



**Council on  
the Arts**

# **SUPPORT FOR ORGANIZATIONS**

**NYSCA FY2023 Webinar Week**

**Hosted by: David Huff and Christine Leahy**

# Welcome!

- The FY2023 **guidelines** and **application manual** can be found on the FY2023 Opportunities Page on the NYSCA website:

<https://arts.ny.gov/FY2023FundingOpportunities>

# NYSCA FY2023 Funding Overview

- We are immensely grateful to Governor Hochul and our State Legislature for a record \$140 million investment in the arts
- Five NYSCA opportunities are currently open
- Capital Projects funding opportunity will open in Fall 2022



# Prequalification

- You must be Prequalified in the New York State Grants Gateway online portal at the application deadline to be eligible for funding from NYSCA. *Please note: This is a separate portal from the application portal.*
- Don't wait – start this process now!
- **Nonprofit organizations must be prequalified to do business with New York State agencies before they can compete for State grants.** The process allows nonprofits to address questions and concerns prior to entering a competitive bid process.

# Prequalification

- **New Applicants:** Please begin the Prequalification process as soon as possible.

- **Returning Applicants:** Please be sure to check their vault status.

*Hundreds of vaults are expiring in the next few months, please review your status today.*

- If you have additional questions on the Prequalification requirement, please contact us at [help@arts.ny.gov](mailto:help@arts.ny.gov) or visit our website for more information.



# Key Dates

- Guidelines posted: **May 9, 2022**
- Application portal opens: **May 24, 2022**
- Application portal closes: **July 12, 2022, at 4PM**

# Support for Organizations Overview

## Eligibility:

- Be a: non-profit organization either incorporated in or registered to do business in New York State, Native American tribe in New York State, or unit of government in New York State municipalities.
- Have your principal place of business located in New York State.
- *Is your organization unincorporated? Some opportunities offered by NYSCA permit fiscal sponsorships by an eligible non-profit organization. Please review guidelines.*



# Ineligible Activities and Costs

- 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.
- See **page 2 of the guidelines** for full list of ineligible activities and costs.
- (Note: Funding Amounts: Awards will be made between **\$10,000- \$49,500**)





# Funding Priorities

- NYSCA is committed to DEIA (**diversity, equity, inclusion, and access**)
- Serving historically underrepresented communities? These communities include, but are not limited to:
  - African American/Caribbean
  - Latino/Hispanic
  - Asian/Pacific Islander
  - Middle Eastern
  - Native American/Indigenous
  - People in geographically remote areas
  - Disabled communities
  - LGBTQIA communities
  - Neurodiverse communities
  - Vulnerable aging populations
  - Veterans; low income and
  - Homeless populations
  - Justice-involved juveniles and adults



# Registration Questions

- Organization Website
- Social Media
- Facilities: Describe location, any planned capital work, whether owned or leased and, if rented, when lease expires.
- Hours: When is your organization open to public?
- Number of people served (audience/visitors/participants) data:
  - In-person attendance 2019, 2020, 2021
  - Virtual 2019, 2020, 2021
- Organization Type and Discipline

# Narrative Questions: Creativity

- Highlight 2-3 recent examples of activities that represent your organization's **artistic /cultural vision**.
- Explain how you work with **local communities** to reflect their interests and needs in your artistic programming and other activities.

# Narrative Questions: Public Service

- Describe your organization's audience, including If your organization serves a significant number of people from historically underrepresented communities, describe your cultural programming, noting whether it is created by individuals within a historically underrepresented community.

Describe:

- efforts to expand your reach.
  - how your organization uses marketing to reach diverse communities
  - how you remove barriers (physical or economic) to participation.
- Tell us about a current alliance or local partnership that is critical to reaching a diverse audience.



# Narrative Questions: Managerial & Financial

- Board
- Staff
- Challenges
- Artists' Compensation

# NYSCA Tips on Narrative Questions

- Read the questions, tips, and rubric – before and after answering.
- Character limits: keep these in mind but remember less is sometimes more.
- Focus on clarity.
- Spell out your payment structure for artists – salary if on staff, hourly if contracted.
- Ask someone outside your organization to proofread.



# Support Material

- **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 **12/31/22**. NYSCA is not responsible for any broken, inactive or password protected links.
- **Organizational Budget** Upload the budget for the fiscal year ending 2021, and the projected budget for fiscal year 2022. Provide the same format for both and include budget notes to clarify any entries.



# How Is My Application Evaluated?

- Advisory panels play a key role in NYSCA's grant evaluation process. NYSCA selects a diverse group of professionals from across the state to fulfill the advisory panelist role.
- Each panelist evaluates and numerically rates each request against the criteria in the Funding Opportunity Guidelines. These ratings are then aggregated to one average score for each request. These ratings inform the funding recommendations made by NYSCA staff. The panels meet, with Program staff present, and have an opportunity to discuss applications.
- **Panelist nominations are now being accepted:** <https://arts.ny.gov/panelists>



# Criteria and Scoring Rubric

Creativity	Public Service	Managerial & Financial
<ul style="list-style-type: none"> <li>• Clear artistic / cultural vision that aligns with organizational mission</li> <li>• Programming that is well designed, distinctive, and innovative</li> <li>• Significant and creative contribution to the field / artists and/or public</li> <li>• Relevant programming that is inclusive of local communities</li> </ul>	<ul style="list-style-type: none"> <li>• Organization meets priority service to historically underrepresented communities</li> <li>• Organization consciously creates opportunity for communities to participate</li> <li>• Marketing/advertising is inclusive of diverse audiences</li> <li>• Spaces and programming conscientiously removes barriers, including physical access</li> <li>• Active and mutual connection with a local or artistic community</li> </ul>	<ul style="list-style-type: none"> <li>• Staff and board possess skills/experience to lead</li> <li>• Sound financial management</li> <li>• Best practices in governance</li> <li>• Best practices in artist compensation</li> </ul>



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.

# Who Should I Contact with Questions?

- For technical questions on submitting online applications or prequalification, contact [help@arts.ny.gov](mailto:help@arts.ny.gov)
- For opportunity-related questions, please contact Program Staff, view contact information here: <https://arts.ny.gov/contact>
- Submit questions at least two weeks before the application deadline.

Please note that we do not review written draft application materials.

# Next up for NYSCA

- Webinar Week continues May 16 – May 19!
  - **Please note: all webinars are recorded and posted on the NYSCA website**
- Office Hours will begin soon! Please continue to check our website!
- You can reach NYSCA staff beyond office hour sessions
- Don't wait – Prequalify! Confirm you are Prequalified.



# Frequently Asked Questions (FAQ)

## Eligibility Questions: Can I apply if...

- If I am also applying for Special Opportunities and/or Regrowth and Capacity Enhancement?
- If I am fiscally sponsored or part of a university?
- If I am currently getting multiyear support?
- If I'm not part of a priority category?



# Frequently Asked Questions (FAQ)

## Project/Program Questions:

- How do I apply for a specific program (Theatre, Music, etc.)?
- Where do I describe the project, I want to spend funds on?
- Where do I enter a request amount?
- What are the contract dates for the grant?
- How do I enter Personnel Information in the 'Use of Funds' section?



# Thank You for Joining Us!

We will now move into a live Q+A session!