



NEW YORK STATE COUNCIL ON THE ARTS (NYSICA)

SUPPORT FOR ORGANIZATIONS

Application due:
September 1, 2021
at 4PM

www.arts.ny.gov



Top image: Hudson Valley Shakespeare Festival,
Photo Credit: T Charles Erickson
Bottom Image: Alvin Ailey American Dance
Theatre, photo courtesy of Ailey

NYSCA SUPPORT FOR ORGANIZATIONS

INTRODUCTION

Responding to the challenges of the time, the New York State Council on the Arts (NYSCA) has reconfigured its application process to create a streamlined and flexible opportunity for applicants. This opportunity allows you to request support where you most need it.

NYSCA Support for Organizations is limited to one request per organization and may be awarded as a multi-year grant.

Although applicants may submit only one application for their own entity to **NYSCA Support for Organizations**, they may also serve as fiscal sponsors for other unincorporated organizations.

Applications will be evaluated according to the following four criteria: **Creativity, Access, Relevance, and Managerial & Financial.**

Funding Amounts: Awards will be made between \$10,000-\$49,500

For questions, please contact Program Staff in the discipline area most aligned with your organization's work. View contact information here: <https://arts.ny.gov/contact>

NYSCA MISSION AND VALUES

Mission

The New York State Council on the Arts (NYSCA) is dedicated to preserving and expanding the rich and diverse cultural resources that are and will become the heritage of New York's citizens.

Values

At NYSCA, our efforts are guided by our belief in the fundamental importance of arts and cultural expression in people's lives and a commitment to serving our three constituencies: artists, arts and cultural organizations, and the public.

We believe that:

- Artists are at the center of creative endeavor.
- Strong arts and cultural organizations are vital to connecting the arts to people's lives.
- Every citizen of New York State can have a meaningful connection to creativity and every community has a right to cultural self-determination.

INELIGIBLE ACTIVITIES AND COSTS

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:

- Costs that are funded by another government or private grant or loan source, including but not limited to the Payroll Protection Plan (PPP) loans and Shuttered Venue Operators Grant (SVOG) programs from the Federal Small Business Administration (SBA).
- 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
- Costs of lobbying activity
- 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
- 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 in advance of the application deadline to determine eligibility.

The **FY2022 NYSCA Application Manual** (pdf):

http://www.nysca.org/downloads/guidelines/FY2022/FY2022_Application_Manual.pdf explains how to:

1. Review NYSCA's general requirements
2. Become Prequalified in the Grants Gateway

*The FY2022 NYSCA Application Portal for this opportunity will open online on **July 19, 2021**. (**Technical Instructions** on submitting an online application through the FY2022 NYSCA Application Portal will also be released by July 19, 2021 at <https://arts.ny.gov/FAQforApplicants>)*

HOW WILL MY APPLICATION BE ASSESSED?

Your narrative is an opportunity to tell the story of your organization and its work related to arts and culture. The strongest applications will show us your strengths. What do we mean? Do not tell us you are the “best” or the “first.” Provide details so we learn about your creative strengths. Contextualize any data you provide, so we can best understand how your organization serves the community. Demonstrate how the work you do connects to and amplifies NYSCA’s mission and values.

CRITERIA AND SCORING RUBRIC

The following rubric explains four overarching criteria that will be considered in evaluating your application. Each criterion will be given a rating from 5-0. The application will receive an overall score which averages all four criteria. However, any application scoring 2 and below in any criterion will not be eligible for support.

Creativity	Access	Relevance	Managerial & Financial
<p>Narrative and work samples:</p> <ul style="list-style-type: none"> -Support artistic vision; -Show that programs align with mission; -Competitive or relevant to discipline, peers or within its context; -Programs well designed; distinctiveness and innovative; -Artists and participants well-matched to work. 	<ul style="list-style-type: none"> -Communities served are reflected in staff and board. -Outreach is comprehensive and inclusive to target multiple components of community and/or audience. -Proactively reaching out to all communities authentically. Make it easy for communities to participate. -Spaces, programming, office environments are accessible, ADA compliant, age-friendly, and welcoming to people of all abilities. -Hiring and selection processes for staff, board and artists are inclusive and oriented toward creating diversity and equity. 	<ul style="list-style-type: none"> -Applicants staff, board, and artists featured in programming demographically align with surrounding areas. -Organization serves specifically defined populations, organization serves the diversity of subgroups, cultures, and interests within stated community(ides). -Applicant creates programming that reflects the world within and beyond their community. -Programming is distinctive; preserves or expands art forms, cultural heritage, or unique genres in the arts. -Demonstrates alliances and partnerships across their local or artistic community. -Evaluation and assessment of outcomes. 	<ul style="list-style-type: none"> -Payment policy to artists and staff reflects best practice among peers. -Demonstrates an understanding of challenges and organizational strengths and weaknesses. Has initiated creative solutions. -Organization has shown innovation during stressful times. -Demonstrates ability to “pivot” while remaining true to mission. -Demonstrates sound financial management

Category Score	Scoring Guide
5	Meets or exceeds all benchmarks.
4	Meets most benchmarks.
3	Meets some benchmarks.
2	Meets few benchmarks.
1	Does not meet any benchmarks.
0	Question left unanswered, activities not arts/culture, response provides insufficient detail to understand programming.

REGISTRATION QUESTIONS

All applicants will enter registration information including organization and contact information, mission statement, and the following registration details in the application. This information will automatically appear on your NYSCA application.

- Organization Website
- Other Social Media
- Facilities: Describe location, any planned capital work, whether owned or leased and, if rented, when lease expires.
- Hours: When open to public
- Number of people served (audience/visitors/participants) data:
 - In-person attendance 2019
 - Virtual 2019
 - In-person attendance 2020
 - Virtual 2020

Organization Type and Discipline:

Keenly aware of how the arts world is changing, NYSCA wants you to share how you see your organization. How do you provide essential arts opportunities within your communities? Please select from the following drop-down menu the choice that best defines your non-profit's work.

Drop Down 1: Organization Type

Art Gallery

Arts Council

Arts Education Provider

Community Center

Community Music School

Dance Company

Design Organization

Folk and Traditional Art

Literary Organization

Media Arts Organization

Multi-Arts Center

Museum

Music Ensemble

Presenting Organization

Service Organization

Theater Company

Other _____

Drop Down 2: Arts Discipline

Film/Media Art & Technology

Folk and Traditional Art

Literary Arts

Multi-Arts

Performing Arts

Visual Arts

Other _____

SPONSORED APPLICATIONS

For Sponsored applicants, including Universities or other “parent” organizations, you will list the Sponsored Organization's name once you select yes to: *Is this a Sponsored request?* **Note:** *All subsequent application questions are to be filled out on behalf of the sponsored applicant. The same registration questions will be asked about the sponsored group as part of that application.*

NARRATIVE QUESTIONS

Historically Underrepresented Communities

NYSCA embraces the widest spectrum of cultural expression and artistic pluralism and encourages funded organizations to demonstrate a holistic and comprehensive DEIA (diversity, equity, inclusion, and access) commitment. To that end, organizations have the option of sharing in the application whether they are within, and serve, historically underrepresented communities. *These questions are not mandatory.* NYSCA will prioritize organizations that serve these communities, although every organization, regardless of the answers to these questions, is eligible for funding. NYSCA views underrepresented communities broadly, including, but not limited to, African American/Caribbean, Latino/Hispanic, Asian/Pacific Islander, Middle Eastern, Native American/Indigenous communities; people in geographically remote areas; disabled communities; LGBTQIA communities; neurodiverse communities; vulnerable aging populations; veterans; low income and homeless populations; as well as justice-involved juveniles and adults.

- Briefly describe your organization’s audience, noting whether it primarily is formed of members of a historically underrepresented community. (up to 250 characters)
- Briefly describe your organization’s cultural programming, noting whether it is created by people within a historically underrepresented community. (up to 250 characters)

Background (up to 3,000 characters)

- Tell us about your organization, including its history and cultural and community context. Include your organization’s mission and artistic/cultural vision. Describe your organization's staff, governance, and community. Contextualize this with demographic data.

Additional Narrative Questions (up to 10,000 characters)

Please respond to the following. You may provide answers separately, with headers, or combine them into one essay.

CREATIVITY

- Tell us about your programs and provide 2-3 examples of arts programs and activities from the last 2 years that are representative of your selected discipline(s). Describe how they reflect your mission.

ACCESS

- Detail how diversity, inclusivity, and accessibility are addressed within your organization, both internally (staff, board, artists, and programming) and externally (community and audiences). As part of your response, please provide up to three examples of how people find out about your organization’s activities and programs.

RELEVANCE

- Discuss what makes your work distinctive in your region and within your art form.
- Describe your organization's role within your community/region.
- Explain how you work with the New York State communities you serve to deliver mission-driven programming that reflects their interests and needs. Provide concrete examples.
- Looking beyond your current audience, describe efforts made to expand your reach, including partnerships.

MANAGERIAL & FINANCIAL

To help us understand your managerial strengths and weaknesses:

- Based on your submitted financial budget for FY19, tell us how you compensate artists in your programs and the compensation structure utilized (e.g., staff, independent contractor, by rehearsal hour, or performance fee). Detail the number of artists involved and financial compensation including per diem.
- Provide a narrative that explains your current year financial position as it relates to the submitted budget. Please note and explain any significant variances in your finances in the previous year.
- Explain how well your current budget supports your ability to deliver on your mission.
- Describe how you operate when faced with unanticipated challenges such as technological, health, climate change or fiscal issues. Provide an example from before 2020.
- Please tell us how your organization has responded to the challenges posed by Covid-19 and any resulting changes to your board and/or staff. Share how you work with your board to oversee your budget across the year considering ongoing and changing financial scenarios.
- **Note:** If your FY2020 IRS Form 990 is expected to show expenses exceeding revenue and/or negative net assets, please briefly explain the cause of these circumstances. NYSCA will review the basic financial information in your recent IRS Form 990s as well. If your IRS Forms 990 between FY2017-2019 show consecutive years of more than 10% decline in net assets, we may require additional information to determine your eligibility for funding.

TOTAL OPERATING EXPENSES

What are your Total Operating Expenses for your current fiscal year? [\$]

Please use a number that is consistent with your uploaded budget document for the current year. This number should reflect a 12-month period and may be a projected budget. It should exclude expenses for capital projects. NYSCA will use this number as well as your budgets and publicly available financial information to assess your relative organizational size for review process and funding priority.

SUPPORTING MATERIALS

- 1. Provide up to 3 audio and/or visual links** to materials that support your described programming. *It should take NYSCA staff/panel no longer than 10 minutes to review these materials collectively.* We strongly recommend that at least one of these be an audio/visual representation of one of the examples you described in the narrative. Links **cannot be password protected and must remain live until December 31, 2021.** NYSCA is not responsible for any broken, inactive or password protected links.
- 2. Organizational Budget** for two years, with Budget Notes (operating income and expense comparison). This should include the last completed year’s actuals and the current year’s budgeted, both board approved. There is no required template. Your budget should show operational income and expenses, assets/liabilities, and include descriptive notes on each line

PROPOSED USE OF NYSCA FUNDS

Should your request be funded, tell us how the award will be allocated by percentage. Please remember that NYSCA cannot fund out-of-state travel or entertainment costs. You may select one or more categories below. The panel will review this information briefly as part of the Managerial & Financial criteria. This information will also be used to complete contracts for funded requests.

Fill out the table below so that the numbers add up to 100 %.

	Percentage (%) of award to allocate to expense	Notes on expense
Personnel (staff on payroll)	0	
Outside Artistic Fees & Services	0	
Other Outside Fees & Services	0	
Regrants	0	
Space	0	
Equipment	0	
Travel	0	
Marketing/Advertising	0	
Remaining Operating Expenses	0	
Total	100%	Sum of all lines above; Must equal 100%

If you allocated a percentage to Personnel above, please describe in the notes field the title and estimated salary of each staff person proposed to be funded. (Reminder: Personnel generally means salary and fringe payments to staff or other individuals paid through a payroll/W-2 and not contracted staff)