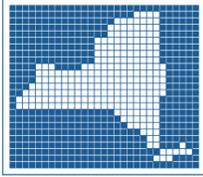


State of the Arts



NYSCA

New York State Council on the Arts
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New York, New York 10010

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Folk Arts

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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 consultants for program development, field research to document artists, interpretation and the production of presentations
- 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 Council may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. These activities are carried out with funds granted through the Regrants & Partnerships category.

Application to the Regrants and Partnerships Programs category is by invitation only.

All applicants are required to obtain staff approval prior to submitting a request in this category.

This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Services can either have a long-term role in the arts community or be developed to meet a short-term need. Some organizations may use a panel review process to determine regrant awards for their projects, while others may be limited primarily to assigning and accounting for consulting services. A working knowledge of the target audience, arts discipline, and service area is essential for those organizations receiving grant contracts in this category. Organizations applying to the Council in this category must show a willingness to reach beyond their membership in providing services or regrant awards.

Administrative costs for delivery of services can vary depending on the nature, depth, and scope of the work, but should rarely exceed 15% of project costs. Organizations receiving support for regnants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

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 to reflect in their workforces, artists and programmatic offerings 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 from a variety of arts disciplines 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.

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.

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 + 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.

Eligibility Criteria:

In order to be eligible to apply for Regrants and Partnerships 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 not otherwise exempted from prequalification, the nonprofit organization 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 Re-grants and Partnerships Support; or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline; and
- The organization must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; or the organizational mission must be primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; 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 consultants, organizations and 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 Regrants and Partnerships Requests:

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.

Accepted File Types: 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 key project staff, maximum of 1 page each.- Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
2. *Organizational chart.* - Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
3. *Up to 5 representative marketing materials* (sample brochures, promotional materials and/or application forms.) that reflect regrant or partnership activity for the past year. - 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.
5. If this is a regrant, *a list of most recent grantees*, project descriptions and grant amounts. - Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
6. *Outreach/promotional plan* for proposed regrant or partnership. - Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
7. If applicable, service-related projects must provide *evaluation materials* such as samples of surveys or feedback forms, along with outcomes/results. - Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
8. *Additional (Optional) Materials* - Please list any optional support materials being uploaded along with the Online Application Form. These materials may be important to the Application's assessment. Please label non-mandatory support materials in the preferred order of viewing (“Optional Support Material Sample #1, #2”, etc.). For video, please indicate start and stop points. - Upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.

Application Narrative Questions:

Artistic/Programmatic

1. Program Summary
Describe the regrant or partnership program, its priorities, and the constituents served. How does it differ from or complement other programs in the community or field? Provide the organizational URL.
2. Mission
How does this program relate to the organization's mission, goals and programming?
3. Scope of Activity
For ongoing regrant projects, describe the number of requests received, on average, for each of the past two years. Include the average request amount and grant amount. If this is a new request or service, project the number of anticipated requests and the range of grant amounts to be awarded.

Managerial/Fiscal

4. Staffing

Who is responsible for the administration of this project? Describe their role, detailing their duties and noting whether this is a full time, part-time or consultant position. If the coordinator has other responsibilities within the organization, describe them.

5. Governance

Describe the involvement of the board in management and program oversight.

6. Work Plan

Outline the schedule and work plan for the next granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities.

7. Finances

- Detail plans for meeting current and future expenses beyond income from NYSCA, if appropriate to the regrant or partnership project. Include sources of earned income.
- Explain any current and/or recurring surplus or deficits. How would the scope of the project change if full request for NYSCA funding is not received?

Service to the Public

8. Constituency

Describe the audiences and communities served.

9. Marketing/Outreach

What are the strategies for outreach and marketing to diverse communities, arts groups and artists, including those not currently served by the program? Include details about any technical assistance resources for emerging artists and arts groups.

10. Selection Process

Describe the application and selection process, noting what is required of applicants, restrictions, and whether there is a panel review. If applicable, describe the composition of the panel and the review process.

11. Evaluation

How is the effectiveness of this program evaluated and assessed? Has evaluation led to change in the program? Describe the benefits of this regrant or partnership to the community and general public.

12. 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.

13. Support Materials

Please list all of the support materials and/or work samples being submitted. These materials are critical to the application's assessment.