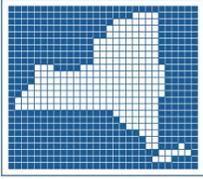


State of the Arts



NYSCA

New York State Council on the Arts
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Folk Arts

Robert Baron, Program Director, robert.baron@arts.ny.gov

The Folk Arts Program is devoted to sustaining New York State's living cultural heritage of folk arts through supporting activities designed to safeguard, present and perpetuate traditions practiced within communities. It also supports programming that enables general audiences to experience the traditional arts.

Definitions

By definition, folk arts are traditional cultural expressions through which a group maintains and passes on its shared way of life. They are practiced within and among ethnic, regional, occupational, and religious groups as well as other kinds of communities with a common identity. Traditional folk arts express a group's sense of beauty, identity, and values. Folk arts are usually learned informally through performance, by example, or in oral traditions among families, friends, neighbors and co-workers rather than through formal education. The practice of folk arts by traditional artists stems from their birthright, community membership or direct participation in the life of a community. Never static, folk arts change as they are adapted to new circumstances while they maintain their traditional qualities. The best folk artists work within artistic conventions shaped and refined over time while creating innovations recognized by other community members.

Priorities

- Appropriate compensation to artists, folklorists and arts professionals.
- Dance presentations accompanied by live traditional folk musicians, when possible.
- Development of projects in close consultation and collaboration with the communities and artists whose traditions are to be presented. Support is not available for programming involving artists who appropriate, interpret, or revive the traditions of other communities.

- Presentations grounded in the traditional modes of practicing folk art are encouraged. The Folk Arts Program does not support programming involving choreography, theatricalization, or stylization that substantially alters traditions. Strong evidence of interpretive practices which aid appreciation and understanding of a tradition's meaning and contexts, especially for unfamiliar art forms. These may include program booklets or other publications, websites, lecture/demonstrations, spoken introductions to performances, and interpretive signage to aid appreciation and understanding of a tradition's meaning and contexts. Professional direction through folklorists, ethnomusicologists or other appropriate staff or consultants for program development, field research to document artists, interpretation and the production of presentations.
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- Field research to identify artists unrecorded or unrecognized outside of their immediate communities. Applicants are also encouraged to document presentations supported through NYSCA funds.
- Collaborative initiatives carried out on a regional or statewide basis among folk arts programs.

The NYSCA grant program strives to make investments of public funds that serve all communities and people that comprise New York State's citizens and visitors. NYSCA strongly supports, values and encourages the sustained and concerted efforts of non-profit art, culture and heritage organizations to be inclusive and have its workforce, artists and programmatic offerings reflect New York State's diversity of people, geography and artistic interests.

Types of Support Available:

Applicants may make a total of two requests Council-wide, except in categories exempt from the two-limit request (see below). Applicants wishing to make two requests in the Folk Arts project categories in FY15 should first speak to Program staff regarding eligibility for General Support.

General Support is provided for organizations whose primary mission is folk arts. General Support applicants may not apply in the project categories below, and are limited to one additional request Council-wide.

Project Support is provided for applicants in the following categories:

1. Project Support

2. Folk Arts Apprenticeships
3. Regional and County Folk Arts Programs

Regrants and Partnerships Support is made by invitation from the Council only, and is *exempt* from the Council-wide two-request limit.

Technical Assistance

Technical assistance is available to any individual or organization engaged in or planning folk arts programs in New York State. It is provided through the New York Folklore Society's Mentoring and Professional Development Program for Folklore and the Traditional Arts, in partnership with the NYSCA Folk Arts Program. This program encompasses diverse formats for technical assistance, including both short-term and long-term consulting, visits to the consultant's organization to observe activities, and assistance for master folk artists to advise other artists. Support is provided to attend conferences and meetings, observe exemplary programs, and interact with colleagues.

Applications are reviewed on an ongoing basis. Funds are awarded on a non-matching basis up to the following amounts: \$1,800 for ongoing consultations, \$1,200 for short-term consultations, \$800 for quick response consultations, \$300 for travel funding for professional exchange, and \$30/hour plus travel for short-term assistance from artists.

To inquire about possible support from the Mentoring and Professional Development Program, please contact:

New York Folklore Society
E-mail: nyfs@folklore.org
P.O. Box 764
Schenectady, NY 12301
518 346-7008

Eligibility to Apply for other NYSCA Support and Exemptions from the Two-Request Limit:

Organizations applying for or receiving General Support from NYSCA may also apply for Project Support in one other program. Sponsored applicants and those funded under the following programs are exempt from the two-request limit:

Architecture and Design Program - *Independent Projects category*

Dance Program – *Rehearsal Space and Residencies category*

Electronic Media & Film Program – *Workspace, Art & Technology category* Facilities Program - *All categories*

Folk Arts Program - *Apprenticeships category*

Folk Arts Program - *Regional and County Folk Arts Programs category*

Individual Artists Program – *All categories*

Literature Program – *Literary Translation category*

Regional Economic Development Program – *All categories*

State and Local Partnership Program - *Decentralization category*

All Programs - *Regrants and Partnerships category*

Evaluative Criteria:

Grant requests are evaluated in accordance with agency-wide criteria.

GENERAL SUPPORT

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General Support represents an investment by NYSCA in an organization's ongoing work, rather than a specific project or program. General Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities.

General Support is directed toward ongoing activities of arts and cultural organizations, arts and cultural programs operated as independent entities within their own organizations, or significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based, for example, a folk arts program operated as a separate entity within a college or university, or a folklife center operating as a discrete entity within a museum.

When considering the provision and level of General Support the Council examines the nature, scope, and quality of an organization's programs and activities, its managerial and fiscal competence, and its public service.

General Support grants will be no less than \$5,000 and will not exceed 25% of an organization's budget, *based on the income and expense statement for the organization's most recently completed fiscal year*. General Support is awarded on a multi-year basis.

Eligibility Criteria:

In order to be eligible to apply for General Support, an applicant organization must meet the following minimum criteria:

- It must be a governmental or quasi-governmental entity, a tribal organization, or duly incorporated non-profit organization, either incorporated in NY State or registered to do business in NY State, with its principal place of business located in NY State; and
- Unless it is otherwise exempted from prequalification, the nonprofit must be prequalified to do business with NY State by the time of the NYSCA application submission deadline date. For more information about how to Register and Prequalify in the Grants Gateway, click [here](#).
- Its primary focus or mission must be in the discipline in which the organization is seeking General Support; or the organization must have significant ongoing activities that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing programs, exhibitions, productions or other art and cultural activities that are open to the general public; and
- The organization makes evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission is primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; and
- It must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls; and
- The organization must employ one or more qualified, salaried administrative staff; and
- It must have a viable, committed board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances; and
- It must demonstrate a consistent policy of fair payment to resident artists and teaching artists.

Application Instructions:

To align with New York State's Grants Gateway, the NYSCA application process has changed from years past.

Applicants will now need to submit information in **both** the NYSCA application portal and the Grants Gateway Grant Opportunity Portal

Through the [NYSCA application portal](#)*, applicants will submit:

1. Organization Profile
2. Organization Budget
3. Registration
4. Program Application

All of the above required submissions are available on the NYSCA website as fillable forms and are accessible to registered NYSCA account holders*.

Upon submitting the Program Application through the NYSCA portal, applicants will be able to view all four required documents in a single window. This information can then be saved as a pdf.

Copies of the four required documents must then be uploaded to the Grants Gateway Grant Opportunity Portal (See Below).

Through the [Grants Gateway Grant Opportunity Portal](#), applicants will also submit:

1. Project Budget
2. Work Plan
3. [Cultural Data Project NYS Funder Report](#)
4. Mandatory Support Materials (See Below)
5. Copies of the Organization Budget, Organization Profile and Program Application as submitted to the NYSCA application portal.

Failure to complete any of the requirements will deem applications ineligible. No exceptions will be made to this policy.

*New applicants can create a NYSCA account [here](#)

In the event that an applicant fails to submit one or more of the required materials, the application will not be eligible for review.

Also note that you must be prequalified before the Grant Opportunity Portal closes! Please be sure to check your status and clear up any outstanding deficiencies with your document vault before submitting your application!

Mandatory Support Materials for General Support Request:

The following Mandatory Support Materials must be submitted by uploading into the Pre-Submission Upload menu in the Grants Gateway Grant Opportunity Portal along with the Online Application.

Acceptable file types are: Adobe Acrobat PDFs, Microsoft Word DOC or DOCX, Microsoft PowerPoint PPT or PPTX. To submit URLs, please create a Word or PDF file with a list of URLs with any notes or description. URLs cannot be password protected and must remain live until

December 31, 2014. NYSCA is not responsible for any broken, inactive or password protected links.

In the event that an applicant fails to submit one or more of the following required materials, the application will not be eligible for review. For a more detailed description of how to submit your support materials for this application, please click [here](#) for more information.

1. *Résumés or biographical statements* of up to 3 key staff, maximum of 1 page each - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 2. *Organizational Chart* - submitted contiguous with the Online Application Form and upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 3. *Up to 5 representative marketing materials* (sample programs, flyers, catalogs or brochures) that reflect activity for the past year. Do not include press coverage, reviews or notices.- upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 4. *Website, Facebook, Twitter, YouTube, and other social media links.* We also reserve the right to review any/all of these online sources as part of your application. – upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 5. *Audio and/or visual examples and print materials representing recent public programs, presentations and/or exhibitions.* Music or oral narrative must be represented through audio or video examples, and dance through video. If the organization undertakes field research of living traditions, provide audio and/or visual examples of documentation activity, as well as sample release forms used for interviewees. Be sure to identify clearly the artist, tradition and event represented in each sample. Panels generally view no more than three minutes of video or audio, so please indicate clearly which portion of a longer sample should be viewed first. Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
 6. *A listing of folk arts events that occurred in New York State during the past year and that are planned for the coming year, including artists, venues and actual or projected attendance.* Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
 7. *Optional: Long-range or Strategic Plan* – upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 8. *Additional materials* – any additional materials you wish the Council to consider - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
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Application Narrative Questions:

Artistic/Programmatic

1. **Background**
Describe the organization and how it was established, focusing on the activities for which support is requested.
2. **Artistic/Cultural Vision**
Articulate the organization's artistic and/or cultural vision.
3. **Program Overview**
Describe programs, field research and/or services planned for the coming year. How will they help the organization to realize its artistic and cultural vision? Discuss any new programs, field research and/or initiatives that are planned for the next two years, as well as the goals and expected outcomes for these activities.
4. **Changes and Challenges**
Describe any recent significant programmatic changes, developments, and/or challenges, indicating how any challenges will be addressed.

Managerial/Fiscal

5. **Staff**
Identify the key administrative and artistic staff members responsible for this program. Detail any recent significant changes in key staff positions.
6. **Governance**
Describe the board and/or governing body in detail, including committee structure, diversity, meeting schedule, and approach to staff and fiscal oversight.
7. **Facilities**
Describe the facilities used for programming and administration.
8. **Organizational Development**
Outline the approach to institutional and succession planning, highlighting the roles of staff and board.
9. **Finances**
 - Detail plans for meeting current and future expenses, including sources of earned and unearned income.
 - Explain any current and/or recurring surplus or deficits.
 - How will the scope of the activity change if the full request for NYSCA funding is not received?
10. **Artist and Programmatic Consultant Fees**
Indicate how payment to artists and any outside consultants is determined. Please include the range of fees.

Service to the Public

11. **Constituency**
Describe the audiences and communities served.
12. **Development and Outreach**
Detail efforts being undertaken to cultivate and broaden the organization's constituency.
13. **Marketing**
Describe the organization's marketing strategies.
14. **Online Resources**
Describe the organization's use of the Internet and social media.
15. **Evaluation**
Articulate how the organization evaluates its programs, services, and/or other organizational initiatives.
16. **Community Context**
Identify the other organizations in the area that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization. Describe any partnerships or collaborations with other organizations.