INSTRUCTIONS FOR COMPLETING
PUBLIC SERVICE AWARD PROPOSAL FORM

GENERAL INSTRUCTIONS

Every item of information requested is essential. Do not leave blanks. If an item does not pertain to your organization insert **"N/A"**. The form, as well as all accompanying documentation, must be typed; handwritten Applications are unacceptable. Enter applicant's legal name in the space provided on each page. Please follow the specific instructions preceding each section. If additional pages are necessary, please identify each by corresponding section number. Label all supplemental information appropriately. If you have any questions, please contact the Program Services Unit at 212-513-9346 or -9350.

Note that recommendations for funding are based in part on the detail that constitutes the proposal package, including the Application form and all submitted materials. These materials must be complete and compelling. Refer carefully to these Instructions, Section VI of the proposal, and the Checklist following the proposal form for the items needed to make your proposal complete. Be sure to keep a duplicate copy of your submission for your files. **The deadline for submission is Monday, March 26, 2007. The Department will make no exceptions to this deadline.** Your materials may be hand-delivered at any time before 6:00 p.m. on that date, or postmarked on or before **March 26, 2007**. Facsimile or electronic submissions cannot be accepted.

INTENT TO APPLY

Please note that the Intent to Apply is a separate, online document. All information provided by the Intent to Apply is asked for again in the application. You MUST complete all fields in this Application, even if the information has not changed since submitting the Intent to Apply. The following questions will help us track changes in your information and ensure that our records are up-to-date.

- Indicate whether or not you have completed the online Intent to Apply form, available at www.nyc.gov/culture.
- Indicate if the information provided in the Intent to Apply form is still current.
- If any of the information listed in the Intent to Apply is no longer accurate, or if you would like to change your borough or discipline designation, you must update those fields on this application. Indicate here which fields have been updated on this application.

BOROUGH AND DISCIPLINE DESIGNATION

Applicant organizations are required to designate the borough and the discipline in which they would like to be considered in the boxes to the upper right of the Application. Use the following symbols to designate the borough and select one only, based on the location of your primary public services:

"X" for Bronx   **"B"** for Brooklyn   **"M"** for Manhattan   **"Q"** for Queens   **"S"** for Staten Island

Select only one discipline from the codes offered on Instructions, pages 2-3 below, based on the primary discipline of the services you are providing.

LINE-BY-LINE INSTRUCTIONS

The detailed instructions below are keyed to the numbered sections of the Application form.

I.   APPLICANT ORGANIZATION

a.   The name provided here must be underlined identical to that in the IRS determination letter for tax-exempt status. If the proposal is being submitted through a conduit, both the conduit and the organization seeking to

provide the service must each complete a copy of Section I of the Proposal form. In the case of the conduit, state the conduit's name according to the following format: **[name of conduit organization] FOR [name of the organization providing service].**

b.   If your organization regularly operates under a name other than the legal name listed in Section I.a., please indicate that name. If applying through a conduit, include the AKA for both.

c.   Provide your organization's website address, if applicable.

d-h.   Indicate address, neighborhood, city, state, and zip code of the organization's primary location. If your mailing address is a post office box, please indicate the street address of your primary location.

i-j.   List the council district and community board in which your organization is located. Visit "Find my elected representative" at www.cmap.info/webmapping or www.nyccouncil.info, or call 311, the City's information number or the Board of Elections (212-487-5300) to confirm this information.

k-n.   Indicate name, title, telephone number (including extension) and e-mail address of the Chief Administrative Officer. This person must also sign the Certification and Release in Section VII.

o-r.   Indicate name, title, telephone number (including extension) and e-mail address of the person in your organization who will serve as the contact person for this proposal.

s.   Indicate the month and year that your organization was incorporated.

t.   Indicate the day and month your organization's fiscal year begins. This date should correspond to all fiscal information reported in the proposal, and to audited statements being submitted.

u.   Enter your 9-digit Federal Employer Identification number.

v.   Provide an alternate phone number (cell, home) where DCA may reach you **during non-working hours** in case of emergency.

w.   Provide a fax number where the Chief Administrative Officer can be reached.

x.   Indicate all DCA support awarded during your organization's fiscal years as requested. If your organization received support from another source within DCA such as a CADP grant, please provide total amount of DCA funding and note program/s. Information should match that provided in Section IV.A. of the proposal form.

y.   Indicate total income and expense budget figures for each of your organization's fiscal years as requested. Figures should match those listed in Section IV.A. of the proposal form and your organization's audited statement/s.

II.   PUBLIC SERVICE ANALYSIS

a.   To describe your organization, select one of the <u>organizational</u> codes provided below.

b.   List up to two of the <u>discipline</u> codes provided below to indicate your organization's principal activities.

c.   For each project, indicate the most relevant artistic or cultural discipline from the discipline codes below.

Organizational Codes		Discipline Codes	
Arts Services	ASO	Architecture/Design	A/D
Botanical	BOT	Botanical	BOT
Community arts and		Crafts	CFT
social services	COM	Dance	DNC
Educational Institution	EDU	Film/Video/Audio	FVA
Gallery	GAL	Folk Arts	F/A
Historical Society	HIS	Literature	LIT
Museum	MUM	Humanities	HUM
Performing	PRF	Multi-Discipline, Performing	MUL-P
Presenter	PRE	Multi-Discipline, Non-Perf	MUL-NP
Other (specify)	OTH	Museum	MUM
		Music	MUS
		New Media	N/M
		Photography	PHO
		Science	SCI
		Theater	THT
		Visual Arts	V/A
		Zoo	ZOO
		Other (specify)	OTH

Indicate the type of service for which your organization is seeking DCA funds. Include the total cost for the service and the amount of DCA support requested for each project. Remember that DCA support should be no more than 50% of the project budget/s. Prioritize your projects if you are submitting for more than one project.

If your project is an <u>educational</u> program or includes related educational activities, indicate this by adding (AIE) to the relevant discipline codes. Listed below are three types of examples of educational programs, all of which may be eligible for DCA support.

Arts in Education projects are distinguished by the following characteristics:
- Regularly scheduled artistic/cultural activities used to further aesthetic and intellectual awareness and growth
- Teaching artists are trained to work in an educational environment
- Pre-program planning and post-program review with classroom teachers
- Arts and cultural activities that demonstrate some level of curriculum integration
- Activities can take place in a school classroom, a cultural facility or other location

Art exposure projects focus on a defined or specific number of performances, lecture/demonstrations or exhibitions, often including pre-visit materials or post-event discussion.

Arts education projects are characterized by an emphasis on sustained and regular training, including developing and mastering the skills of a particular artistic discipline. Training, which is provided by artist/instructors working under the auspices of a cultural organization, may range from introductory through professional levels.

d.   Complete as requested.

e.   Please provide a brief account of how the proposed activities are an extension of your mission. Be sure to address the project's intended results and how these fit within and demonstrate your organization's mission. This section does not replace the description of proposed services required in section III.A.

f.   Please provide information on staffing for both the total organization and those working directly on the activities proposed for funding. Include a count of paid and unpaid staff, and break those figures down by full time (F/T) and part time (P/T) employees (e.g., an unpaid executive director spending 20 hours

running the organization each week would be counted as "1" in the "Unpaid – P/T" column; a

programming director working 35 hours or more per week would be counted as "1" in the "Paid – F/T" column). Include teaching artists, dancers or other contracted labor as appropriate. If you have an organized volunteer program, list the number of active volunteers in the unpaid and part time columns.

III.A. PROPOSED SERVICES

The Department encourages organizations to apply only for cultural services that it can realistically complete. The services must occur within the city's fiscal year (July 1, 2007-June 30, 2008). Anything before July 1, 2007 or after June 30, 2008 cannot be considered for funding. Duplicate this page for each project proposed and prioritize those projects if more than one project is being submitted. Itemize separately and supply complete, <u>detailed</u> information for each component of the project/s. DCA support will be limited to no more than 50% of the project budget.

This section requires a high level of detail. A listing of dates and activities alone does not meet that requirement. Each applicant should use this section to give context to its proposed activities. All applicants should convey how the project constitutes a public service. General and generic project descriptions are far less compelling than specific, detailed descriptions. Refer to the specifics below for the level of detail required to submit a competitive application.

Project number refers to the prioritized list of projects in Section II.c. and budget columns in Section IV.A.

a. Give a complete, specific and detailed description of each project, and include the following information as applicable:

Proposed Activities: Provide complete and detailed information about all aspects of the project, including:
- performers/artists
- dates, times, locations/venues, etc.
- the objectives of the project
- the programming or curatorial selection process
- the process by which participants selected
- identification and brief information on artists involved in the project

Applicants are also strongly encouraged to submit bios and/or other qualifications for those persons involved in the project/s.

Proposed Outreach:
- describe the characteristics of the community being reached or audience being served
- indicate plans for and means of outreach efforts/audience development
- detail use of print and non-print media, ticket prices, subsidy programs or any other outreach or marketing tools

For arts in education projects:
- indicate the particular public schools and grades being served
- describe the organization's relationship to the schools being served
- describe the planning process by which the program was designed
- indicate the total number of students participating
- note the number and length of each session with each group of students
- note the qualifications of the artists/teachers
- describe the materials to be presented, including pre- and post-visit materials
- note the relationship of the program to the classroom curriculum
- discuss how the teaching artists and schools evaluate the program

For educational programs, also include information about educators and frequency and duration of classes/sessions.

   For ticket subsidy projects:
>> -explain the process by which ticket recipients are selected
>> -indicate maximum capacity for the event/s, i.e., size of house
>> -indicate the number of tickets to be subsidized
>> -indicate the charges if any for the subsidized tickets
>> -indicate the price that would be charged for non-subsidized tickets

  Please attach a list of the previous two year's of activities (FY06 and FY07 to date) related to the current proposed project/s, and the number of persons served by each project, each year.

b.   Enter the total cost of the project/s in the box provided. This must match "Total Expenses" under the appropriate project column in Section IV.A., as well as "Total Cost" in Sections II.c. and III.B.

c.   Enter amount being requested from DCA in the box provided. This must match amount requested for project in Sections II.c. and III.B.

d.   Enter specific activity dates in column provided. <u>All projects must occur between July 1, 2007 and June 30, 2008</u>.

e.   List the borough/s in which the activities will take place.

f.   Estimate the number of participants or audience for each activity within the project. The estimate provided depends on the focus of your project. For example, if you are offering a public performance, the focus is on the audience; estimate the number of audience members at each event. If your project's focus is on instruction or professional development, estimate the number of participants (students, artists, etc) being trained in the class or workshop. If there is a culminating event component to the project (e.g. performance or exhibition) indicate attendance at the culminating event separately.

g.   Realistically estimate the **total** number of people who will be <u>directly</u> served by this project. If those served are reached via recorded, electronic or web-based media, indicate how numbers served were calculated.

h.   State if you intend to charge for this service and how much. Also indicate who will pay: individual, student, group or school, etc.

i.   Check "Yes" only if the proposed service is specifically designed and intended for school children, not simply open to all age levels. Include the number of students served by the project.

j.   Designate sources of funds and whether they are anticipated or have been received for the project described.

III.B.   SYNOPSIS OF PROPOSED SERVICES

This section refers to the prioritized list of projects in Section II.c. that are described fully in Section III.A., preceding. For each project proposed, <u>summarize</u> the essential information from the previous page/s that describe in full the proposed services. Space is provided for up to three projects. Duplicate the page if more projects are being proposed, but see "Funding Levels" on Page 5 of the Guidelines. Respond only in the space provided for each project. Descriptions should *briefly and concisely* state the following: the type of activity, number of events (performances, workshops, exhibits, issues of a publication, etc.), date/s and place/s, and admission fees (if any). For each project, provide the total cost and the amount being requested from DCA. These figures should correspond to those in Sections II.c., III.A., and IV.A.

IV.A. BUDGET

From left to right, the first three columns represent your organization's total budget for three consecutive fiscal years.   The next three columns represent proposed project budget/s for Fiscal 2008. Income and expenses for the organization's total budgets and for each project should match figures listed elsewhere in the proposal. The "Total All Projects" column should equal the sum of ALL the project/s. If you are applying for more than three projects, duplicate this page and provide the total cost on the first budget page and complete only the project columns on the second budget page. The Total Income and Total Expenses for Fiscal 2008 should be the same as the projections in Section I.y.

Earned Income:

Admissions/Box Office - Income only derived from admission to events, exhibitions and performances.

Contracted Services - Income derived from or received for services provided by your organization (e.g., space rental, performance fees, and consultants' fees).

Tuition, Class/Workshop Fees - Income derived from fees charged for classes, registration, workshops and seminars.

Other Earned Income - All other sources of earned income (e.g., interest on bank accounts, concession sales, publications, fundraising and any other income not included in categories listed above). Note: Please make sure your fundraising amount is the gross income received (before expenses). Do not include membership income (include under individual contributions). Be sure to specify in Section IV.B., Budget Notes.

Unearned/Non-Government Income:

Corporate Contributions - Cash support derived from contributions given by businesses, corporations and corporate foundations, or a proportionate share of such contributions allocated to each project and to the organization in total. Such contributions should include funds from employee matching gift programs.

Foundation Grants - Cash support derived from private foundations or a proportionate share of such grants allocated to each project and to the organization in total.

Individual Contributions - Support from private individuals, members support from "friends" organizations. Do not include corporation, foundation or government contributions and grants.

Other Unearned Income - Include any other contributions and grants not included above. Be sure to specify in Section IV.B., Budget Notes.

Unearned/Government Income:

NEA - National Endowment for the Arts.

NYSCA - New York State Council on the Arts.

Other Federal and State - Include and specify any other grants derived from federal and state sources (e.g., National Endowment for the Humanities, Institute of Museum and Library Services, Community Development Block Grants, Urban Development Action Grants, Department of Education, NYS Natural Heritage Trust, or NYS Department of Education). Be sure to specify in Section IV.B., Budget Notes.

DCA/Program Services - Include funding requested in this proposal as well as any anticipated City Council funds allocated towards these projects.

DCA/Other - Identify and itemize funds derived from *other* DCA sources (e.g., CADP, Capital).

Other City - Include funds anticipated from any other division of New York City Government (e.g., Department of Education, Department of Aging, Department of Youth and Community Development).

Local Arts Councils - Specify the arts council (e.g., Brooklyn Arts Council, Queens Council on the Arts), and include here any DCA regrant funds as well as NYSCA decentralization funds received. Be sure to specify in Section IV.B., Budget Notes.

Expenses:

Personnel - This item should include those staff members who are on salary and for whom you make withholding deductions. Figures should include gross salaries and fringe benefits such as health insurance. Social security, pension fund payments and payments to retirees should be included within each category of personnel.

Administrative: Executive and supervisory administrative staff, program directors, business managers, press agents, development staff, clerical staff, ushers and other front-of-the-house and box office staff, librarians, maintenance and security staff, etc.

Artistic: Artistic directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc.

Technical/Production: Technical management and staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stagehands, video and film technicians, exhibition installation staff, conservators, etc.

Outside Professional Services - Payments to firms or persons on a fee-for-service basis including consultant fees, honoraria, stipends for nonstaff, public relations, fundraising, outside security, instructors, choreographers, curators, conductors, designers, video artists, etc.

Space Rental/Utilities - Payments specifically identified with the project for rental of office, rehearsal, theater hall, gallery, and other such spaces, and utilities such as electricity, water, gas, etc.

Equipment Rental/Supplies - Rental charges for equipment on a per-use basis (e.g., lighting, sound). Equipment and supplies purchased costing less than $500 with an estimated useful life of less than two years. Such items are considered consumables required for daily operations (e.g., paper, photocopying, soap, toe shoes, pencils, paint brushes).

Travel/Transportation - Costs for travel directly related to the travel of an individual specifically identified with the project. Include fares, hotel, and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage allowances on personal vehicles, gas, car rental. Also costs associated with trucking, shipping, and hauling of equipment, costumes and sets.

Advertising/Promotion/Marketing - All costs for advertising, marketing, publicity and/or promotion specifically identified with the project. Do not include payment to individuals or firms that belong under "Personnel" or "Outside Professional Services." Include costs of newspaper, radio and television advertising, printing and mailing of brochures, flyers and posters, and space rental when directly connected to promotion, publicity or advertising (for fundraising expenses, see "Other Expenses").

Other Expenses - All expenses not entered in other categories and specifically identified with the project. Include fundraising expenses, scripts and scores, lumber and nails, storage, postage, telephone, interest charges, photographic supplies, publication purchases, sets and props, insurance fees, nonstructural renovations or improvements, etc.

Surplus/(Deficit) - Indicate as appropriate.

In-Kind Support - Should reflect the fair market value of volunteered services or essential items that are wholly or partially expended on the project. Include donations from DCA's Materials for the Arts Program. The value of any item noted as in-kind support must also be included in the appropriate portion of the expense budget. Total income plus total in-kind support should equal total expenses. Itemize in-kind support in Section IV.B, Budget Notes.

IV.B. BUDGET NOTES

This section is mandatory. Include specifics for all budget categories which indicate "other" on IV.A. as well as budget variations of greater than 20% from year to year and other explanations that clarify the figures provided. Provide the project # and title from Section II.c. at the head of each column.

V.   ORGANIZATION GENERAL INFORMATION

a-m. Complete as requested.

VI.   SUPPLEMENTAL INFORMATION AND REQUIREMENTS

For all organizations, recent, relevant supplemental materials are vitally important and a required portion of the Application. Each organization is different and will be best represented by a different combination of background materials. These may include but are not limited to:
- Pamphlets
- Catalogues
- examples of outreach materials such as postcards, brochures, fliers
- press
- artist bios
- examples of work
- printouts from website and promotional emails
- relevant CDs, DVDs, or printed materials
- images
- any additional material that helps provide a context for your project or your organization

If you are applying for an educational program, also submit:
- relevant curriculum materials and study guide/s
- a list of currently participating schools, and
- teaching artist bios or other qualifications

VII.   CERTIFICATION AND RELEASE

Both the Chief Administrative Officer and the Board Chairperson are required to sign the proposal. In instances when the same person holds both these positions, please have another officer of the Board sign in place of the Board Chairperson. If using a conduit, both the applicant and conduit organizations should complete a copy of Section VII.

VI.   FUNDING PLAN

The XYZ Group for the Arts, Inc.

	FY2005-06 **Received**	FY2006-07 **Projected**	FY2007-2008 **Projected**
Earned Income	$8,000	$8,500	$9,500
Foundations/Grants			
ABC Foundation	$4,000	----	$5,000
Solomon Foundation	$1,200	$2,000*	$2,500
Mary Jones Foundation	$3,500	$3,500*	$3,500
Total Foundation	$8,700	$5,500	$11,000
Corporate Funders			
ABC Enterprises	$1,550	$1,550	$1,550
Smart Bank	----	$3,500**	$3,500
St. Louis Tribune	$6,900	$6,900*	$7,000
Toronto Sun	$3,500	$3,500*	$4,000*
Total Corporate	$11,950	$15,450	$16,050
Individual Contributions	$3,725	$4,000	$5,000
Total Individual Contributions	$3,725	$4,000	$5,000
Government			
NYSCA	$3,500	$3,500*	$5,000
NEA	$1,500	$1,500	----***
NYC DCA	$5,000	$6,000	$6,000
Total Government	$10,000	$11,000	$11,000
Grand Total	$42,375	$43,650	$52,550

*Indicates received funding for FY07. As of March 20th, 2007, the remaining funding sources are still anticipated.

** Smart Bank is a new funding source to us in FY07. A current Board member who is an employee at Smart Bank has pledged $3,500 in support for FY07, and we anticipate they will renew that award at the same level in FY08.

***Our organization had a three-year grant (which will end in FY07) with the NEA. We will apply again for the grant in FY09, which is the next fiscal year we are eligible.

IMPORTANT THINGS TO KEEP IN MIND

- **DEADLINE: <u>MONDAY, MARCH 26, 2007</u>. The Department will make no exceptions to this deadline.**

- **Be sure to fill out an Intent to Apply (www.nyc.gov/culture) as soon as possible.**

- **Be sure you have carefully read the Guidelines.**

- **Refer to the Instructions throughout the course of completing this application.**

- **Remember to check the borough designation and discipline boxes on page 1 (top, right) of the proposal form.**

- **Be sure your submission is complete.**
  Review the checklist to ensure that you have submitted all items required and that every page of the application is complete. Incomplete submissions are not competitive. Keep a copy of all submitted material for your files.

- **Be sure your project occurs in the City's Fiscal Year 2008 (July 1, 2007-June 30, 2008).**
  If your project overlaps fiscal years, you may apply for that portion that falls in Fiscal 2008 as long as these activities contain a public service component.

- **Provide consistent financial information throughout the application form.**
  It is extremely important that financial information (e.g., project cost, amount requested and total organization budget) is consistent throughout the application. Check to make sure your arithmetic is accurate.

- **Provide a history of prior activities in Fiscal 2006 and 2007 to date.**
  Provide a listing of previous year's activities related to your proposed projects for both years including dates, locations, number of people served, etc. In addition, two sets of recent, relevant background material, appropriately labeled, should be included with your proposal.

- **Keep DCA informed of key contact information.**
  If, after you submit your proposal, there are significant changes in administrative personnel, address or phone numbers, please inform us so that we are able to contact you.

- **Keep DCA informed of your organization's activities.**
  Be sure to include DCA's Program Services Unit on your mailing list so that we routinely receive information about your activities and are aware of site visit opportunities.

- **Respond promptly and completely to any requests for additional information.**
  It is essential that you comply with our request for documentation, especially if there is material that is missing from your proposal, within the deadline.

- **Include background material for arts in education projects.**
  If you have proposed arts in education activities, remember to include material as described on page 9 of the proposal form under background materials.