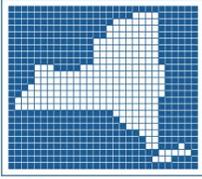


State of the Arts



NYSCA

New York State Council on the Arts
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Theatre

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NYSCA offers support to professional theatre companies with ongoing production and development programs, and service organizations that build and reinforce administrative and institutional skills, provide resources and information, assist in the professional development of artists, and enhance education about and access to theatre for all audiences.

Funded applications reflect the full range of theatrical expression. Traditional forms (classic, contemporary and musical theatre) and experimentation that crosses disciplinary boundaries, as well as proposals that are creative and experimental in their use of new technology are welcomed. NYSCA encourages performances that reach under-served audiences and constituencies, activities that provide opportunities for diverse artists and administrators, and imaginative approaches to theatre for young audiences.

Organizations and/or individuals requesting support for Theatre Artist Commissions should refer to the Individual Artists guidelines.

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 Theatre 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 theatre. 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. Professional Performances
2. Services to the Field

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

Technical Assistance:

The Theatre Program offers a limited amount of technical support to its grantees in such areas as board development, fundraising, marketing and organizational planning. Funding is directed to consultants for their work with an organization that receives ongoing Program support. The Program's technical assistance fund is administered by Alliance of Resident Theatres/New York (ART/NY). Please consult with Program staff for further information about technical support.

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.

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 museum, a dance company, a performing arts center operated as a separate entity within a college or university, or a theatre program operating as a discrete entity within a multi-arts center.

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 \$5000 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 exercise 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:

Only complete NYSCA applications are reviewed for funding support by the Council. A complete NYSCA application includes:

Pre-application Submissions –

1. *The Organization Profile* - completed prior to Application submission by filling out and submitting through the NYSCA website. To log in to the NYSCA website* and to submit your Organization Profile click [here](#). Upon login, the Organization Profile link will appear in the gray left hand column.

2. *The Organization Budget* - completed prior to Application submission by filling out and submitting through the NYSCA website along with the Organization Profile. To log in to the NYSCA website* and to submit the Organization Budget [click here](#). Once you have logged in and completed the Organization Profile page, the Organization Budget link will appear in the gray left hand column.
3. *The Cultural Data Project New York State Funder's Report*, along with the audit or financial statement relied on to complete the CDP Funder's Report. This should be prepared prior to the application date and uploaded into the CDP website.

Application Submissions -

1. *Applicants must submit a completed Online Application form* with clear and sufficient responses to all questions. Beginning in FY15 the online Application is no longer filled out and submitted through the NYSCA web site. The NYSCA Application Forms can only be accessed and submitted through the new [Grants Gateway Grants Opportunity Portal](#). A complete Application is comprised of the following components:
 - *a copy of the Organization Profile*, uploaded into the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal
 - *a copy of the Organization Budget*, uploaded into the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal
 - *a copy of the Cultural Data Project New York State Funder's Report **and** the most recent audit or financial statement relied on to complete the CDP Funder's Report*, uploaded to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal
 - *all Mandatory Support Materials for the General Support Request (as listed below)*
 - *the funding request -please note that the request amount may not exceed 25% of the total Project Budget.*

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

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.

Mandatory Support Materials:

The following Mandatory Support Materials for a General Support Request must be submitted with the Online Application into the Grants Gateway Portal.

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. *Samples of materials that demonstrate the work of the organization.* All to be uploaded into the Grants Gateway. These may include, but need not be limited to:
 - Video documentation of past performances, workshops or arts activities. Panels view no more than three minutes of video, so please indicate clearly which portion of a longer sample should be viewed first. Note what phase of the project the sample represents (e.g., “fifth week of ten-week session,” “culminating event,” etc.)
 - Evaluation/assessment forms or related materials.
 6. *Long-range or Strategic Plan* – if applicable, upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 7. *Additional materials* – if applicable, label the material as “additional material #1, #2, etc., and upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
 8. *Producing organizations must upload a supplemental form with information for the current season and the previous season* that includes: name of play/production; author; director; number of performances; AEA contract (if applicable); range of artists’ fees for actors, designers and director; and range of ticket prices.
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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 and/or services for the coming year and how they will help the organization to realize its artistic and cultural vision. Discuss any new programs and/or initiatives that are planned for the next two years, the goals in undertaking these activities, and the expected outcomes.
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. Include sources of earned and unearned income. Explain any current and/or recurring surplus or deficits.
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.