



Council for Resources to Enrich the Arts, Technology & Education  
(dba GREENE COUNTY COUNCIL ON THE ARTS)  
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## COMMUNITY ARTS GRANTS

*2021 Guidelines for Greene, Columbia & Schoharie Counties*

**DEADLINE: Wednesday, October 28, 2020, 11:59pm**

The Community Arts Grants Fund is administered by **CREATE** Council on the Arts. Through a competitive process, this fund will regrant public monies from the New York State Council on the Arts (NYSCA) Decentralization Program to eligible individual artists and organizations legally residing in Greene, Columbia, and Schoharie Counties. Grants up to \$5,000 are awarded annually in three areas: **Community Projects, Artist Commissions, and Arts Education** projects. Non-profit organizations and individual artists are eligible to submit proposals in multiple areas, totaling no more than \$5,000.

Funding Areas:

**Community Projects (\$450-5,000)**

**Artist Commission (\$1000-2,500)**

**Arts Education (\$450-3,000)**

### CREATE Decentralization Grants - Overview

The New York State Council on the Arts (NYSCA) has invited **CREATE** Council on the Arts to administer Grants in Columbia, Greene and Schoharie Counties as part of its Decentralization grants program. NYSCA's Decentralization grant program is a statewide effort providing local support for widespread participation in community arts and arts in education initiatives, supporting partnerships between teaching artists or cultural organizations and schools that focus on the exploration of art and the artistic process in all disciplines.

### ELIGIBILITY CRITERIA

*Applicants MUST meet ALL of the following criteria— Please refer to additional criteria and eligibility to each category within these guidelines.*

- Applicant must be a legally established Columbia, Greene or Schoharie County based not-for-profit organization or individual/collective with a non-profit community partner or fiscal sponsor\*.
- Project MUST take place in the county of the applicant's residence.
- Applicant MUST provide arts and/or cultural programs in the county in which funds are requested.
- Programs and services MUST benefit the residents of your respective county.
- Projects MUST be open to the public and MUST have a strong artistic component.
- The applicant's programs or projects MUST take place in their respective county during 2021.
- Project MUST NOT duplicate existing programs in the same area.

- The applicant's programming, administrative practice and Board membership (where applicable) does not discriminate on the basis of race, color, national origin, sex or handicap. (See also: 1991 Americans with Disabilities Act.)
- Applicant may not receive more than \$5,000 in DEC grants per fiscal year.
- New AND returning applicants MUST attend a grant workshop. One-on-one meetings with your coordinator will be available on a case-by-case basis.
- Applicant must be at least 18 years of age.

### **INELIGIBLE TO APPLY**

- Projects with Direct applicants, or partner organizations who have *applied* directly to New York State Council on the Arts in in 2020 for 2021 funds.\*\*
- Any past grantees who have failed to submit a final report to the Grant Coordinator.
- Public school districts, as well as Universities and colleges.
- New York State agencies and departments.

\* Projects involving partners that apply directly to NYSCA are ineligible to apply. NYSCA grantees may not serve as fiscal sponsor or community partner for a DEC applicant, nor can a NYSCA grantee benefit from ticket sales or revenue from a DEC project. A NYSCA grantee may offer their venue gratis to a DEC funded project, and the DEC grantee may pay for any direct costs related to the use of the venue such as custodial, electricity, etc. however:

The NYSCA grantee must not handle box office or ticketing

The NYSCA grantee must not profit from the DEC program (i.e. ticket sales, donations, etc.)

The program must not be advertised as part of the NYSCA grantees season/programming

### **NYSCA Applicants**

Organizations that have applied directly to the New York State Council on the Arts (NYSCA) for funding for the fiscal year 2021, are not eligible to apply to the Decentralization Community Arts Grants, nor may they serve as a fiscal sponsor for other applicants in any category, whether or not they have received NYSCA funding. NYSCA applicants also may not benefit from ticket sales or revenue from a DEC project.

### **2021 Funding Changes due to Covid-19:**

- **Funding Match eliminated, DEC grant may cover the entire project budget.**
- **Number of Individual Artist Grants Increased.**
- **Project Expenses may now include (up to \$1000) materials, expendable equipment, technology expenses, preparation/planning and training.**

# **COMMUNITY PROJECT GUIDELINES**

**Awards range from \$450- \$5,000.** Community Art Grants are available to not-for-profit organizations legally registered in Columbia, Greene or Schoharie County, and collectives or individuals in partnership with a non-profit through a fiscal sponsorship or community partnership. Community Art Grants provide funding for cultural and art programs for emerging professional artists and organizations whose projects promote the arts and enhance the cultural climate in the communities and neighborhoods where they live and operate. Projects must be promoted and remain available to the general public for participation.

## **REVIEW CRITERIA**

Funds are intended primarily to support artist fees, activities of local arts organizations, promotional, and administrative costs related to the proposed project. A diverse panel of artists, art professionals, educators, and local civic, and business and community leaders will review applications and accompanying material.

- **Artistic Merit**—Quality of artistic samples and credentials of artists/producers involved
- **Community**—Service to underserved geographic areas and persons; cooperation with local artists and organizations; consideration of community needs and interests; free or low cost programming
- **Innovation**—Cultural diversity in programming; diversity of arts experience; community outreach; non-duplication of comparable existing services or programs
- **Administration**—Record of programmatic success; reasonable estimate of expenses; In-kind support and cash contributed; capacity to conduct the project; clearly defined objectives

## **FUNDING CAN SUPPORT:**

- Artists' fees for performing, teaching or providing services
- Marketing/publicity costs
- Administrative expenses
- Expendable project-related supplies and materials
- Project-related travel expenses
- Project-related rentals of space and equipment
- NEW: Consumable materials and expendable equipment cannot exceed \$1000 of the budget. (Includes Personal Protective Equipment, cleaning supplies, equipment including software, subscriptions and training related to the creation and promotion of virtual programming.)

## **FUNDING CANNOT SUPPORT:**

- Capital improvements (including land, buildings, renovations), acquisition of works of art, creation of textbooks or classroom materials.
- Anything that extends the life of, or improves the value of, privately-owned property.
- Non-arts related activities, including balloons, clowns, magic, at-risk/social programs, culinary arts, martial arts, or gaming.
- Activities held in private residence, or that are not open to the general public, in-school activities, lobbying expenses, projects that are recreational, rehabilitative or therapeutic in nature.

- Organizational or personal finances, operating expenses of privately owned facilities (e.g. homes and studios), start-up funding for the establishment of a new organization, contingency funds.
- Scholarships or fellowships.
- Entertainment costs (including receptions and food, projects that are part of a liturgy or that intend to proselytize, theater parties, museum openings, receptions, fundraising, awards, etc.).
- Fundraising activities.
- Any activity paying children (under 18 years of age).
- “Sip and paint” classes

## APPLICATION MATERIALS

- Signed Application on Smarter Select.
- Budget sheet (you are required to use the Budget Form provided at [greenearts.org/upcoming-grants](http://greenearts.org/upcoming-grants)).
- Brief resumes/bios of principal administrator(s) and artistic personnel.
- List of Board of Directors and Staff (of applicant, fiscal sponsor, or community partner)
- Artist Work Samples. (Required, Max of 5MB per file)
- PROOF OF NON-PROFIT STATUS: *Must provide one of the following:*
  1. An IRS letter of tax-exempt status via 501(c)(3).
  2. A copy of organization’s latest receipt from the Department of State Offices of Charities Registration, section 172 of the Executive Law.
  3. A copy of the Charter issued by the Board of Regents of the State of New York under Section 216 of the Education Law.
  4. Official authorization as an arm of local government such as submission of a letter on formal stationery signed by the appropriate county, city, town or village executive.

If you are applying with a community partner:

- Minimum of 1 recommendation letter from a local individual or organization who has a professional relationship with the applicant.
- Letter of Commitment (provided on the website) signed by the Partner School or Community Partner and Applicant. Letter must outline the Partner’s support of the project (monetarily and otherwise) and include anticipated roles and responsibilities for each party involved. The partnership letter should be on the partner(s) letterhead and signed by the principal or director.
- Proof of Applicant’s residency (i.e.: tax document, utility bill, Driver’s or non-drivers ID with physical address, etc. PO Boxes are only valid if the same address is listed on official proof of nonprofit status.)

## **ARTIST COMMISSION GUIDELINES**

**Awards range from \$1,000- \$2,500.** The *primary goal* of this support is to significantly advance the work of the artist. The project must result in the creation of new work **AND** the local community must be actively engaged or involved in some way during the artist's creative process. These grants are not artist fellowships but are intended to support original works by creative artists interested in working within a community setting, therefore the project must engage a segment of the community through a public program. "Community" can be defined as geographic, racial, ethnic, or philosophical. Finished projects may contain an (optional) presentation component. Recipients in the past three years are ineligible.

### **REVIEW CRITERIA**

A diverse panel of visual, performing, and/or literary artists will review applications. Panel is drawn from Columbia, Greene, and Schoharie Counties and is approved by the Greene County Council on the Arts Board of Directors. During the review process, you may be contacted by the Grant Coordinator for additional information. The Panel will examine each application and accompanying materials, and will recommend funding based upon the following criteria:

- **Artistic Merit**--Quality of artistic samples and credentials of artists/producers involved.
- **Community**--Service to underserved geographic areas and persons; Cooperation with local artists and organizations; Consideration of community needs and interests (see coordinator for specific local funding priorities); Free or low cost programming
- **Innovation**--Cultural diversity in programming; Diversity of arts experience; Community outreach; Non-duplication of comparable existing services or programs.
- **Administration**--Record of programmatic success; Reasonable estimate of expenses; In-kind support and cash contributed; Capacity to conduct the project; Clearly defined objectives.

### **ELIGIBILITY CRITERIA: Specifics for Individual Artists**

- The artistic project **MUST** take place within the calendar year of 2021 and the county of the applicant's residence.
- Applicants should be at a mature stage of their expression and technically proficient.
- Applicant must not have been awarded a DEC Individual Artist grant in the past 3 years.
- The project **MUST** clearly demonstrate the advancement of the artist's work.
- The new work **MUST** engage the community in some way through the artist's creative process. Some examples of this type of interaction are interviews with a segment of the community, creation of parallel work by a community group, stories and anecdotes collected from a community group that relate to the concept or content of the project, or public program such as a performance or exhibition.
- There **MUST** be some type of tangible finished work at the end of the grant period such as finished poems, photographs, video, CD, etc. The finished work may also be presented in the form of an exhibition, performance, etc. but this is optional.

## INELIGIBLE

- Capital expenditures
- Scholarships or fellowships
- Projects that are mainly recreational, rehabilitative or therapeutic
- Operating expenses of privately owned facilities (e.g. homes and studios)
- Entertainment costs (e.g. theater parties, receptions, etc.)
- Any debt whatsoever
- Any activity paying children (under 18 years of age)
- Student projects

## APPLICATION MATERIALS

The quality, clarity, and completeness of your application and support materials are criteria in the review panel's determination of awards.

- Signed Application.
- Project Budget.
- Proof of County residency (Greene, Columbia, or Schoharie) (i.e. tax document, utility bill, driver's or non-driver's license, etc. No PO Boxes.)
- Artistic Resume and/or Bio.
- Letter of commitment (provided on the website) from venue if project involves or is dependent upon a particular space/setting.
- Work Samples (required, max of 5MB per file)
  - Video, Sound, Readings:** Max of 3 minutes, submitted as an MP3 file or up to three links
  - Writing:** Max of 2 pages, 12 point font
  - Visual Arts:** Max of 10 images

## **ARTS EDUCATION GUIDELINES**

**In-School, After School, and Community Based Learning for Youth and Elders, Awards range from \$450- \$3,000.** The applicant of record for this program must be an individual teaching artist, collective, or a Non-Profit organization. Artists from outside the county must use a local nonprofit partner in the project county to apply. Funding decisions are based on the criteria and funding priorities as they are outlined in these application materials. ***Schools may NOT apply directly for Arts Education funding.***

### **REVIEW CRITERIA**

- **General Criteria** – Quality of expertise and appropriateness of artists; desired participant outcomes; thoroughness of proposed budget.
- **In School Additional Criteria** – Degree to which the project will support New York State Learning Standards and enhance learning in the arts; Project takes place during regular school hours; Clarity, appropriateness, and feasibility of evaluation plans; clarity and appropriateness of educational and artistic goals; degree to which teachers will participate in project planning and implementation; project does not appear to replace the role of a certified K-12 School Teacher.

### **ELIGIBILITY CRITERIA: Specifics for Art Education**

- **Schools may not directly apply for funding.**
- Minimum of THREE sequential, skill based learning sessions incorporating one or more art forms, with the same core group of students/participants (this applies to ALL categories of Arts Education funding)
- In-depth, age and skills appropriate learning opportunities.
- Hands-on, participatory creation and/or learning.
- Funds should primarily be directed toward artist fees, but may include administrative support, cost of materials, and support for participant scholarships.
- Stated learning goals, methodologies and outcomes.
- A means of programmatic evaluation.
- NEW: Consumable materials and expendable equipment cannot exceed \$1000 of the budget. (Includes Personal Protective Equipment, cleaning supplies, equipment including software, subscriptions and training related to the creation and promotion of virtual programming.)

### **This program does not fund:**

- Projects involving home schools, private or parochial schools.
- Stand-alone assembly programs, single performances, or one-time visits to cultural institutions.
- Out of county field trips.
- Programs for which selected k-12 students are taken out of regular classes or are self-selected for participation.
- College-level courses, contests, or student performing groups.

- Direct NYSCA applicants are ineligible for an Arts Education Partnership grant in the same year.\*
- Past grantees who have failed to submit required final reports to the Grant Coordinator.

## APPLICATION MATERIALS

- Signed Application.
- Title page with contact information of applicant, and School/Organization representative.
- Budget sheet (you are required to use the Budget Form provided at [greenearts.org/upcoming-grants](http://greenearts.org/upcoming-grants)).
- Resumes of relevant artists and professionals that show evidence of artistic and teaching qualifications.
- Support Materials: (Required, max of 5MB per file)
  - **Video, Sound, Readings:** Max of 3 minutes. May be submitted as an MP3 file or up to three links.
  - **Writing:** Max of 2 pages, 12 point font. Sample must be scanned as part of your SINGLE PDF attachment.
  - **Visual Arts:** Max of 10 images. Images must be scanned as part of your SINGLE PDF attachment.
- Proof of not-for-profit status (one of the following):
  - U.S Internal Revenue Service 501(c)3
  - NYS Not for Profit Corporation (Charter from Board of Regents S.206).
  - NYS Charities Registration (Article 7A)
  - Certificate of Incorporation under S.402 of the NYS Not-for-Profit Law.
  - Unit of Local Government
- List of Board of Directors (include names, phone numbers and officer designations).
- For applicants with a Community Partner:**

Letter of Commitment (provided on the website) signed by the Partner School or Community Partner and Applicant. Letter must outline the Partner's support of the project (monetarily and otherwise) and include anticipated roles and responsibilities for each party involved. The partnership letter should be on the partner(s) letterhead and signed by the principal or director.



## HOW TO APPLY

All materials must be submitted by **Wednesday, October 28th, 2020, 11:59 EST** online at <https://app.smarterselect.com/login>. If you need access to a computer or assistance in completing the online application, contact [maeve@createcouncil.org](mailto:maeve@createcouncil.org) or call 518-943-3400, in advance of the application deadline.

### APPLICATION STEPS:

- Read this entire document and the online application. Resources, links and how-to's can be found on the **CREATE** website, [greenearts.org](http://greenearts.org).
- Attend a Required Grant Seminar, scheduled below.
- Prepare budget form, supplemental materials, and work samples. These documents must have digital versions to be submitted online. If you have difficulties, contact [maeve@createcouncil.org](mailto:maeve@createcouncil.org) for assistance.
- Complete and submit the online application form. Save unfinished applications before exiting out of Smarter Select. REMEMBER TO PRESS SUBMIT: **Applications are not complete until submitted.**

<b>DEC Coordinator</b>
Maeve McCool
<a href="mailto:maeve@createcouncil.org">maeve@createcouncil.org</a>
(518) 943-3400

### GRANT SEMINARS (ATTENDANCE REQUIRED)

**ALL applicants must attend a seminar** to increase chances of a competitive proposal and keep current with new guidelines. Seminars will overview each grant program, application process, and tips on how to create a competitive application. 2021 workshops will be virtual-check <https://www.greenearts.org/decentralization-grants-dec/> for updates and Zoom links to attend. If you are unable to attend a grant seminar, one-on-one phone meetings can be made on a case-by-case, limited basis.

August 11th, 3-5pm.	Virtual Grant Seminar (Schoharie County applicants)
August 12th, 3-5pm.	Virtual Grant Seminar (Columbia County applicants)
August 13th, 3-5pm.	Virtual Grant Seminar (Greene County applicants)
September 15th, 3-5pm.	Virtual Grant Seminar (Columbia County applicants)
September 16th, 3-5pm.	Virtual Grant Seminar (Greene County applicants)
September 17th, 3-5pm.	Virtual Grant Seminar (Schoharie County applicants)

## TECHNICAL ASSISTANCE

Applicants may arrange to meet with a Grant Coordinator in person or on the phone in order to review applications or to answer specific questions about the DEC Grants until September 10. These meetings are not meant to review the guidelines. Please review the guidelines and attend a Grant Seminar.

## BUDGET GUIDE

Use the provided Budget Sheet to outline and organize your project's expenses and projected income (see attached sample). Enter all expenses and income directly related to your proposed project. Consolidate your budget items into the 10 line items available on the Budget Sheet. There are formulas set up in this template which will calculate totals in your budget, as well as the percentage that the DEC grant is proposed to cover. **Do not submit your organization's entire operational budget. You are required to use the budget sheet provided to you.**

**\*\*\*Note: There is no longer a funding match requirement. DEC funds may cover the entirety of the project budget.**

### Budget Sheet Categories:

- ✓ **TOTAL** - the budget sheet has built in formulas to help you calculate totals, so be careful not to delete/modify them. If there is an error in your budget, an error message will appear.
- ✓ **IN-KIND** - Indicate the estimated value of donations toward each requirement. In-kind donations can be volunteer hours, value of material donations, or professional advisement services.
- ✓ **OTHER** - Amount of any revenue (or projected revenue) that is not in-kind or Decentralization funds.
- ✓ **GRANT** - Provide a breakdown of how your DEC grant funds will be used. Funds from other grant programs should be listed in the "OTHER" category.
- ✓ **SOURCE/EXPLANATION** - Use this section to provide details and specifics on monetary breakdowns.

## FISCAL SPONSORSHIP VS. COMMUNITY PARTNERSHIP

Out-of-county organizations as well as individual artists or collectives may apply for decentralization funds through a Fiscal Sponsor (who will accept award funds for the applicant). The entity serving as the fiscal sponsor must meet the same eligibility requirements as an applicant organization listed above.

Note:

- The fiscal sponsor must be legally based in the county that the proposed activity is taking place; however, the sponsored applicant is not required to reside in that county.
- A direct DEC applicant may serve as a fiscal sponsor and may sponsor more than one applicant as the sponsored requests do not count towards the three-request limit or \$5000 maximum.
- Direct NYSCA applicants, however, may not serve as a fiscal sponsor for DEC.
- The sponsored applicant is limited to three requests in any combination of categories totaling no more than \$5000 per DEC site.
- NYSCA applicants may not serve as a fiscal sponsor for a DEC applicant
- A school may not serve as a fiscal sponsor for a DEC applicant

OR

Out-of-county organizations as well as individual artists or collectives may apply directly for DEC funds if working in partnership with a community-based non-profit organization that meets the above listed criteria for the Community Arts Category or a public school for the Arts Education Category. Note:

- A Letter of Commitment signed by both the applicant and the Community Partner confirming the partnership must be submitted
- The applicant and the Community Partner must both be based in the county in which the proposed activity is taking place.
- The applicant must sign and submit the Community Partnership Agreement

### **DEC Timeline/Dates to know**

**March** – **CREATE** applies to NYSCA for Decentralization funds.

**June** – Applications and related materials are available online for review immediately after NYSCA approval. Grant Coordinators are available for individual meetings.

**July** – Applications open online. Grant Coordinators are available for draft review. **CREATE** begins holding grant seminars, attendance for which is required for ALL applicants (new and returning).

**September** – Seminars completed.

**October 28** – Submission Deadline

**November** – Peer Review Panels held.

**December** – **CREATE** Board approves funding recommendations. DEC project period ends December 31st.

**January** – Award notifications sent and announced publicly (unawarded applicants may appeal decisions within 10 days of notice). Contracts are sent and must be returned within 30 days of the issue date. Checks are sent once **CREATE** receives ALL signed contracts and W9s, and grant monies from NYSCA (funds will not be released until all three of these things have happened). DEC project period begins January 1st.

**February** – Award Ceremony held tbd.

### **Looking Ahead**

#### **The following is required of funded applicants:**

- Promotion & Credit** – Artist(s) or cultural organization must document and publicize the project activities in and out of school crediting the Decentralization program (listed on your contract).
- Scheduling** – Applicants must notify **CREATE** of any scheduling changes to facilitate auditing by staff or panelists; this may require a Revised Program and Budget Form.
- Final Report** – Applicant of record must submit all final report materials no later than 30 days after project completion (form available at [greenearts.org](http://greenearts.org)) or by January 15<sup>th</sup>, 2022, if the project has not been completed by December 15<sup>th</sup>, 2021.