

**City of New York
Theater Subdistrict Council**

**Grant Program – First Cycle
For Grant Period March 1, 2009 – August 31, 2010**

INTENT TO APPLY

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DEADLINE: OCTOBER 31, 2008

Intent to Apply Seminars: September 18, 22, 24, 2008

Register to attend at: theatersubdistrictcouncil@gmail.com

Overview of Application Process

Theater Subdistrict Council Background

In 1998, New York City adopted amendments to the Theater Subdistrict regulations of the New York City Zoning Resolution in order to establish new and modified regulatory incentives and controls aimed at the preservation and enhancement of the area as a cultural, theatrical and entertainment showcase. (A map of the Theater Subdistrict is included with these materials.) The Theater Subdistrict Council has been established to help promote “theater and theater-related use and preservation” within the Subdistrict. The Subdistrict Council consists of the Mayor, the Speaker of the New York City Council and his or her designee, three (3) representatives appointed by the Mayor from the performing arts, theatrical and related industries, the Director of the New York City Department of City Planning, and the Manhattan Borough President.

The Subdistrict Council’s goals include enhancing the long-term viability of Broadway by facilitating the production of plays and small musicals within the Theater Subdistrict; and developing new audiences for all types of theatrical productions.

To this end, the Theater Subdistrict Council (TSC) is administering a new grant program open to NYC’s for-profit and not-for-profit theater entities and other cultural organizations. Funded projects will seek to celebrate the live art form of theater and create and expand the audience base attending live theater, as well as enhance the body and quality of performance options. Funding for the grant program is provided through contributions to the Theater Subdistrict Fund made in connection with the transfer of development rights from listed theaters, pursuant to the NYC Zoning Resolution.

The goals of the grant program were developed with recognition of the vital role that theater plays in the overall economic and social well-being of New York City. Broadway is a leading attraction for local residents and visitors from all over the world. In recent years, the definition and public face of Broadway have changed as not-for-profit organizations have contributed increasingly to the growth and development of the Broadway canon. The changing nature of theatrical options offers opportunities to expand the base of theatergoers attending performances in New York City and to enhance the theatergoing experience. The grant program is intended to support this expansion.

Grant Program

The TSC grant program is designed to stimulate and support new theatrical presentations, to enhance and encourage new audiences, and to promote historic district and theater preservation activities. The first round of the grant program will support activities operating for some or all of the period between March 1, 2009 and August 31, 2010. Applicants may request funding for a total of three (3) projects. Projects may be proposed in any or all of the three categories proscribed by this grant program.

The intent of the grant program is to fund innovative projects that will have long-lasting impact on the Theater Subdistrict. The minimum grant award will be \$50,000 and

applicants are advised that the TSC does not expect to fund more than 10 projects for a total of \$1,000,000 in this initial round. This is the pilot phase of what will be more than one round of funding; details about the second cycle are expected to be announced when the first is underway.

The TSC grant program is open to organizations and/or consortia:

- offering theater-related cultural programs based in and operating in the five boroughs;
- that are incorporated in New York State (in the case of consortium applications, the lead partner must be incorporated);
- that have been in existence and providing cultural services for no less than two complete fiscal years (in the case of a consortium formed for the purposes of applying for this grant, the members must have a significant prior history of providing theater-related cultural services); and
- that had an organizational operating income of \$200,000 or more in FY07. In the case of consortium applications, the combined operating income of the participating members must total \$200,000 or more in FY07. Consortium applicants will be expected to designate a lead partner with whom the financial contract will be made and who will act on behalf of the consortium members. Each consortium member must indicate the amount and duration of its fiscal contribution and commitment to the consortium.

The first round of grantmaking by the Council will seek innovative proposals that promote activities in three categories, as follows:

1. The creation, development and presentation of work for the theater including, but not limited to: playwright and director residencies, commissions, workshops of new work, presentation of workshop productions and staged readings. Preference will be given to proposals that develop new work and/or work that targets voices and visions currently under-represented in the Broadway canon. Creation and development programs must offer public access to the work during the specified grant period.
2. Innovative audience development programs including, but not limited to, free/reduced price ticket distribution, education programs, and outreach initiatives. The purpose of these programs must be to enrich the audience members' access to understanding of or experience of live theater. Audience development programs need not take place within the Subdistrict itself, nor must the programs be geared specifically for Broadway offerings; the intent is to prepare audience members for an enhanced experience of theatergoing.
 - Audience development programs may encourage participation from theatergoers of all ages who come from a variety of backgrounds and geographic locations. Preference will be given to

proposals geared towards encouraging participation from groups currently under-represented in Broadway audiences.

- Audience development can take the form of education programs offered to participants at all levels of skill and interest. Possible programs could explore theater skills and/or offer theater exposure.
 - Funding can be utilized to provide additional support for existing educational programs, expand those programs, or create new programs and improve performance facilities in which activity takes place.
 - Preference will be given to proposals that put a visit to live theater into context.
3. Programs designed to strengthen or showcase the unique historic character of the Broadway Theater Subdistrict, including, but not limited to, education initiatives, archival projects, and publications/documentaries. Preference will be given to programs that showcase the singular role of Broadway in the history of American theater and the historic character of theater buildings within the Theater Subdistrict.

Application process

Applicants are invited to submit an Intent to Apply form specifying the name/s of the applicant/s, full contact information, brief background information on the applicant/s, an outline of the project for which funding will be requested, and the amount that will be requested. Intent to Apply forms must be postmarked no later than October 31, 2008 and should be sent to:

Barbara Janowitz, Grant Administrator
Theater Subdistrict Council
c/o NYC Department of City Planning
22 Reade Street
New York, NY 10007

Please note: late submissions will not be accepted.

It is strongly urged that potential applicants attend one of three Intent to Apply information sessions that will be held on:

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| Thurs., Sept. 18 | 10:00 a.m. – 12:00 noon | Marriott Marquis Hotel, Astor Room, 7 th fl
1535 Broadway (between 45 th and 46 th Sts.) |
| Mon., Sept. 22 | 3:00 p.m. – 5:00 p.m. | Society of Illustrators – 128 E. 63 rd St.
(between Lexington and Park Avenues) |
| Wed., Sept. 24 | 2:00 p.m. - 4:00 p.m. | NY Public Library for the Performing Arts
Bruno Walter Auditorium (enter at
Amsterdam Ave. between 64 th and 65 th Sts) |

All three sessions will cover the same information. Space will be limited and registration for the sessions must be made at theatersubdistrictcouncil@gmail.com; please indicate the number and names of people attending, and the organization/s they represent. Be sure to bring downloaded application materials to the sessions; these will not be available at the sites.

After reviewing and evaluating the Intent to Apply forms for innovative projects that will have long-lasting impact on the Theater Subdistrict, the Council will invite selected applicants to submit a full grant application. Applications from selected candidates will be due on January 26, 2009. Attendance by selected candidates is urged at one of two information sessions to be held in late December. The Council will make final grant selection and set funding levels by late February 2009 for programs operating for some or all of the period between March 1, 2009 and August 31, 2010.

Program Criteria

In addition to meeting eligibility criteria and presenting projects that fall within the three categories of activity, Intent to Apply forms should present an outline of the proposed project and should address the significance of the proposed activity, its impact on the Theater Subdistrict, and the applicant's ability to successfully implement the project.

Full applications from selected candidates will be reviewed for the following programmatic criteria. Note: it is not necessary to address these in depth in the Intent to Apply form, but all applicants are advised that these standards will be essential elements of the full application and will contribute to the outcome of the funding decision.

- The proposed project must include as a principal goal a demonstrable cultural activity of recognized quality accessible to the public.
- Proposals must be within the organization's artistic/cultural, administrative and fiscal capabilities. Applicants will be expected to describe how the project relates to the organization's short and long-term operations.
- The proposal should reflect the applicant's demonstrated history of providing cultural programming.
- Applications from for-profit entities or consortia including for-profit entities must show how grant funds will be administered consistent with the TSC's charitable purposes.
- Indication should be made of the project's short and long-term sustainability. If the project is not expected to operate after the lifecycle of the TSC grant program, an explanation should be provided.
- The application and support materials should reflect a level of effectiveness achieved by previous cultural programming.
- The proposed project should demonstrate a level of innovation that will diversify and/or enhance the applicant organization's current operations.
- The proposal must be clearly stated and contain measurable goals that can be evaluated during and at the end of the term of the award.
- Because all projects will be evaluated and reported on by the grant recipient in

order to assess the TSC grant program, proposals should reflect how projects will be monitored and how impact and effectiveness will be evaluated.

- The proposal should outline the impact the project will have on the immediate community served, as well as the potential for long-term impact on the Theater Subdistrict.
- Organizations whose primary mission is not arts and culture must show a proven track record in a relevant area indicative of the capacity to successfully implement a project in one of the above-stated categories of activity.

Consortium applications are welcome. In addition to meeting the criteria above, in order to create a competitive application, participants in a partnership applying for a TSC grant should be clear in indicating the following:

- the existing relationship between the consortium members,
- or if a new relationship is being created, why and how it came about;
- each member's history of providing cultural services or information about the cultural services background of the individuals/entities forming a new consortium;
- which organization or entity is the lead applicant;
- how funds will be distributed among the members, if applicable.

Matching funds

All applicants will be encouraged but not required to seek matching funds to supplement funding from the Theater Subdistrict Council; the application of additional funds will help to maximize the scope of the project(s) funded.

Disbursement of Funding

Organizations that have been designated to receive funds are expected to move forward on their projects according to their project timetable, which may be in advance of receipt of funding.

An initial payment of 80% will be released upon execution of the grant agreement and a second payment of 20% will be released after the completion of a final report.

Contact Information

Contact Barbara Janowitz at theatersubdistrictcouncil@gmail.com with questions. **Intent to Apply forms will not be accepted via email.**