



NEW YORK STATE COUNCIL ON THE ARTS (NYSICA)

SPECIAL OPPORTUNITIES

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 SPECIAL OPPORTUNITIES

INTRODUCTION

Valuing artists and creative expression, the New York State Council on the Arts offers support which further enhances artistic diversity across New York State. For FY2022 the following special opportunities are open for application:

- Folk and Traditional Arts Apprenticeships
- Rehearsal and Studio Space for Performing Arts
- Performing Arts Residencies

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

For questions, please contact Program Staff in the discipline area most aligned with your artistic 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>)*

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 _____

SELECT CATEGORY

Use the drop down to select the category you are applying to – either Folk and Traditional Arts Apprenticeships, Rehearsal and Studio Space for Performing Arts or Performing Arts Residencies

FOLK AND TRADITIONAL ARTS APPRENTICESHIPS

Folk arts traditionally are transmitted from elders to younger generations in the same distinctive ethnic, regional, occupational, or religious community. Where the chain of transmission is no longer as strong as it once was, apprenticeships can stimulate the continuity of these traditional arts. *Folk and Traditional Arts Apprenticeships* provide individuals experienced in a folk art with opportunities to study with master folk artists from their own community. Priority is given to apprenticeships involving the transmission of traditions no longer widely practiced. Both the master and apprentice are expected to develop a study plan, including a series of lessons and the skills to be mastered. Support is awarded to both the master and the apprentice.

Funding Amounts: Awards will be made up to \$10,000.

NAME OF FOLK ARTISTS AND APPRENTICES

Enter: Name(s) of Master folk artist(s) and apprentice(s)

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

- Describe the folk art form to be explored during this apprenticeship. Be sure to discuss the ways this art form is currently practiced in the community where the master artist lives/works, and by whom.
- Identify the master folk artist including the individual's experience practicing the art form as well as teaching the tradition. Identify where and from whom was it learned. Identify the apprentice including the individual's experience in practicing this or any folk art form.
- Explain how the apprentice was selected. If the master and apprentice have previously worked together, please detail this past association and why an apprenticeship is needed now to develop new skills or repertoire.
- Detail the level of ability/accomplishment which can be achieved through this project. Be as specific as possible.
- Include a session-by-session study plan, discussing how this was developed and by whom. Indicate if any public presentations will occur, if the sessions will be recorded and/or who will own anything created out of this apprenticeship or any tools purchased.
- Share how the apprentice will practice the tradition after the sessions and contribute to the sustainability of the folk art form.
- Please state your total request amount, and indicate the amount of compensation you will provide to the master artist and each apprentice.

SUPPORTING MATERIALS

1. **Up to 10 visual images or up to five minutes of audio or video examples** demonstrating the artistic abilities and skills of both the master folk artist and the apprentice. Examples of musicians or storytellers must be in an audio or video format, and dance examples must be provided through video. Clearly indicate the master and the apprentice in this support material. Photographs, audios and/or video samples must be provided through a URL link. Indicate the year that each sample was recorded or photographed and the start and stop points of each video. **URLs for videos cannot be password protected and must remain live until December 31, 2021.**
2. **A letter of commitment**, signed and dated by the master artist, agreeing to accept the apprentice indicated in the application.

CRITERIA AND SCORING RUBRIC

One all-encompassing criterion will be used to assess these applications: Creativity. Panelists will consider the application questions and supporting materials to determine a single rating (5-0) for the application. Any application scoring 2 and below will not be eligible for support.

| Creativity (5-0) |
|---|
| <ul style="list-style-type: none"> - Shows innovation and/or distinctiveness in curriculum. - Master artist shows a high degree of skill in the specified art form. - Apprentices have the appropriate skill level for the proposed curriculum. - Provides opportunities to learn a traditional art form for a member or members of the community from which the tradition originates. - Preserves a traditional art form to ensure its continuation for future generations. - Compensation for artist and apprentice(s) is appropriately for the time commitment - Cost proposed for any other materials is appropriate and feasible - Curriculum is appropriately structured/feasible and stated goals are achievable |

| 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. |

REHEARSAL AND STUDIO SPACE FOR PERFORMING ARTS

Sponsored Requests are not eligible in this category.

The New York State Council on the Arts supports organizations that provide viable and affordable space for non-profit arts groups and artists. This support is intended to fund creative rehearsal time and excludes auditions, classes, workshops, and showings.

The purpose of this initiative is to provide affordable rehearsal and studio space for the general performing arts field. NYSCA-subsidized hours may not be used by the applicant organization.

Prerequisites

To be eligible to apply for Rehearsal and Studio Space, an applicant organization must meet the following minimum criteria:

- A minimum of 1,000 hours of rehearsal time each year must be utilized for the contract period at a rate of \$10 per subsidized rehearsal hour or less
- No single artistic entity may exceed more than 10% of the subsidized hours.

Organizations wishing to apply for Rehearsal and Studio Space for Performing Arts funding are welcomed and encouraged to contact Program Staff.

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

- Describe the project and include an estimate of the number of artists and organizations who will benefit from this activity, and the total number of rehearsal hours being projected for actual usage during the proposed NYSCA subsidy period. Include the days and times the space will be available during the week.
- Provide an update on project activity of this type that was funded by NYSCA in the last year, if applicable.

ACCESS

- Describe how space rental is promoted and marketed.
- What are the primary disciplines being served by this opportunity?
- On what basis do arts groups acquire the space for rental (e.g. first-come, first-served)?

RELEVANCE

- Physical Space: Describe the physical dimensions of the space (length, width, ceiling height), and the nature of the floor surface and its usable size. Note whether there are obstructing pillars and if the studios are soundproofed. Indicate the existence of dressing

rooms, rest rooms, windows allowing natural light, heating and/or air conditioning. If relevant, are the studios approved for use by Actors' Equity Association?

- **Amenities and Equipment:** Include information regarding furnishings and equipment, such as mirrors, barres, tables, chairs, music stands, pianos, etc. Include whether any sound, video and/or theatrical lighting equipment are provided. Note if additional fees are required for use of any of these items and the amount(s).

MANAGERIAL & FINANCIAL

- Provide a summary of past rental activity including the number of artists and companies served and hours utilized during calendar year 2019. What is the current rate schedule for rentals? What rate will be charged under the proposed NYSCA subsidy? Any special reductions (e.g. block booking)? What staff member determines procedures for scheduling and who provides administrative oversight of the rehearsal space program?
- Provide details on what health and safety measures have been or will be put into place to address COVID-19 concerns.

SUPPORTING MATERIALS

1. **A copy of advertisement/flyer/brochure** promoting the availability of the space.
2. **Photographs** of all studios involved in the proposal.
3. **Rehearsal and Studio Space** project budget for FY2022 (There is no required template.)

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)

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"> -Show that this program aligns with mission; -Competitive or relevant to discipline, peers or within its context; -Programs well designed; distinctiveness and innovative; | <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. -Proactively reaching out to all communities authentically. Make it easy for communities to participate. | <ul style="list-style-type: none"> -For those organizations that serve particular populations, organization serves the diversity of subgroups, cultures, and interests within stated community(ies). -Spaces, programming, office environments are accessible, ADA compliant, age-friendly, and welcoming to people of all abilities. -Space is physically appropriate to the needs of the targeted arts discipline(s) served. -Evaluation and assessment of outcomes. | <ul style="list-style-type: none"> -Demonstrates an understanding of challenges and organizational strengths and weaknesses. Has initiated creative solutions. -Demonstrate good management and maintenance of space. -Organization has shown innovation during stressful times. -Demonstrates ability to “pivot” and deliver program while remaining true to mission. |

| 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. |
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PERFORMING ARTS RESIDENCIES

Sponsored Requests are not eligible in this category.

Support for artists' fees and some administrative costs are available for a minimum 3-week residency by New York-based performing arts groups in a targeted area outside New York City. The residency must be of consecutive weeks and take place in a location in New York State outside of the applicant's home county and include a public-facing component. Goals for long-term residencies are:

- To develop audiences for the art form outside New York City.
- To encourage and develop the cultural resources of a community through interaction and collaboration between the arts group in residence and interdisciplinary professional groups and/or individuals in the area.
- To support a New York-based performing arts entity with a substantial period of work during which it may be involved not only in conducting classes, workshops, open rehearsals, and community programs, but also in the creation of a new work, and in the presentation of public performances at the culmination of the residency.
- Priority will be given to residency projects that bring underrepresented art forms into a community and region.

Prerequisites

To be eligible to apply for Performing Arts Residencies, an applicant organization must meet the following minimum criteria:

- Be a non-profit performing arts group with a recent history of NYSCA support.
- Indicate a confirmed residency host and location in your application information under the project description.
- Previous experience in conducting residency activity and programming.
- Possess administrative resources to conduct a residency for a minimum of 3 weeks.

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

- Describe the goals for this residency project and how the creative time will be utilized.
- Provide residency location, host(s), and timeframe.
- If this activity was funded by NYSCA in the previous year, provide an update on the project, include the beginning and end dates of the residency period, and a description of community educational outreach, creative endeavors, and public performance(s).

ACCESS

- Detail the marketing and audience development plan to promote your residency and public activity.

RELEVANCE

- Describe the audiences and communities to be served during this residency including community/educational outreach plans and anticipated number of public performances.

Describe how the residency and its outcomes will be evaluated.

MANAGERIAL & FINANCIAL

- What will the host(s) or sponsor(s) contribute towards the residency in terms of in-kind services, housing, food, studio/theater facilities, transportation, etc.? How much is the performance and/or residency fee?
- Provide details on what health and safety measures will be undertaken during the residency in response to COVID-19, to protect artists; administrative, house and tech staff; students; and community members.
- 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.

Supporting Materials

1. **Signed Letter of Agreement**, including financial arrangements, between host organization and arts group.
2. **Work Samples** - provide one or two cued, unedited work samples totaling no more than twenty (20) minutes, to be provided as (a) live URL link(s). Each sample must be labeled with name of artist/company, work title, year of creation and event year. **URLs cannot be password protected and must remain live until December 31, 2021.** NYSCA is not responsible for any broken, inactive or password protected links. Tip: New work samples of recent performance material are recommended.
3. **Residency project budget for FY2022** (There is no required template.)

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.

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| 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)

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| <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 demographically align with surrounding areas. -For those organizations that serve particular populations, organization serves the diversity of subgroups, cultures, and interests within stated community(ies). -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” and deliver programs while remaining true to mission. |

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