the past two years. Include a list of the artists and/or organizations served by the project in the past year and those projected to be served in the request year.
2. Attachments of **Evaluation/Assessment** forms or related materials with sample assessment results, from the past two years.
3. *If applicable* (as in the case of incubator projects), sample work: **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. For video samples provided through a URL link, label with the name of the production or work title, year of creation and event year. URLs cannot be password-protected and must remain live until December 31, 2020. NYSCA is not responsible for any broken, inactive or password-protected links. If not applicable, please upload a one-page PDF that states: *"This document is a placeholder -- this support material document is not required for this application."*
4. **OPTIONAL:** Additional materials (no more than 3 items)– if applicable, label the material as Additional Support Material #1, #2, etc.

REGRANTS AND PARTNERSHIPS All applicants to *REGRANTS AND PARTNERSHIPS* must submit the following support materials.

1. **Activity:** Scans of materials that document current activity and outreach relating to the request, as well as activity from the past two years. For regrants, include a list of grantees, their counties of residence, amounts funded and brief project descriptions.
2. **Reports/Surveys:** Scans of evaluative reports and participant surveys showing survey questions and survey results/answers relating to the request from the past two years.
3. **OPTIONAL:** Additional materials (no more than 3 items) – if applicable, label the material as Additional Support Material #1, #2, etc.