



## MAYOR'S GRANT FOR CULTURAL IMPACT

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### FY20 GUIDELINES For Cultural Organizations and NYC Agencies

Application Deadline: October 21, 2019  
Renewal Deadline: September 30, 2019

#### ABOUT THE PROGRAM

The City of New York, led by the Department of Cultural Affairs (DCLA), will launch the second year of the Mayor's Grant for Cultural Impact in FY20, which will support partnerships between City agencies and not-for-profit cultural organizations. These partnerships will support City programs using arts and culture to reach underserved and vulnerable New Yorkers. This program supports DCLA's commitment through CreateNYC, the City's first comprehensive cultural plan, to coordinate and promote engagement between the City and New York City's cultural community.

The goals of the Mayor's Grant for Cultural Impact are to:

- Create opportunities that will demonstrate the effectiveness of arts and culture as a mechanism for impactful service delivery;
- Allow City agencies to experiment with and test new models for, or expand existing, successful programs;
- Strengthen partnerships between cultural organizations and City agencies;
- Expand NYC residents' access to arts and culture by leveraging the reach of City agencies; and
- Broaden programming, funding, and audience-building opportunities for arts and cultural organizations.

In FY19 DCLA awarded ten grants of \$50,000 each to arts and cultural organizations working in partnership with city agencies to address pressing civic issues. In FY20 DCLA expects to renew four grants, extending the partnerships into a second year, and will award grants to four new partnerships. City agency partners are expected to provide a minimum contribution of \$25,000 (cash or in-kind) to the proposed project.

The grant is intended to support both pilots and program expansions. City agencies and interested organizations will be asked in the application to describe their commitment to the proposed project, including details about securing non-DCLA funding after FY20. Supported projects must be:

- Designed to address an existing service need among a specific City agency's constituency, as identified by the City agency and cultural organization; preference will be given to programs reaching underserved constituents;
- New projects or expansions of existing ones; and
- Developed in partnership between the City agency and cultural organization.

Preference will be given to City agencies that make a commitment to continuing (and independently funding) successful partnerships in subsequent years.

Each proposal must include one City agency and one cultural organization, and each City agency or arts organization may only submit one proposal. If a previously funded City agency and cultural organization renew their grant, they may not

submit an additional application. Subject to review of project performance and available funding resources DCLA may elect to renew projects in future years.

In order to be considered, cultural organizations must have submitted an eligible FY20 Cultural Development Fund application or be members of the Cultural Institutions Group. Organizations with missions broader than arts and culture (such as social service, educational, and religious organizations) are also eligible, provided that they have submitted an eligible FY20 CDF application. Programs funded by the Mayor's Grant for Cultural Impact must be completed by June 30, 2020.

New proposals will be submitted to DCLA and reviewed by representatives of the Mayor, appropriate agency staff, and outside professionals with relevant expertise. All components of the application must be received no later than 11:59PM on Monday, October 21, 2019. Applicants will be notified of the outcome of the process the week of November 4, 2019 with programs to begin as soon as possible thereafter.

## **GUIDELINES**

### **APPLICANT ELIGIBILITY**

- Each application must include a New York City Agency partner and an eligible not-for-profit cultural organization partner.
- City agencies must commit staff and other resources necessary to fully implement the proposed project.
- DCLA will only accept applications from members of the Cultural Institutions Group or not-for-profit organizations that have submitted an eligible Cultural Development Fund application for Fiscal Year 2020.
- Each City agency and cultural organization may submit only one application; renewing partner agencies may not be included in a new proposal.
- Partnerships funded for two years in FY18-FY19 may next apply together in FY21; organizations and agencies are welcome to apply with a new partner in FY20.

### **PROJECT ELIGIBILITY**

- Project must be cultural in nature.
- Project must consist of activities that directly engage members of the partner agency's constituency through public programs, educational activities, trainings, multi-disciplinary collaborations, installations, or other constituent-facing programs.
- Funds cannot be used for capital expenses, fundraising (including special events), or for City agency or organizational capacity-building programs.
- Project activities must take place between December 1, 2019 and June 30, 2020.
- Project activities must take place within the five boroughs of New York City.

### **SELECTION PROCESS AND EVALUATION CRITERIA**

All eligible new applications will be reviewed by a panel consisting of representatives of the Mayor, appropriate agency staff, and outside professionals with relevant expertise. Up to four grantees will be selected to receive funding.

Proposals will be evaluated based on following criteria:

- Potential impact on the City agency's constituents and communities;
- City agency's demonstrated commitment to the partnership with the cultural organization and program;
- Excellence and uniqueness of the proposed project;
- Project feasibility, taking into consideration budget, timeline, available resources, stated goals, and the capacity of the cultural organization to carry out the project; and

- Clarity and detail in the project proposal.

#### **AWARD REQUIREMENTS**

Selected cultural organizations will receive a \$50,000 award by a grant agreement with DCLA. The partner agency contribution may be awarded to the cultural organization or allocated to direct program expenses. Through their agreements with DCLA, organizations will be subject to the following requirements:

- Sign and return grant agreement, required insurance documentation, and other required compliance paperwork;
- Include funding credit and logos on all marketing and event materials, print and electronic, for both DCLA and the partner agency;
- Submit final report on a timely basis after completion of all project activities, and in no event later than August 2020.
- Provide documentation of grant-funded activities, including video recordings, audio recordings, photographs, print materials, web-related content, etc.

Selected organizations and City agencies that do not comply with DCLA’s requirements in a timely manner may lose current funding and be ineligible for future funding from DCLA under this initiative and other funding programs.

#### **APPLICATION PROCESS**

Application will be a fillable PDF to be uploaded to the agency’s website, along with required digital supplemental materials. The application will consist of the following required components:

- Cultural organization and City agency contact information;
- Narrative information about program goals, City agency and organizational background, and details of the proposed project;
- Budget, which shall include the partner agency contribution of at least \$25,000, which may be in-kind;
- A letter of commitment signed by the commissioner of the partner agency; and
- Supporting documentation including previous program evaluations, programmatic material related to previous programs, curricula or other educational materials, and other supplemental material.

**[The application can be downloaded from the DCLA website by clicking here.](#)**

#### **APPLICATION Q&A**

Organizations and representatives of City agencies are invited to get an overview of the Mayor’s Grant for Cultural Impact prior to submitting an application.

#### **Information Session:**

**New York City Department of Cultural Affairs**

**31 Chambers Street, Room 209**

**Friday, September 27**

**11:00am – 12:00pm**

**Registration required, [click her to RSVP for the seminar](#)**

Questions:

Please call your Program Officer or Stacey McMath at (212) 513-9345