

**NYSCA GUIDELINES
INFORMATION SESSION**

**THEATRE
PROGRAM**



**Council on
the Arts
FY2021**



Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact

Program Goals

The Theatre Program seeks to promote excellent professional theatre practice that engages the audiences of New York State in all their breadth and diversity, and that provides inclusive opportunities for theatre artists and administrators. Support is directed toward professional theatre companies with ongoing production and development programs as well as toward organizations offering in-depth services to the theatre field. From major productions of Shakespeare under the stars enchanting thousands to immersive chamber theatre pieces intriguing a handful of spectators, the Program supports work that represents the full range of today's theatrical expression. The Program is committed to support of professional theatre activity that addresses the cultural diversity of NYS and to serving underrepresented areas and audiences, including citizens with disabilities.

Program Prerequisites

- Theatre organizations must have a mission and a track record of creating and presenting professional theatre, of engaging and fairly compensating professional theatre artists, including actors, and of maintaining professional artistic and managerial standards.
- A track record of at least two seasons is required prior to application. Applicants in the Professional Performances category must have an artistic director, applicants in the General Operating Support category must have an artistic director *and* a paid administrator (W-2). Services to the Field applicants must have a paid administrator.
- Applications for interdisciplinary projects, including projects that are innovative in their use of new technology are welcomed, provided theatre is their central focus.
- Applicants may make one GOS request or one project request to the Theatre Program. Project categories are Professional Performances and Services to the Field.



Key Dates & Deadlines

Guidelines Released January 14, 2020	Application Period Begins January 28, 2020	Deadline: March 12, 2020 4PM	Award(s) Announced By EST December 15, 2020
--	--	---	--

Previous Year Statistics

- \$2.95 million awarded
- 196 grants to 194 organizations
- Grants across 27 counties and 9 REDC regions

Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact



[Overview](#)

[Categories](#)

[Program Tips](#)

[Program FAQs](#)

[CFA Application Tips](#)

[Contact](#)

- General Operating Support**
- Professional Performances***
- Services to the Field***
- Regrants and Partnerships***
(By Invitation)

* project support



Tips

- Please familiarize yourself with the Theatre Program Guidelines before calling staff with questions.
- Don't assume we know! Panelists come from all over NYS and may be encountering your work for the first time. Write with clarity and brevity. Employ facts and specifics rather than self-praise to back up your organization's accomplishments and uniqueness. Express passion for your artistic mission and work.
- Your organization's website is its public face and is the first stop for most grant reviewers. Make sure it is up-to-date, including season schedules, locations of performances and clear NYS contact information. Provide a listing on the website of your board members, including names and titles of officers.
- Some organizations post their most recent 990 on their website.
- Evidence of equity, diversity and inclusion should be discussed in terms of staffing, board membership and audience demographic as well as in choices of designers, directors, writers and performers. Include citizens with disabilities in your discussion.
- Use the Changes and Challenges question to outline any financial or administrative issues your organization faces and to discuss how you plan to address them. It's especially important to discuss how your organization is handling ongoing deficits, tax liens, etc. that may appear on your 990s or other public filings over the past three years.

Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact



Tips

Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact

- Provide detailed project budget notes for any income and expense items that are not self-explanatory. Strong project budget notes are essential in building your case for NYSCA support. Use them.
- NYSCA cannot be the sole support of a project or organization. Request amounts to NYSCA should not exceed 50% of the total cash expenses for a project request, or 25% of total cash expenses shown in the last completed fiscal year for a General Operating Support request.
- For GOS applicants, the project budget should represent the FY21 organizational budget and should exclude income and expenses for non-Theatre Program NYSCA requests.
- Double-check that you have answered all required questions and provided all required support materials for the category in which you are applying. Check that budget figures and narrative references to budgets are consistent and accurate.
- Have someone who has not read the application proofread narratives and budgets for sense and accuracy.



FAQs

Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact

Q: If my application is recommended for funding, when will I receive funding?

A: New York State Grants for FY21 will be paid beginning in January of 2021.

Q: Please discuss the support video requirement. Actors Equity does not permit us to video performances. How can my company provide the required support video?

A: The video clip is an essential part of the review process and should give a good sense of the style and context of a company's work and of the type of work for which you are seeking support. If you are unable to submit a video of an actual performance or rehearsal, please explain why in an attached Word document. Videos featuring the Artistic Director discussing the company's artistic approach and mission, as well as plans for the season to come, combined with still photos from last season's performances, are acceptable alternatives for those unable to provide videos due to union restrictions or other impediments. Actors Equity Association can provide up to date information for producers on union video regulations.

Q: What other opportunities are available for NYSCA funding for theatre companies as well as for playwrights?

A: Theatres with budgets under \$500,000 statewide may apply to the Creative Opportunity Fund at the Alliance of Resident Theatres (A.R.T/NY) <https://www.art-newyork.org/creative-opportunity-fund> rather than to NYSCA. They may also apply to their local Decentralization site in lieu of an application to NYSCA.

- Playwrights may apply for commission funding for specific projects through the NYSCA Individual Artists' Program <https://arts.ny.gov/program-guidelines>. They also may apply for NYSCA-funded fellowships at New York Foundation for the Arts <https://www.nyfa.org/Content/Show/Artists'-Fellowships>.



CFA Tips

- ✓ Prequalification is the first step; make sure your organization is Prequalified - and/or all vault documents are up to date. Make sure you have filed all your NYSCA final reports (due annually 60 days after the ending date of your contract).
- ✓ View application resources at <https://www.arts.ny.gov/about-nysca-grants>, including our application manual PDF and interactive guide at www.arts.ny.gov/application-guide.
- ✓ There are no exceptions to the CFA application deadline once the deadline has passed. It is a time-sensitive application.
- ✓ Read the questions carefully and answer them directly. Be succinct. The NYSCA-CFA application questions have word counts.
- ✓ Do use the Budget Notes section provided in the project budget.
- ✓ When uploading documents to the CFA support materials area, please combine multiple documents into one multi-page PDF. Each upload box may contain only one document.
- ✓ Remember to answer all the CFA application questions and upload all support materials requested. Do not submit hard copy to the Theatre Program.

Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact



Contact

Kathleen Masterson

Program Director

Kathleen.Masterson@arts.ny.gov

(212) 459-8826

Deborah Lim

Program Officer

Deborah.Lim@arts.ny.gov

(212) 459-8820

Overview

Categories

Program Tips

Program FAQs

CFA Application Tips

Contact



THANK YOU!

