SU-CASA

ARTS PROGRAMS FOR SENIORS

2017 GUIDELINES AND APPLICATION INSTRUCTIONS
FOR ORGANIZATIONS

Application Deadline: November 18, 2016

ABOUT THE PROGRAM

SU-CASA is a community arts engagement program that places artists and organizations in residence at senior centers across the five boroughs of New York City. The program, funded in FY17 by the New York City Council, provides grants to artists and organizations for the creation and delivery of arts programming for seniors. Teaching artists will engage participating seniors in an art project or series of cultural programs over the course of the residency, which will also include a public program component – an exhibit, reading, performance, open house or other cultural interaction open to the surrounding community. The program will support a total 153 residencies for individuals and organizations at senior centers across the City's 51 Council districts. Residencies will take place between January 1, 2017 and June 30, 2017.

SU-CASA is a collaboration among the New York City Council, the Department of Cultural Affairs (DCLA), the Department for the Aging (DFTA) and the City's five local arts councils – Bronx Council on the Arts, Brooklyn Arts Council, Lower Manhattan Cultural Council, Queens Council on the Arts and Staten Island Arts. The program began as SPARC (Seniors Partnering with Artists Citywide) in 2012 and was developed as part of Age-Friendly NYC, a citywide effort to make the City more livable for seniors.

This initiative seeks to connect artists with seniors in senior centers and to positively impact the well-being of older adults through arts-based activities. SU-CASA supports artists and organizations sensitive to the needs of older adults and interested in engaging their communities. Selected artists and organizations will work with the senior center where they are placed to further refine project goals and coordinate a schedule for residency activities and use of facilities. This year, members of the CIG and any organization that submitted an eligible FY17 Cultural Development Fund proposal may apply for SU-CASA through DCLA.

Individual artists are eligible to participate in partnership with the five local arts councils; any individual artist interested in participating should contact the arts council in the borough where s/he would like to work.

Residency grants to organizations are $15,000 each, inclusive of a $2,000 stipend to be paid by the grantee to the partner senior center. In FY17, applicant organizations will submit a proposal to DCLA, which will be vetted by the agency. Vetted proposals will be forwarded to council members, who will match organizations with designated centers in their districts. Organizations may select up to five council districts in which to be considered. As the senior centers have not yet been determined, proposed programs should be adaptable and will be customized in collaboration with the senior center partner.

All components of the application must be received no later than **11:59PM on Friday, November 18, 2016.** Applicants will be notified of their application status and, if selected, senior center placement, by the end of December 2016. Residencies will take place between January 1, 2017 and June 30, 2017. A Kick-Off for selected artists and senior centers

will be held in January 2017.

<div align="center">**GUIDELINES**</div>

APPLICANT ELIGIBILITY
- DCA will accept applications only from members of the CIG and organizations that have submitted an eligible Cultural Development Fund application for Fiscal 2017.
- Organizations and their individual principals are not permitted to submit proposals to the local arts councils for the individual grants available through this program; any organization whose principal applies for support through the local arts council will be disqualified.

PROJECT ELIGIBILITY
Applications will be accepted for projects in any artistic discipline. Proposed projects should be adaptable and will customized in collaboration with the senior center partner; nonetheless, all programs must meet the following requirements:

- Project must be cultural in nature.
- Project must consist of regularly scheduled interactive engagement programs for the senior participants at the center where the residency is held (e.g., workshops, classes, art making projects created by seniors or in collaboration with seniors).
- Project must also include a public program component for the general public to experience and engage with the arts at the senior center (exhibit, open house, performance, reading or other cultural interaction that allows participating seniors to share their work with the surrounding community). The public program activities must be promoted and available at no charge. Organizations are strongly encouraged to engage other members of the senior center community as part of the public program component.
- Project activities must take place between January 1, 2017 and June 30, 2017.
- Project activities are expected to include at least 60 contact hours of activity with the seniors during the residency period.
- Project activities, including the public component, must take place at the senior center (unless otherwise agreed to by the senior center director).

SELECTION PROCESS AND EVALUATION CRITERIA
In FY17 participating organizations will submit a proposal to DCLA, which will be vetted by the agency. Vetted proposals will be forwarded to council members, who will match organizations with designated centers in their districts. Organizations may select up to five council districts in which to be considered.

Proposals will be vetted based on following criteria:

- Artistic excellence and uniqueness of the proposed senior engagement project
- Potential impact on senior participants
- Project feasibility, taking into consideration budget, timeline, available resources, and stated goals
- Clarity and detail in the project proposal
- Quality of the applicant organization's prior work
- Potential impact on senior center and surrounding community

An organization's prior work in the field of creative aging, arts-in-education or community arts programs will be considered.

Organizations working with teaching artists with foreign language proficiency are strongly encouraged to apply, but artists are not required to speak any language other than English.

RESIDENCY AWARD REQUIREMENTS

The residency award is a contract for services; organizations will be subject to the following requirements:

- Sign and return a grant agreement
- Remit a $2,000 stipend from the grant award to the partner senior center
- Include funding credit and logos on all marketing and event materials, print and electronic
- Submit event notification at least 2 – 4 weeks before your public program event(s) to your DCA program officer, who may conduct a site visit to your project
- Track artist contact hours with participating seniors and other evaluative data, as requested
- Submit final report on a timely basis after completion of all project activities

Organizations that do not comply with requirements in a timely manner may lose current funding and be ineligible for future funding from DCLA.

APPLICATION ASSISTANCE

Get an overview of SU-CASA and learn about the components of a well-prepared application.

Information Session:
New York City Department of Cultural Affairs

31 Chambers Street, Room 209

Thursday, November 3rd

10:30am – 12:00pm

RSVP required, click here to register

Questions:

Please call your DCLA Program Officer or the Programs Help Desk at (212)513-9381

The project proposal form must be filled out in its entirety. We recommend using Adobe Reader version 11 to fill out the proposal form, though it is also compatible with versions 9 and 10. The form is not compatible with Preview (for Macs) or other computer programs. Please check all fields carefully and confirm that your answers are saved to the document prior to submission.

Please review these instructions carefully; you may wish to keep them by your side while completing the application.

Contact information and Senior Center selections

1. Contact Information:
   - Enter the legal name of the applicant organization and AKA if applicable.
   - Enter the organization's mailing address and phone number.
   - Enter information primary contact regarding this proposal.

2. Enter up to five city council districts in which your organization would like to be considered. Enter the first and last name of the council member as well as the district number (district number only if the council seat is currently vacant). At this time participating centers have not been determined; select only the district(s) where it is feasible for your organization to provide services. Your participation is not limited to a single borough. You will confirm these selections on the upload page for the application form, where you can hover your mouse to see neighborhood information for each district.

Program Proposal

1. Describe the applicant organization's background relative to this proposal; include detail about work with older adults, training or professional development in creative aging, work in community arts programs, or programs in arts-in-education. (1500 characters)

2. Provide a summary of your organization's mission and activities, highlighting programs relevant to this proposal. This section may be used in public materials if your proposal is selected for support. (500 characters)

3. Note if it is possible for this program to be conducted in another language. (500 characters)

4. Provide a project title and short summary for the proposed program. Complete this section after you have completed the full project description on the following page. This synopsis may be used in public materials if your proposal is selected for support.

5. Describe the proposed engagement programming at the senior center. (2500 characters)

   - Detail how teaching artists will engage seniors in the proposed participatory arts-based activities. This might include publicity materials, demonstrations, visits to the center, or other activities to generate interest in the center prior to the start of the program.
   - Describe the artistic project that will be offered, including information about the progression of the course, indicating if the program is sequential or drop-in. Describe the materials to be used, the teaching techniques employed, and how participation can be adapted for a range of abilities.
   - Describe the goals for the senior participants.
   - Proposed projects should be adaptable; describe how the program would be customized in collaboration with the senior center partner.

6. Describe the public program component of the proposed program; this might be a final presentation, performance, exhibition, reading or open studio. Include plans for developing the culminating event with the

participating seniors and publicizing it to the senior center and surrounding community. The public program activities must be promoted and available at no charge to the general public. (1500 characters)

7. Provide information about previous SU-CASA or SPARC residencies here, including the name(s) of senior center(s), duration of program, frequency, content, and details about the participants. Previous participation in SU-CASA or SPARC is not a requirement.

8. Indicate the start and end dates proposed, the number of sessions, and the number of contact hours (minimum 60). Contact hours do not include preparation. Please also indicate days and times of the week when the program might take place, if selected; scheduling of the program will be finalized with the center director. Estimate the number of seniors the project will serve.

Work Samples
1. Please provide links to web-based supplemental materials in support of this application. You may use the links below to direct reviewers to a particular page on your organization's website or other web-based platform, as applicable.
3. Website: Enter your organization's website URL here.
4. Video: Provide a link to a video sample, if applicable, in support of this proposal. Platforms available include YouTube, Vimeo, or a public Google page. Video samples should be no more than five minutes in length. If you do not wish to submit a video sample, enter N/A.
5. Images: Provide a link to a public gallery of images in support of this proposal. Platforms available include Picasa, Flickr, and Shutterfly. If you do not wish to submit images, enter N/A.
6. Curriculum: Provide a link to an online curriculum document if relevant to this proposal. Platforms include Google documents or your organization's web page. If you do not wish to submit a curriculum, enter N/A.

Social Media
If your proposal is selected for support, we would like to connect with your organization on social media. Please include your Facebook and Tumblr URLs and Instagram and Twitter handles. This information is not required; please share only links to organizational accounts. Social media content will not be considered in the review process.

Budget
Please fill out the budget page, indicating at least $15,000 in expenses. **Your budget must include a $2,000 stipend which will be paid by each SU-CASA grantee to the participating senior center**. Detail total expenses for your organization totaling $13,000. Provide budget notes for each field in which you have entered a number.

If the project budget is higher than $15,000, please indicate sources and amounts of additional income.

Certification
Certify your proposal. Please review all content carefully before submission; only your organization's first submission will be considered.

Contact Information

Organization Name:	
Federal Tax ID number (EIN):	
First Name:	
Last Name:	
Phone Number:	
E-mail Address:	

Council District Selection:

Manhattan

Council Member	District	Council Member	District
Margaret Chin	1	Helen Rosenthal	6
Rosie Mendez	2	Mark Levine	7
Corey Johnson	3	Melissa Mark-Viverito	8
Daniel R. Garodnick	4	Inez E. Dickens	9
Ben Kallos	5	Ydanis Rodriguez	10

Bronx

Council Member	District	Council Member	District
Melissa Mark-Viverito	8	Ritchie Torres	15
Andrew Cohen	11	Vanessa L. Gibson	16
Andy King	12	Rafael Salamanca	17
James Vacca	13	Annabel Palma	18
Fernando Cabrera	14		

Queens

Council Member	District	Council Member	District
Paul Vallone	19	Jimmy Van Bramer	26
Peter Koo	20	I. Daneek Miller	27
Julissa Ferreras-Copeland	21	Ruben Wills	28
Costa Constantinides	22	Karen Koslowitz	29
Barry Grodenchik	23	Elizabeth Crowley	30
Rory Lancman	24	Donovan Richards	31
Daniel Dromm	25	Eric Ulrich	32

Brooklyn

Council Member	District	Council Member	District
Stephen Levin	33	Darlene Mealy	41
Antonio Reynoso	34	Inez Barron	42
Laurie Cumbo	35	Vincent Gentile	43
Robert Cornegy	36	David G. Greenfield	44
Rafael Espinal	37	Jumaane D. Williams	45
Carlos Menchaca	38	Alan Maisel	46
Brad Lander	39	Mark Treyger	47
Mathieu Eugene	40	Chaim M. Deutsch	48

Staten Island

Council Member	District	Council Member	District
Deborah Rose	49	Joe Borreli	51
Steven Matteo	50		

Upload Application (1MB Limit): Choose File | No file chosen

Submit Form

1. Click here to open the submission page.
2. Enter your organization's legal name.
3. Enter your EIN (with dash). Enter the first name, last name, phone number and email address for the contact person for this application.
4. Upload your completed SU-CASA 2016 PDF application here. Please check all fields carefully and confirm that your answers are saved to the document prior to submission.
5. Select **up to five** City Council Districts in which your organization would like to be considered. At this time participating centers have not been determined; select only the district(s) where it is feasible for your organization to provide services. Your participation is not limited to a single borough. This confirms the selections made on the application form.
6. Do not submit more than one set of materials; only your organization's first submission will be considered.
7. The contact person will receive an email confirmation once the file has been received.

Questions?

Please call your DCA Program Officer or the Programs Help Desk at (212)513-9381