



NEW YORK
STATE OF
OPPORTUNITY™



**Council on
the Arts**

**Regional and Economic Development
Councils Program**

NYS Arts Impact Awards

Round 9

NYS Arts Impact Awards



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About NYSCA

FY2018

- ***DISTRIBUTED*** ~\$41 million in local assistance
- ***1,100*** direct grants
- ***1,300*** regrants to arts organizations, reaching all 62 state counties

Competitive Grants Across 15

Programs:

Architecture + Design | Arts Education | Dance | Electronic Media & Film | Facilities | Folk Arts | Individual Artists |
| Literature | Museum | Music | Presenting – Multi & Interdisciplinary Arts |
| Special Arts Services | State & Local Partnerships | Theatre | Visual Arts |

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BEFORE YOU APPLY TO REDC...

- Review your region's strategic plan, which outlines regional economic and community development priorities | www.nyscfaprojectdata.ny.gov
- *Successful applications align with their regions' economic growth strategies*
- Meet with the Regional Economic Development Council Committee members, staff or work group

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Applying to REDC...

- Apply through Consolidated Funding Application (CFA)
<https://apps.cio.ny.gov/apps/cfa/>
- Single entry point to apply for all REDC funding opportunities
- **Applications DUE 7/26/19, 4pm**

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Total Funding Available: Up to \$1 million

Grant Size: \$100,000

Grant Term: March 2020 – February 2021

Program Purpose:

To support the expansion of *up to* 10 large-scale, public arts projects conceived with a high level of artistic scope and ambition that demonstrate a commitment to collaboration across sectors, disciplines, and regions.

Projects that span multiple regions and hold the potential to draw substantial tourist interest to less-frequented areas, while maintaining a meaningful commitment to serving local communities are strongly encouraged.

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Successful applications will demonstrate...

- significant economic & community development impact that positions arts, culture and heritage at the core of local development and revitalization efforts.
- an inclusive approach, engaging a variety of stakeholders as part of the proposed project.

Competitive proposals will engage partners across disciplines and sectors, support artmaking of ambitious scope and scale, and produce artistic experiences that have the potential to reach expansive and diverse audiences.

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NYSCA – GENERAL ELIGIBILITY

**Must Meet NYSCA
Agency-Wide
Requirements:**

arts.ny.gov/eligibility

**NYSCA rarely
funds more than
25% of an
organization's
budget**

**Must be prequalified in
Grants Gateway by CFA
Deadline**

grantsreform.ny.gov

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PROGRAM ELIGIBILITY

**NPOs, Native
American tribes and
local units of
government may
apply**

**NEW project(s) ONLY
no previous or current
NYSCA funding from other
grant programs**

**REDC Applications
are exempt from the
general 2 grant limit
for NYSCA**

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APPLICANTS MUST ALSO....

- ***MATCH*** the total request amount on a 1:1 basis (secured)
**(in-kind services are not permitted)*
- ***RAISE*** at least 50% of the total project cost from *non-state sources*
**(in no case will a NY State Arts Impact Award fund more than 50% of the total project cost)*
- ***ALLOCATE FUNDS*** toward ***DIRECT EXPENSES*** associated with the expansion of the production or exhibition of large-scale, temporary arts or cultural activities that, take place in currently underutilized locations & venues, and have the potential to engage diverse audiences, attract tourists to new areas, and drive economic development across NY State.

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Collaborative arts and cultural projects focused on economic and community development will help to...

Generate cross-sector collaborative projects

Drive and support tourism through events that serve as destinations for visitors

Enhance resources for communities experiencing poverty, geographic isolation or other barriers to participation the arts

Attract visitors to experience the cultural assets of the community

Broaden and encourage public access and participation in arts & culture

Expand business opportunities by harnessing the power of the creative economy

Develop new and catalytic initiatives to expand public participation in arts & culture

Bring multiple sectors together w/ community members and artists, to enhance local economy & sense of place

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ELIGIBLE COSTS included (BUT NOT LIMITED TO) ...

- *Artist fees*
- *Site or equipment rental*
- *Materials and supplies*
- *Staff time dedicated to executing the project*
- *Direct expenses incurred by partner organizations*
- *Marketing and outreach*

ELIGIBLE PROJECTS included (BUT NOT LIMITED TO) ...

- *Multi-day, interdisciplinary festivals*
- *Mobile productions or exhibitions*
- *Site-specific performances, exhibitions, or temporary art installations (or a combination thereof) that animate one or more underutilized public settings*
- *Artistic events that include a significant interactive component for audience engagement and learning*
- *Artistic events that directly engage local businesses and other partners or stakeholders in their production or presentation*

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PRIORITY PROJECTS

*CULTIVATE & LEVERAGE
local cultural assets,
generating ONE or
MORE of the
following:*

*New & increased
revenue for local
businesses*

*Job growth,
esp. in the area
of artist
compensation*

*Livability –
quality of life*

*Opportunities for
local/regional artists to
create, market or make a
living from their art*

*Expanded
tourism to
previously
underutilized
areas*

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TIPS TO COMPLETE YOUR APPLICATION

Submit separate CFA applications for capital projects & other types of workforce or programming initiatives.

Do not assume reviewers have familiarity w/ your organization, project, or region.

Demonstrate alignment w/ program priorities.

Adhere to eligibility requirements.

Double check your budget totals.

Specify expense allocations.

Explain organizational financial statements.

Provide letters of support.

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***MOST
IMPORTANTLY...***



***Adhere to the application
deadline date and time.***

JULY 26, 2019 @ 4pm

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SCORING
(2 Part Review)

80%
NYSCA Panel & Staff

20%
Regional Councils

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QUESTIONS



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Program & Grant :
NYSCA.REDC@arts.ny.gov

CFA :
CFA-tech@ny.gov

Grants Gateway :
grantsgateway@its.ny.gov