

Thank you for joining the New York State Council on the Arts' FY2024 Targeted Opportunities Webinar!

The webinar will begin momentarily!



Council on the Arts

Caption: Education Through Music/Photo: Jason DeCrow

NYSCA FY2024 Webinar Targeted Opportunities

**Hosted by Program Director, Fabiana Chiu-Rinaldi and
Program Director, Leanne Tintori**

Friday, June 2 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.
- Four NYSCA opportunities are currently open
- Capital Projects funding opportunity will open in Fall 2023
- The FY2024 guidelines and application manual can be found on the FY2024 Opportunities Page on the NYSCA website: <https://arts.ny.gov/FY2024FundingOpportunities>.



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**
- *Everything you need to start the process is available now!*



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the Arts**

Opportunity Overview

Eligibility:

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



Opportunity Overview

For FY2024 the following Targeted Opportunities are open for application:

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

Folk and Traditional Arts Apprenticeships

Funding Priorities

Folk and Traditional Arts Apprenticeships

- Apprenticeships can stimulate the continuity of traditional arts
- Presents practitioners an opportunity to study with master folk artists from their own communities
 - A detailed study plan must be part of the application
 - Support is awarded to both the master and the apprentice(s)
 - Awards are \$10,000



Narrative Questions - Apprenticeships

CREATIVITY

- Describe the folk art form to be explored during this apprenticeship and in which tradition it is rooted. 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.



Narrative Questions - Apprenticeships

MANAGERIAL

- 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.
- Indicate the amount of compensation you will provide to the master artist and each apprentice.
- A sponsoring organization is eligible to take an administrative fee of up to \$500. The fee is to be deducted from the \$10,000 grant.

**A Letter of Commitment and Audio/Visual Work Samples are also required under "Support Materials"*

Rehearsal and Studio Space for Performing Arts

Funding Priorities

Rehearsal and Studio Space for Performing Arts

- Provide affordable rehearsal and studio space for performing artists
- Open rental process– not curated
 - A minimum of 1000 hours each year must be utilized for calendar year 2024, at a rate of \$10 or less per rehearsal hour.
 - No single artistic entity may use more than 10% of the subsidized hours
 - Fiscally sponsored organizations are NOT eligible in this category
 - One request per organization
 - Awards range from \$15,000 - \$35,000



Narrative Questions – Rehearsal Space

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.
- Describe how this project fits within the organization's mission and artistic / cultural vision, its significance, and creative and innovative contribution to the field, artists and public.

Narrative Questions – Rehearsal Space

PUBLIC SERVICE

- What are the primary disciplines being served by this opportunity?
- Describe how space rental is promoted and marketed. Include plans to reach arts groups and artists from underrepresented communities.
- Describe the studio booking process.
- Physical Space: Describe the physical dimensions of the space (length, width, ceiling height), and whether there are obstructing pillars. Note any information relevant to the artists being served. For example, the nature of the floor surface for dance; soundproofing for music; or whether approved for use by the Actors' Equity Association for theater.
- Amenities and Equipment: Indicate the existence of dressing rooms, rest rooms, windows allowing natural light, heating and air conditioning. Are sound, video and/or theatrical lighting provided? Include information relevant to the artists being served, such as mirrors and barres for dance; music stands and pianos for music; and tables and chairs for theater. Note if additional fees are required for use of any of these items or equipment, and the amount(s).



Narrative Questions – Rehearsal Space

MANAGERIAL & FINANCIAL

- Indicate whether your organization has previously rented studio space to artists. What is the current rate schedule for rentals? What rate will be charged under the proposed NYSCA subsidy?
- 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.



Performing Arts Residencies

Funding Priorities

Performing Arts Residencies

- Provides an opportunity to expand the reach of artists across NY State
- Provides time for artists to create new work/engage with community
- Prioritizes projects that bring underrepresented art forms into a community/region
- Residencies must take place OUTSIDE of New York City
- Residencies must take place OUTSIDE the applicant's home county
- Must include a public performance
- Fiscally sponsored organizations are NOT eligible in this category
- One request per organization
- Awards range from \$15,000 - \$35,000



Narrative Questions – Residencies

CREATIVITY

- Provide residency location, host(s), and timeframe
- Describe the goals for this residency project and how the creative time will be utilized
- Describe how this residency aligns with the organization's mission and artistic / cultural vision, its significance, and the creative and innovative contribution of the residency to the field, artists and public



Narrative Questions – Residencies

PUBLIC SERVICE

- Detail plans for educational/community outreach and public performance(s)
- Detail the marketing and audience development plan to promote your residency and public activity. Include any specific efforts to reach underrepresented individuals and local arts groups
- Describe the audiences and communities to be served during this residency
- Describe how the residency and its outcomes will be evaluated



Narrative Questions – Residencies

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.?
- If the Host organization provides an Artist's fee to the resident company, please give details.
- How will artists be compensated by the resident company for this project? Indicate the amounts and the compensation structure to be utilized (e.g., staff, independent contractor, by rehearsal hour, or performance fee). Detail the number of artists involved.
- 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.
- Indicate prior experience in organizing and conducting residencies by the applicant's administrative staff.



NYSCA Tips on Application Questions

- You will have a separate response box for each question.
- Be sure to submit all required supporting materials.
- If you are submitting video links containing work that is longer than the allowed time, include start and stop times.
- Make sure all links are 1) not password protected, and 2) active through December 31, 2023.
- Provide samples of recent work not previously submitted for NYSCA application review if possible.



How will my application be evaluated?

Criteria

- **Folk Arts Apprenticeships:**
 - Creativity
 - Managerial/Financial
- **Rehearsal & Studio Space:**
 - Creativity
 - Public Service
 - Managerial/Financial
- **Performing Arts Residencies**
 - Creativity
 - Public Service
 - Managerial/Financial

How will my application be evaluated?

Rubric:

- Folk and Traditional Arts
- Apprenticeships

Creativity

- 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

Managerial & Financial

- 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



How will my application be 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, and innovative. • Significant and creative contribution to the field / artists and/or public. • Relevant programming that is inclusive of local communities. 	<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 that conscientiously removes barriers, including to physical access. • Active and mutual connection with local or artistic community 	<ul style="list-style-type: none"> • Staff and board possess skills/experience to lead • Sound financial management. • Best practices in health and safety measures.

Rubric:

- Rehearsal Space and
- Performing Arts Residencies



SCORING

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.



Scoring (continued)

Each criterion will be given a rating from 5-0. The application will receive an overall score which averages the applicable criteria. However, any application scoring 2 and below in any criterion will not be considered for support.

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**



Frequently Asked Questions (FAQ)

- **If I apply for Support for Organizations, can I also apply for Targeted Opportunities?**
 - Yes. You can apply for multiple opportunities, but in most cases can only submit one request per opportunity.
- **Is there a template for the project budget?**
 - No, for Rehearsal Space and Residencies you can submit the project budget in whatever format best suits your proposal (but it should include both income and expenses). Expenses for Apprenticeships should be outlined in the relevant narrative question.



Frequently Asked Questions (FAQ)

- **Must the master artist be in New York State?**
 - Yes! The master artist must live in New York State.

- **Can some of the Apprenticeship funds be used for supplies or other expenses related to the project?**
 - While the majority of funds should support the master artist and apprentices, some funds can be used to support other direct program expenses. Please describe these in the response to the relevant question and make the case for why they are appropriate.



Frequently Asked Questions (FAQ)

- **Can organizations that fiscally sponsor an apprenticeship charge a sponsorship fee?**
 - Yes, the budget may include up to 5% of the grant amount for a fiscal sponsorship fee.
- **When will I find out the decision on my application?**
 - December 2023

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. 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

- 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.

Thank you!

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

We welcome your questions.