

community

2012 ARTS FUND

for organizations in albany, rensselaer and schenectady counties

FUNDING FOR COMMUNITY ARTS AND CULTURAL PROJECTS

Art\$Grants funds will be distributed to community organizations in Albany, Rensselaer and Schenectady counties for community arts and cultural projects.

PURPOSE

The Arts Center of the Capital Region administers the Community Art\$Grants program to address the developmental needs of a thriving arts community, serving the residents of Albany, Rensselaer and Schenectady Counties. The program provides grants to enhance access to arts in diverse communities throughout the region, supports the development of rich and varied arts experiences of highest quality and encourages artistic expression in all disciplines and in their various forms.

THE ARTS CENTER'S MISSION

To engage individuals in the making and experiencing of the arts

GRANT DESCRIPTION

This is a competitive process. Not-for-profit organizations may apply for project support for up to three projects. Organizations may request up to a total of \$5000.

important!

REQUIRED ATTENDANCE AT GRANT SEMINARS

All applicants, new and returning, are required to attend an application seminar. See section A of the application for seminar dates. RSVP to Lauren Hittinger at (518) 273-0552 x229 or lauren@artscenteronline.org. If you are unable to attend a seminar, you may make an appointment meet individually with the grant administrator before September 1, 2011.

FOR MORE INFORMATION & TECHNICAL ASSISTANCE

Visit www.artscenteronline.org or contact Lauren Hittinger at (518) 273-0552 x229 or lauren@artscenteronline.org.

DEADLINE

All project applications must be received by October 1, 2011 at 5:00 p.m. This is not a postmark deadline. Applications received after the deadline will not be considered. Electronic and faxed applications will not be accepted. Incomplete/incorrect applications will not be returned for revision and will be submitted to the panel as is.



The Arts Center
of the Capital Region

The Art\$Fund program is funded by the State and Local partnership program of the New York State Council on the Arts in collaboration with The Arts Center of the Capital Region.

A. APPLICATION SEMINARS

ALL APPLICANTS ARE REQUIRED TO ATTEND AN APPLICATION SEMINAR OR MEET INDIVIDUALLY WITH THE GRANT ADMINISTRATOR prior to 9/1/11. Registration is required; contact Lauren Hittinger at 273-0552 x229 or lauren@artscenteronline.org. Attendees may schedule one-on-one appointments before and after seminars.

Application seminars will be held at the following locations, dates, and times:

July 21	Thursday	5:30 p.m.	The Arts Center of the Capital Region	265 River Street, Troy
July 27	Wednesday	12:00 p.m.	Petersburgh Public Library	69 Main Street, Petersburgh
July 28	Thursday	12:00 p.m.	Proctors	432 State Street, Schenectady
August 2	Tuesday	5:30 p.m.	Rotterdam Public Library	1100 N. Westcott Road, Schenectady
August 11	Thursday	5:30 p.m.	Altamont Public Library	105 Park Street, Altamont
August 13	Saturday	10:00 a.m.	The Arts Center of the Capital Region	265 River Street, Troy
August 24	Wednesday	12:00 p.m.	Albany Public Library- Main Branch	161 Washington Avenue, Albany
August 29	Monday	12:00 p.m.	The Arts Center of the Capital Region	265 River Street, Troy

B. ELIGIBILITY

To be eligible for a Community Art\$Grant, an organization must meet each of the following criteria:

- 1) The organization must be an established association or institution whose earnings do not benefit any individual. Evidence of this status must be presented in the form of ONE of the following:
 - IRS letter of tax-exempt status (501c3)
 - Receipt from the Department of State, Office of Charities Registration
 - Charter issued by the Board of Regents under Section 216 Education Law
 - Letter on official letterhead, signed by the appropriate county, city, town or village executive or departmental official
 - Acceptance form for incorporation under Section 401 of not-for-profit law
- 2) The organization must be leagally registered with an address located in Albany, Rensselaer or Schenectady County and the program services for which funding is being requested must be executed within these three counties.
- 3) The organization may not exclude persons because of disabilities, religious preference, age, gender, ethnic background or other practices prohibited by provision of the 1991 American with Disabilities Act, Fair Labor Standards, and Affirmative Action Policies.
- 4) The following are NOT eligible for funding:
 - Organizations currently applying directly to the New York State Council on the Arts for 2012, regardless of the application's status;
 - Public or private schools, their affiliates or components or activities which exclusively serve a student audience with no public component;
 - Four-year public universities and colleges;
 - New York State agencies and departments.
- 5) ALL APPLICANTS ARE REQUIRED TO ATTEND AN INFORMATION SEMINAR OR MEET INDIVIDUALLY WITH THE GRANT ADMINISTOR, REGARDLESS OF THE ORGANIZATION'S APPLICATION HISTORY. See Section A for more information.

C. PROJECT GRANT FUNDING POLICIES

Community Art\$Grants do not fund the total cost of a program. Organizations that have been funded once or not at all in the past five years may request up to 80% of program costs. Applicants that have been funded twice or more in the past five years may request up to 60% of their program costs. Organizations are required to seek other sources of revenue that can be committed to the project in addition to this grant. This is a competitive process and organizations receiving repeated funding should be aware that the grant panel expects to see indications of organizational growth, as well as progression in projects.

D. REPEAT APPLICANTS

Previously funded projects and organizations are reviewed anew in the context of current grant panel policies and are judged within the pool of current applications. Applicants that have been funded twice or more in the past five years may request up to 60% of their program costs. Past funding is not a guarantee of continued support.

E. FUNDING SUPPORTS

- Collaborations between new, emerging, and mature community arts organizations with artists
- Programs with high artistic merit, strong community outreach and feasible plans that will encourage attendance numbers
- Projects which expand the diversity of an organization's audience
- Previously funded projects must clearly exhibit expansion, improvement and intention to evolve

F. FUNDING CRITERIA

The following specific criteria are used by the panel when considering requests:

- Clear project objectives
- Artistic merit of the project and quality of the presenter
- Uniqueness of the project in terms of other offerings in the region
- The reach of the project and projected participation numbers
- Feasibility of the project and the organization's financial stability and capacity to effectively carry out the project
- The degree to which the project will allow the organization to expand the diversity of its audience
- Effective and feasible plan for successful community outreach and program publicity
- Public accessibility to participate in/attend the program, considering factors such as cost, location and facilities

G. RESTRICTIONS

Funds may not be awarded for the following:

- Equipment or capital expenditures
- Expenditures for the establishment of new organizations
- Scholarships and Fellowships
- Cultural Activities restricted to or primarily targeting an organization's memberships
- Programs designed to serve an existing group, in-school activities, and other projects not open to the general public
- Art programs that are recreational, rehabilitative or therapeutic
- Budget requests that are greater than an applicant organization's project expenses minus total project income
- Entertainment costs (e.g. theater parties, museum openings, receptions and fund raising benefits)
- Acquisitions of works of art
- Fees to children for their time as "professional artists"
- Non-arts related programs, including circus, magic, entertainment-only and other activities that are not specifically art-related
- Cash prizes, juried shows or awards to students

H. SUBMITTING YOUR GRANT

- All applicants must submit 14 copies (an original + 13 copies) of the complete application (narrative and Excel budget form) and required attachments as indicated on the cover sheet.
- DO NOT ENCLOSE APPLICATIONS IN FOLDERS OR REPORT COVERS; NO BINDING, PAPER CLIPS OR REPORT CLIPS; STAPLE ONLY. EVERYTHING MUST BE COLLATED INTO 14 PACKETS FOR EACH OF THE PANELISTS.
- THE FIRST PAGE OF YOUR APPLICATION MUST BE THE COMMUNITY ARTS GRANT COVER PAGE; DO NOT CREATE YOUR OWN COVER.

I. REVIEW PROCESS

- The grant administrator will conduct a preliminary reading of all applications to determine completeness and accuracy. INCOMPLETE/INCORRECT APPLICATIONS WILL BE SUBMITTED TO THE PANEL AS IS. NO REVISIONS WILL BE ALLOWED AFTER THE DEADLINE.
- Applications are distributed to panel members selected from the Capital Region to serve on the grant panel and make funding recommendations.
- The authority to make final funding decisions resides with The Arts Center of the Capital Region's Board of Directors.
- All rules governing the grants panel are formulated within NYSCA guidelines and are subject to approval by The Arts Center Board of Directors.
- This is a competitive process. Simply meeting the eligibility requirements is not an assurance of funding.

J. APPEALS

Appeals will be considered on the following grounds of: Non-presentation of information by staff or panelists; Misrepresentation of information by staff or panelists; Improper procedures

K. GRANTEE RESPONSIBILITIES

- Notify Arts Center of all funded event dates and provide complimentary tickets to The Arts Center, if needed, so that an audit may be conducted by a staff member or panelist
- Provide copies of publications and promotion materials related to the funded projects
- Use the proper credit statements in acknowledging the Arts Center of the Capital Region and NYSCA's support on all publicity and programs (grantees will be provided with logos and statements).
- File a final report within 30 days after the conclusion of the project or before January 31 of the following year (whichever comes first)
- Grantee must notify the grant administrator if major changes are made from the original proposal and should alert Lauren Hittinger if there are difficulties fulfilling the obligations of the agreement.
- Funded projects must be completed by December 31, 2012.

application + instructions | deadline: 10|01|2011 at 5pm

NARRATIVE TIPS

- Answer only the questions being asked.
- Answer all questions, paying attention to each piece of information requested within each question.
- Keep historical and background information brief. If it is necessary to place the request in context to make a strong argument for support, it should briefly appear later in the narrative.

NARRATIVE INSTRUCTIONS

- Answer the narrative questions on a separate sheet of paper. YOUR NARRATIVE (QUESTIONS 1-7) SHOULD TOTAL NO MORE THAN 3 PAGES.
- Do not use folders or report covers.
- No binding, paper clips or report clips; staple only. Everything must be collated into 14 packets for each of the panelists.
- Do not create a cover page; the first page of your application must be the Community Art\$Grant cover page.
- Use 10-point Tahoma font, single spaced.
- Label each page with your organization name.
- ADHERENCE TO THE WORD LIMIT IS IMPORTANT!
- If you are requesting funding for more than one project, attach separate budgets and narratives for the second and third projects to your cover page.

1. MISSION & GOALS (75 word limit) Describe the mission and goals of the organization.

----- *Beyond this point, please provide a separate narrative (each clearly labeled) for each project you are proposing* -----

2. PROJECT DESCRIPTION (250 word limit) Describe in detail. What is the project title? Describe the project.

3. PROJECT TIME & PLACE (75 word limit) Where will take place? What are the project start and end date(s)?

4. ARTISTS (150 word limit) Who are the artists and what are their fees? What will their role be in the project? Why have you chosen these artists?

5. COMMUNITY (150 word limit) What is the community's role in this project? How will the community benefit?

6. AUDIENCE (150 word limit) Who is the audience for which the project is intended? Please explain specifically how this project will diversify your organization's current audience. How will this project appeal to people of diverse age, income, geographic locations, abilities, races, religions, and cultures? What is the rationale for engaging this audience?

7. REPEAT PROJECT (100 word limit) If this project has been funded by an Art\$Fund grant in the past, how will this project be improved, expanded, and/or evolved from past grant years?

8. PROJECT EVALUATION (75 word limit) Conducting evaluations of your project can pinpoint its strengths and weaknesses, leading to further success in the future. Please explain exactly which components of the program will be evaluated and methods you will use. If a similar project has been funded in the past, explain how past evaluation information will be used to improve this project.

9. PUBLICITY & MARKETING (100 word limit) Outline the publicity and marketing strategies for this project. Report any effort to reach rural, low-income, disabled, young, elderly, and/or minority populations. Describe how you will reach and appeal to the communities you intend to serve, especially if this is not your organization's current audience.

10. PARTIAL FUNDING ADJUSTMENTS (75 word limit) Those who are awarded grants typically receive only partial funding. State the adjustments you will make to your program and budget if you are not funded in full. How will the funds granted be spent? Specifically, how will you scale back your project if you are not funded in full?

11. BUDGET NARRATIVE (150 word limit) For any anticipated income, explain the steps you have taken to acquire this funding. Explain how you will compensate for any anticipated funding that does not actualize. Explain any expense and income sources related to this project that may not be clear. PLEASE READ THE BUDGET INSTRUCTIONS!

12. ESTIMATED PARTICIPATION/BENEFIT (Please provide numbers only, no narrative)

of artists participating, # of youth participating, # of individuals benefitting (= artists+youth+audience)

application + instructions | deadline: 10|01|2011 at 5pm

BUDGET INSTRUCTIONS

The 2012 Community Art\$Grants budget form is in an Excel Workbook. To download the budget form, visit www.artscenteronline.org, and click on Grants/Organizations. Please keep a save digital copy of your budget; you will need the file if you are funded.

Overview: The 2012 ART\$GRANT budget form is in Microsoft Excel. You are required to type your budget into this form.

- Rows will not expand to accommodate the amount of information entered. Please note, lengthy explanations or lists should be in the budget narrative, rather than the budget form.
- To avoid mathematical errors, this form has been formulated to automatically total entries for Revenue and Expenses.
- Error Message: ART\$GRANT budgets must balance, meaning that the Revenue plus the Art\$Grant request should equal Expenses. If your budget does not balance, this form will tell you not only that it doesn't balance, but why. (See "Does your budget balance?" item)
- Percentage funded by the Art\$Grant: All Community Art\$Grant applicants must derive revenue from other sources for their programs. Organizations that have never or once been funded by a Community Art\$Grant must seek 20% of the total program costs from a source OTHER THAN the Art\$Grant program. Organizations that have been funded twice or more must acquire 40%. This form has been formulated to automatically calculate the percentage of your budget which will be funded by an Art\$Grant. Be sure you know which years, if any, your organization has applied for a Community Art\$Grant. If you are uncertain, contact The Arts Center.
- Notice the "tabs" at the bottom of the workbook. Clicking on these will allow you to move between "worksheets". The first two worksheets are used for your application. The last two are used in the final reporting process if you are funded.
- Complete the tabs marked "proposed cash budget" and "proposed in-kind budget."
- Fill in columns A & B on the Budget form, entering the revenue (minus the Art\$Grant) and the total project expenses. Your totals will automatically appear in the grey boxes. "Art\$Grant request" indicates the amount of funding you may request.
- Use column C to indicate which expenses the Art\$Grant funds would be used to address. YOUR TOTAL FOR COLUMN C MUST MATCH YOUR TOTAL IN THE GREY ART\$GRANT REQUEST BOX.

Tips for Completing the Budget Form – Revenue

- DO NOT INCLUDE IN-KIND IN THE REVENUE SECTION! List only cash income under the Revenue section. In-kind donations do not count toward the match.
- Earned income is income the organization derives from regularly scheduled programs (as opposed to fundraising), such as classes, admissions or sales.
- Be specific. Indicate how a given number was generated. (For instance, 200 tickets @\$12 per ticket.)
- Do NOT include your Art\$Grant request under contributed income. Contributed income can be from individuals, corporate donations, government grants other than the Art\$Grant, or by assigning all or a portion of income from fundraisers to this project.
- Be sure to list all other sources of contributed income.

Tips for Completing the Budget Form – Expenses

- Personnel refers to paid staff who receive a W-2 form for income tax purposes. You can assign a percentage of a paid staff person's salary to the costs of the Art\$Grant-funded program or project.
- An outside professional is a sub-contractor who receives a 1099 for income tax purposes. Remember, if an outside professional donates professional services, that information should be listed on the separate In-Kind Donations form, not in this budget.
- Be sure to detail how the expense was generated. For instance, 10 hours @ \$25 per hour.
- Detail all remaining operating expenses. Use a separate sheet if necessary.
- Total Project Expenses: This is the total cost of this project.
- Art\$Grant Request: This is the amount that will be paid for with Art\$Grant funds.
- Remember, you must meet your required cash match.
- ART\$GRANT requests may not be for less than \$500 or more than \$5,000.

Prioritizing Your Art\$Grant Request

- Funds to pay artists' fees, to provide free or low-cost performances, and for programs that reach underserved communities are considered high priority Art\$Grant requests.
- Review the guidelines for a list of lower priority items or items that cannot be funded by Art\$Grants. Consider assigning all or most of the cost for these items to your catch match, rather than to your Art\$Grant request.
- Art\$Grant funds cannot be used to pay activities outside of Albany, Schenectady and Rensselaer Counties.

In-Kind Gifts

- When denoting in-kind gifts, include only professional services that you would otherwise have to pay for (legal, accounting, graphic design, etc.).
- Do not include volunteer hours for clerical/administrative work such as envelope stuffing, gallery-sitting, filing, shredding, etc.

Community

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application cover page | deadline: 10|01|2011 at 5pm

Organization Legal Name _____

Organization Street Address _____

City _____ County _____ State _____ ZIP _____

Organization Website _____

NYS Assembly District # _____ NYS Senate District # _____ US Congressional District # _____

Contact Person Name _____ Title _____

Daytime Phone _____ Cell Phone _____

E-Mail Address _____

Alternate Contact _____ Title _____

Daytime Phone _____ Cell Phone _____

E-Mail Address _____

Year of Organization Incorporation _____ Organization's Total FY Budget \$ _____

Has your organization ever directly applied to the New York State Council on the Arts? Yes No If yes, what year? _____

List the two most recent years in which your organization has been funded by a Community Art\$Grant: _____

Grant Request(s) | You may submit up to 3 projects, totaling no more than \$5,000.

1. \$ _____ Total Project Budget \$ _____ Project Title: _____

2. \$ _____ Total Project Budget \$ _____ Project Title: _____

3. \$ _____ Total Project Budget \$ _____ Project Title: _____

Total Community Art\$Grant Request \$ _____

The undersigned certifies that he or she: Is the principal officer for the organization with authority to obligate it; has knowledge of the information presented in the application; and has read and accepted the guidelines of the Community Art\$Grant and all its policies and procedures.

Executive Director or Administrator Signature _____ Date _____

Name (Please Print) _____ Title _____

Board Officer Signature _____ Date _____

Name (Please Print) _____ Title _____

community

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application checklist | deadline: 10|01|2011 at 5pm

Remember:

- Applications must be received by The Arts Center by 5:00 p.m. on October 1. THIS IS NOT A POSTMARK DEADLINE.
- INCOMPLETE/INCORRECT APPLICATIONS WILL BE SUBMITTED TO THE PANEL AS IS. NO CHANGES WILL BE MADE TO APPLICATIONS AFTER THE DEADLINE.
- Neatness, clarity and accuracy count!

Eligible applicants will have attended an information seminar. Please check the seminar you attended:

- | | | | |
|--------------------------|-----------|------------|---------------------------------------|
| <input type="checkbox"/> | July 21 | 5:30 p.m. | The Arts Center of the Capital Region |
| <input type="checkbox"/> | July 27 | 12:00 p.m. | Petersburgh Public Library |
| <input type="checkbox"/> | July 28 | 12:00 p.m. | Proctors |
| <input type="checkbox"/> | August 2 | 5:30 p.m. | Rotterdam Public Library |
| <input type="checkbox"/> | August 11 | 5:30 p.m. | Altamont Public Library |
| <input type="checkbox"/> | August 13 | 10:00 a.m. | The Arts Center of the Capital Region |
| <input type="checkbox"/> | August 24 | 12:00 p.m. | Albany Public Library- Main Branch |
| <input type="checkbox"/> | August 29 | 12:00 p.m. | The Arts Center of the Capital Region |
- Met with an Arts Center staff member [Lauren or Jill] in a one-on-one meeting on [date] _____.

Eligible applications will include the following *in the order listed*:

- Original application, labeled "Original" with a sticky note. See below for additional items to be attached to the original application.
- Completed application checklist
- 13 copies (original + 13 copies = 14 copies total) of the complete application and all support materials, which will include:
 - Completed and signed cover page
 - Narrative, following all instructions and totaling no more than three pages
 - Completed and balanced budget form; YOU MUST USE THE COMMUNITY ART\$GRANTS EXCEL BUDGET FORM. Any application that does not use the official Community Art\$Grant Excel budget form will not be considered.
 - List of major artistic and administrative personnel associated with your project
 - Resumes or other specific artistic background information of principle artists involved
 - No more than THREE SHEETS (these may be double-sided) of pertinent supplementary material such as news articles, flyers, brochures etc. about the arts projects your organization has undertaken. NO BOOKLETS, CDS, OR DVDS; THE PANEL WILL NOT VIEW/HEAR THESE.

Attached to the original application only, include the following:

- A list of the organization's Board of Directors
- Proof of not-for-profit status as outlined in the eligibility section. The New York State and Local Sales Tax Exemption Form is not an acceptable form of proof of not-for-profit status.
- The organization's last complete year's financial statement or annual report. Do not send form 990 income tax return.

Did you follow the instructions?

- Do not use folders or report covers.
- No spine binding, paper clips or report clips; staple only. Everything must be collated into 14 packets for each of the panelists.
- Do not create a cover page; the first page of your application must be the Community Art\$Grant cover page.
- Use 10-point Tahoma font, single spaced.
- Label each page of the narrative with your organization name.
- Adherence to the word limits is important! PROJECT NARRATIVE (QUESTIONS 1-7) SHOULD TOTAL NO MORE THAN 3 PAGES.
- If the organization is requesting funding for more than one project, attach separate budgets and narratives for the second and third projects.



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