

**New York State Council on the Arts**

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**Theatre**

TBD

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For complete instructions on how to apply to NYSCA's FY2016 Grant Program, please [click here](#).

**Program Goals**

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.

## Program Information

### 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 FY16 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.

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### 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.

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### 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*

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### **Evaluative Criteria:**

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

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### **Program Eligibility Criteria:**

In order to be eligible to apply for NYSCA Theatre 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](#).
- The timely submission and staff approval of all mandated Final Reports is required before an application can be considered for funding. Please sign in to the NYSCA website and view the Organization Home Page on the online grant application system to review the reports that are due, overdue, or incomplete.

- Its primary focus or mission must be in the discipline in which the organization is seeking 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.
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**Program Questions:**

*All applicants to the Theatre Program must complete the following questions*

**1. Staff**

Identify the key administrative and artistic staff members responsible for this program. Detail any recent significant changes in key staff positions.

**2. Governance**

Describe the board and/or governing body in detail, including committee structure, diversity, meeting schedule, and approach to staff and fiscal oversight.

**3. 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. Remember to include any financial notes in the Project Budget area.

## Category Specific Information & Questions:

*Applicants are also required to complete those questions that correspond to the category for which they are applying.*

### General Support

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.

Sponsored Projects are Not Eligible for Support in this Category.

### General Support 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. Facilities**

Describe the facilities used for programming and administration.

#### **6. Organizational Development**

Outline the approach to institutional and succession planning, highlighting the roles of staff and board.

#### **7. 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***

#### **8. Constituency**

Describe the audiences and communities served.

#### **9. Development and Outreach**

Detail efforts being undertaken to cultivate and broaden the organization's constituency.

#### **10. Marketing**

Describe the organization's marketing strategies.

#### **11. Online Resources**

Describe the organization's use of the Internet and social media.

#### **12. Evaluation**

Articulate how the organization evaluates its programs, services, and/or other organizational initiatives.

#### **13. 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.

## Professional Performances

Professional theatre companies and multidisciplinary arts organizations that stage at least one public production per year may apply for support in this category. NYSCA also encourages and supports the development of emerging theatre companies that demonstrate artistic potential and/or accomplishment. Funding can be directed toward artists' fees or salaries and production expenses.

All sponsored organizations to the Theatre program must apply under this category.

### Prerequisites:

- The company must have produced for two seasons before applying for support;
- The company must stage at least one public production per year; and
- The company must have an artistic director; and
- Applicants must be able to demonstrate in their budgets that fees are paid to artistic personnel.

### Professional Performances Questions:

#### *Artistic/Programmatic*

##### 1. **Background and Artistic/Cultural Vision**

Describe the growth and development of the organization. Note the organization's artistic vision and key individuals involved in the work.

##### 2. **Program Overview**

Describe the activity planned for the request year. Detail how the artistic work supports the organizational mission. For first-time applicants to this category: discuss the production activity over the last two seasons.

##### 3. **Development/Challenges**

Describe any recent programmatic changes, developments and/or challenges. Indicate how challenges will be addressed.

##### 4. **Facilities/Collaborations/Touring**

Describe office and performance facilities. Has the organization engaged in any recent collaborations or co-productions? Are there plans for this type of activity? If touring is involved, please describe that activity.

#### *Service to the Public*

##### 5. **Constituency**

Describe the audiences and communities served by the organization. Detail efforts being undertaken to cultivate and broaden its constituency. Are there members or subscribers?

## 6. Marketing/Online Resources

Describe all marketing efforts, both organizational and programmatic. Have there been any recent changes in the approach to marketing? Describe the use of online resources and social networking sites in the marketing plan.

## 7. Evaluation

How does the organization evaluate its programs, services and/or initiatives?

## 8. Development and Outreach

Describe outreach activities, including education programs, discount ticketing, talk-backs, newsletters, etc. Describe any outreach to under-served populations, community-based organizations, or social service agencies.

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## Services to the Field

Services to the Field offers support for service organizations and for activities that provide managerial, artistic or information services to individual theatre artists and/or organizations. These services may include publications, professional development through workshops, symposia and roundtables, managerial support, information resources, projects that utilize technology, subsidized space for rehearsals and performances, festivals, and initiatives extending beyond the scope of an organization's general programming.

*New applicants to this category must contact NYSCA staff before submitting their request. And all other applicants are always encouraged to contact NYSCA staff well before the application deadline.*

## Prerequisites

Applicants must be able to document a history of providing service(s) to the Theatre field of New York State.

Sponsored Projects are Not Eligible for Support in this Category.

## Services to the Field Questions:

### *Artistic/Programmatic*

#### 1. Program Overview

Describe the services to be offered. Note how these services support the mission and other activities of the organization. If this is a service organization, outline the range of services that it provides.

#### 2. Program Context

Describe the significance of the proposed services for the targeted community to be served.

### 3. Changes and Developments

Describe any recent programmatic changes, developments and/or challenges, indicating how any challenges will be addressed.

#### *Managerial/Fiscal*

### 4. Facilities

Describe the office and other facilities. Will the proposed activity require the use of additional space? If so, please describe.

#### *Service to the Public*

### 5. Audience

Describe the audiences and communities served by the proposed service.

### 6. Marketing

Describe marketing efforts for the proposed service. Have there been any recent changes in the approach to marketing? Describe the use of online resources and social networking sites for this particular project.

### 7. Evaluation

How does the organization evaluate this program?

### 8. Outreach

Describe overall outreach activities, including education programs, discount ticketing, talk-backs, newsletters, etc. Describe any outreach to under-served populations, community-based organizations, or social service agencies.

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## Regrants & Partnerships

Application to the Regrants & Partnerships Programs category is by invitation only. Applicants are required to get staff approval prior to submitting a request in this category.

This category is exempt from the Council's two-request limit. 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.

This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Services can 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 regrants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

Sponsored Projects are Not Eligible for Support in this Category.

## **Regrants & Partnerships 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. 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.

### ***Service to the Public***

#### **5. Constituency**

Describe the audiences and communities served.

#### **6. 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.

#### **7. 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.

## 8. 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.

## 9. 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.

## 10. Support Materials

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

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### Support Materials

Support Materials must be submitted by uploading each into the Pre-Submission Upload menu in the Grants Gateway Grant Opportunity Portal.

Acceptable 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, 2015. 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.

### Program Support Materials:

*All applicants to the Theatre program  
must submit the following support materials*

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, brochures, show announcements or flyers) that reflect activity from two recent productions. 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.* NYSCA reserves 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.

**Category Specific Support Materials:**

*Applicants are also required to submit those support that correspond to the category for which they are applying.*

**General Support/ Support Materials:**

1. *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:
    - a. 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.)
    - b. Evaluation/assessment forms or related materials.
  2. *Long-range or Strategic Plan* – if applicable, upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
  3. *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.
  4. *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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### **Professional Performances Support Materials:**

1. *Sample playbills from 2 recent productions* - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
  2. *Additional materials* – if applicable, label the additional material as “Additional Support Material #1, #2, etc.”, and upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
  3. *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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### **Regrants and Partnerships Support Materials:**

1. If applicable, service-related projects must provide evaluation materials such as samples of surveys or feedback forms, along with outcomes/results.
2. *Long-range or Strategic Plan* – if applicable, upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application