

A group of young women, likely students, are shown from the chest up, wearing white polo shirts. They are all looking upwards and to the right with expressions of excitement and anticipation. Their right arms are raised high, with hands open. Many of them are wearing orange wristbands. The background is dark, and the lighting is focused on the subjects, creating a sense of energy and collective enthusiasm.

Thank you for joining the New York
State Council on the Arts' FY2024
Support for Organizations Webinar!

The webinar will begin
momentarily!



Council on
the Arts

Caption: Education Through Music/Photo: Jason DeCrow

NYSCA FY2024 Webinar Support for Organizations

**Hosted by Program Director, David Huff and Program
Director, Christine Leahy**

Wednesday, May 31 at 11AM



**Council on
the Arts**

NYSCA FY2024 Funding Overview

- We are immensely grateful to Governor Hochul and our State Legislature for their \$127 million investment in the arts.
- The FY2024 **guidelines and application manual** can be found on the FY2024 Opportunities Page on the NYSCA website: <https://arts.ny.gov/FY2024FundingOpportunities>
- Four NYSCA opportunities are currently open.
- Capital Projects funding opportunity will open in Fall 2023.



What is the first step to
apply for NYSCA Funding?

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 grant process.



Prequalification

- **New Applicants:** Please begin the Prequalification process as soon as possible.
- **Returning Applicants:** Your prequalification status expires annually. 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 or visit our website for more information, including a prerecorded webinar.



Key Dates

- Guidelines posted: **May 16, 2023**
- Application portal opens: **June 1, 2023**
- Application portal closes: **July 13, 2023 at 4PM EST**
- *Everything you need to start the process is available now!*



**Council on
the Arts**

Support for Organizations

- Offers flexible funding for organizations, not project based
- Funds activities between January 1, 2024 – December 31, 2024
- Awards will be between \$10,000 - \$49,500
- Grant amounts cannot represent more than 50% of an organization's operating expenses in its most recently completed fiscal year



Eligibility

- A nonprofit organization either incorporated in or registered to do business in New York State with a location in New York State and recognized as tax-exempt under the Internal Revenue Code section as a 501 (c) 3; or a
- State- or Federally-recognized Native American nation; or
- A unit of local or federal government in New York State.



Eligibility

Some NYSCA applicants must apply as “Sponsored Organizations.” You may have to use the “Sponsored Organizations” guidelines for your organization if:

- Your organization is not yet incorporated or
- Your organization is not recognized as tax-exempt under the Internal Revenue Code section as a 501(c) 3 or
- Your organization exists as a distinct program with a parent organization – such as a theater in a university. If this applies to your organization, please reference the “Sponsored Organization” guidelines. The application will remain the same – the Support for Organizations application.



Eligibility

Organizations that have an LLC designation are not eligible to apply to NYSCA either directly or through a fiscal sponsor. This includes Limited Liability Company (LLC), Limited Liability Partnership (LLP), or business corporation.

Did your organization have annual expenses of less than \$20,000 in your most recently completed fiscal year (as shown by your organization's profit and loss statement)? If the answer is "yes", your organization is not eligible to apply to this grant. NYSCA is unable to fund more than 50% of an organization's annual budget (the minimum award is \$10,000).

Please see our Regrant Programs for possible funding sources: <https://arts.ny.gov/nysca-regrants-andpartnerships>



NYSCA Mission and Values

Mission:

To foster and advance the full breadth of New York State's arts, culture, and creativity for all.

NYSCA Values:

- The vast diversity of New York State communities.
- Equitable engagement with the arts for people of all ages and inclusive of all backgrounds.
- Access to the full breadth of arts and culture.
- The vital role that arts and culture play in the health of the economy and people.
- The constant evolution of artmaking and creative practice.
- Creativity as a community asset.



Funding Priorities

Commitment to Underrepresented Communities: NYSCA embraces the widest spectrum of cultural expression and artistic pluralism and encourages funded organizations to demonstrate a holistic and comprehensive commitment to DEIA (diversity, equity, inclusion, and access).

NYSCA will prioritize funding to organizations that are within and serve historically underrepresented communities, although every arts/cultural organization is eligible for funding.

NYSCA interprets underrepresented communities as including, but not limited to:

- African American/Caribbean
- Latino/Hispanic
- Asian/Pacific Islander
- Middle Eastern
- Native American/Indigenous communities
- People in areas with scarce cultural resources (including rural communities)
- Disabled communities, LGBTQIA communities, neurodiverse communities, underserved older adults; veterans; low income and homeless populations; as well as justice-involved juveniles and adults.



Registration Questions

- Organization Website
- Other Social Media
- Link to board list on website
- Board list notes: Provide additional information to supplement board list, such as brief biographical information on officers, length of their terms and total years of service. For transparency, please disclose any personal relationships within staff and/or board.
- Hours: When open to public
- Number of people served (audience/visitors/participants) data:
 - In-person attendance 2021, 2022
 - Virtual 2021, 2022
- Attendance notes: please provide any additional notes that would help us to understand or break down your attendance figures, e.g., "10,000 in person attendance means 1,000 workshop students and 9,000 performance attendees" or "5,000 virtual attendance means 4,000 in publication sales and 1,000 participants in virtual reading."
- Drop-down selection for organization type



Panel Selection

- Architecture + Design Panel
- Arts Education Panel
- Dance Panel
- Electronic Media and Film Panel
- Folk Arts Panel
- Literature Panel
- Multidisciplinary Panel
- Museum Panel
- Music Panel
- Presenting Panel
- State & Local Partnerships
- Theater Panel
- Visual Arts Panel
- I don't know what panel my application should be reviewed by



Application Questions

What Best Describes Your Organization?:

- A 501(c)3 Nonprofit with Arts and Culture as the center of its mission
- A 501(c)3 Nonprofit that doesn't have Arts and Culture as the Center of its Mission, but has a significant track record of arts programming (e.g., a theater within a larger service organization)
- A program of a State or Federally Recognized Native American Nation in New York State
- A Unit of Local or Federal Government
- A semi-autonomous arts organization housed within a larger institution (e.g., an art museum within a university)
- An unincorporated arts group applying through a fiscal sponsor (Not including LLCs)



Narrative Questions: Creativity

- Provide an overview of your programs and activities. Highlight 3 recent examples of different activities that represent your organization's artistic / cultural vision.
- Identify how they align with your mission, and how they provide creative / innovative contributions to the field, artists and/or public.
- Explain how you work with local and/or artistic communities to reflect their interests and needs in your artistic programming and other activities.



Narrative Questions: Public Service

- What percentage of your total annual audience comes from historically underrepresented communities (estimate)?
 - Less than 25% - Between 25% and 50% - More than 50%
- Briefly describe your organization's audience. If your organization serves a significant number of people from historically underrepresented communities, please identify those communities here.
- Briefly describe your organization's cultural programming, noting whether it is created by individuals within a historically underrepresented community.
- Beyond your current audience, describe efforts to expand your reach. Provide an example of how your organization uses marketing to reach diverse communities.
- Describe 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 and Financial

- **Staff** – Briefly describe your organization’s staffing structure. Include descriptions of the knowledge, skills, and/or experience of up to three key staff members (maximum 4 sentences each) who lead the organization, manage finances, and manage artistic/cultural programs. Be sure to include why they are a good fit for your organization. Include a link to the full staff list on your website (if available).
- **Challenges** – Explain any hurdles your organization experienced that caused a deficit (i.e. access to foundations, corporations, private donations). Identify examples within the past five years and what steps the organization is taking to resolve this. Make sure any financial hurdles are also detailed in the notes of your uploaded budgets.
- **Artist Compensation** – If your organization works with artists, explain how they are compensated and the compensation structure utilized (e.g., staff, independent contractor, by rehearsal or teaching hour, or performance fee). Detail the number of artists involved and financial compensation including per diem.
- **If your organization’s IRS Form 990s show expenses exceeding revenue, and/or negative net assets for any of the past three years, briefly explain the cause.** Please Note: NYSCA will review the financial information on your IRS Form 990s for the past 3 years. You do not need to upload these forms. If they show consecutive years of more than 10% decline in net assets, NYSCA may require additional information to determine your eligibility for funding.
- **Total Operating Expenses:** What are your Total Operating Expenses for your most recently completed fiscal year? [\$]



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.
- Ask someone outside your organization to proofread.



Support Materials

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 or visual representation of one of the examples you described in the narrative.

For example: an excerpt of a performance, workshop, images from exhibitions, or an excerpt from publications.) Links cannot be password protected and must remain live until 12/31/23. NYSCA is not responsible for any broken, inactive or password protected links.

Organizational Financial Documents: upload organizational financial documents related to your current fiscal year and your most recently completed fiscal year. Financial documents should include both income and expenses. Please provide the same format for both years and include notes to clarify any entries. Notes should explain significant variances or provide any additional information that panelists unfamiliar with your organization may find helpful. Documents should clearly identify any in-kind income/expenses and should outline payment fees to outside artists. Documents for each year should be no more than 2-3 pages.



Expenditure Budget

	Percentage	Expense
Personnel (staff on payroll)	0	
Outside Artistic Fees & Services	0	
Other Outside Fees & Services	0	
Regrants	0	
Space	0	
Equipment (no more than \$500 max)	0	
Travel (NYS instate only)	0	
Marketing/Advertising	0	
Remaining Operating Expenses	0	
Total	100%	Sum of all lines above; Must equal 100%

Expenditure Budget Example

	Percentage	Notes on expense
Personnel (staff on payroll)	EXAMPLE: 30%	EXAMPLE: Artistic Director, \$51,234 salary, 37.5 hours/week, 12 month/year
Outside Artistic Fees & Services	EXAMPLE: 40%	EXAMPLE: Teaching artists fees at \$300 per session
Other Outside Fees & Services	0	
Regrants	0	
Space	0	
Equipment (\$500 max)	0	
Travel (NYS only)	EXAMPLE: 20%	EXAMPLE: Travel within NYS for teaching artists to present programs
Marketing/Advertising	EXAMPLE: 10%	EXAMPLE: Costs for print advertising and social media marketing placements
Remaining Operating Expenses		
Total	100%	Sum of all lines above must equal 100%

How is my Application Evaluated?

Each year, panelists play a key role in NYSCA grantmaking. NYSCA selects a diverse group of professionals from across the state to fulfill the advisory panelist role.

- Panelists' expertise spans a range of artistic practices as well as many facets of non-profit management. Advisory panelists must demonstrate expertise in at least one of NYSCA's evaluation criteria.
- NYSCA is currently seeking panelists from all 10 regions of the state.
- All FY2024 panels will be conducted virtually.
- Selection Process and Requirements: Nominations are due by June 2, 2023, to be considered for panel service this year.
- Visit our website to nominate yourself or a colleague: <https://arts.ny.gov/panelists>!



How is my Application Evaluated?

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



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.
- For opportunity-related questions, please contact Program Staff in the funding area most aligned with your organization's work. 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.



Mark Your Calendar!

- Webinar Week runs May 31-June 2! Registration links are live on the NYSCA website.
- All webinars are recorded and posted to the NYSCA website
- Office hours will begin in June – schedule is forthcoming.
- You can reach NYSCA staff beyond the webinars and office hour sessions
- **REMINDER:** Don't wait – Prequalify today! Please confirm you are Prequalified if you are a returning grantee!

Frequently Asked Questions

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?



Frequently Asked Questions

Eligibility Questions: Can I apply if...

- If I am also applying for Special Opportunities?
- 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?



Thank you!

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

We welcome your questions.