

# INSTRUCTIONS FOR COMPLETING PUBLIC SERVICE AWARD PROPOSAL FORM

## GENERAL INSTRUCTIONS

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

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 7 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, February 4, 2008. 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 **February 4, 2008**. Fax or electronic submissions cannot be accepted. **All Application materials must fit into an envelope or box approximately 11"x17"x2".**

## DESIGNATING YOUR SUBMISSION

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In the top right corner of page 1 of the Application please designate the following:

Borough Designation for Proposed Activities – Determine the primary location of your public services or where the majority of your proposed services take place. This may not be where your offices are located. Select only one borough code from the following to designate the borough.

“X” for Bronx “B” for Brooklyn “M” for Manhattan “Q” for Queens “S” for Staten Island

Discipline Designation for Proposed Activities – Based on the primary discipline of the services you are providing, select only one code from the discipline codes listed below.

<u>Discipline Codes</u>			
Architecture/Design	A/D	Multi-Discipline, Performing	MUL-P
Botanical	BOT	Museum	MUM
Crafts	CFT	Music	MUS
Dance	DNC	New Media	N/M
Film/Video/Audio	FVA	Photography	PHO
Folk Arts	F/A	Science	SCI
Humanities	HUM	Theater	THT
Literature	LIT	Visual Arts	V/A
Multi-Disc, Perf & Non-Perf	MUL-MUL	Zoo	ZOO
Multi-Discipline, Non-Perf	MUL-NP	Other (specify)	OTH

FY06 Operating Income – Provide the actual operating income for Fiscal Year 2006 reported in financial statements. **This number should not include any in-kind amounts.** For applicants using a conduit, state the applicant organization's operating income for the organization proposing the service.

*Organizations for which arts and culture is only one component of a larger mission should provide the portion of their FY06 operating income that was dedicated to arts and culture in this section. Further instructions for these types of organization can be found on page 3 of the Instructions.*

The above information will be used to determine which panel reviews the Application.

## LINE-BY-LINE INSTRUCTIONS

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

### 1. APPLICANT ORGANIZATION

- a. The name provided here must be identical to that in the IRS determination letter for tax-exempt status.

If the proposal is being submitted through a conduit, the organization that will perform the service must provide the name under which it is incorporated in New York State. Check the box under Applicant's Legal Name and provide the legal name of the conduit. Both the conduit and the organization providing the service must each complete a copy of Section 1 of the Application form. On the conduit's copy of the form state the Applicant Legal Name according to the following format: **[name of conduit organization] FOR [name of the organization providing service]** and fill out Section 1.b. through x.

- b. If your organization regularly operates under a name other than the legal name listed in Section 1.a., please indicate that name.
- c. Provide your organization's website address, if applicable.
- d-h. Indicate address, 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 in 1.e.
- i-j. List the community board and council district in which your organization is located. Visit "Find my elected representative" at [www.cmap.info/webmapping](http://www.cmap.info/webmapping) or [www.nycouncil.info](http://www.nycouncil.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 Executive Officer. This person must also sign the Certification and Release in Section 9.
- 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, if different from the Chief Executive Officer.
- 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 annual operating budget figures in Section 5.A. and to the financial 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 Executive Officer can be reached.
- x. To describe your organization, select one of the organizational codes listed below:

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### Organizational Codes

- ASO Arts Services: Organizations whose primary mission is to provide service to the cultural field rather than produce or present.
- BOT Botanical: Organizations whose primary focus is the study of plants and botany.
- EDU Educational Institution: An organization dedicated primarily to providing education or an organization closely affiliated (either housed in or sponsored by) a school, college, or university.
- GAL Gallery: An exhibition space with rotating exhibitions and programs rather than a permanent collection/program.
- HIS Historical Society: Organizations primarily dedicated to the preservation and sharing of the history of a given area or subject.
- LIB Library: Organizations whose primary mission is to contain and share books, periodicals, and other materials for reading.
- MSV Social and/or Multi-Service: Organizations whose primary mission is not based in arts and culture.
- MUM Museum: Organizations primarily devoted to the acquisition, conservation, study, exhibition, and educational interpretation of objects having scientific, historical, or artistic value.
- PRF Performing: Organizations primarily dedicated to the production and presentation of the performance arts.
- PRE Presenter: Organizations offering presentation space or support as their primary service.
- REL Religious: Organizations whose primary mission and/or constituency is faith-based.
- OTH Other: All other organizations. Be sure to give a brief description after “specify.”

### **MULTI-SERVICE, RELIGIOUS, EDUCATIONAL AND OTHER ORGANIZATIONS**

DCA may fund organizations for which culture is not a primary mission if they have a long-standing dedication to cultural programming. Organizations that work in the social service or educational field or function as a religious institution may apply, but are subject to certain additional criteria. Please consult the Guidelines Page 2 for more information.

## **2. SYNOPSIS OF PROPOSED SERVICES**

Summarize the essential information for each project proposed. Space is provided for up to three projects; if more projects are being proposed, duplicate the page and complete only the Applicant Legal Name and additional project synopses on the second page. **Do not submit more than 5 projects** (consult “Funding Levels” on Page 4 of the Guidelines). Prioritize your projects, and keep the same priority order throughout the Application. Provide a Title for each project where prompted. The Title should be a concise description of the project (i.e., Ticket Subsidy Program, Mainstage Season, After School Filmmaking Program, Artist’s Summer Residency), and then include a brief and concise description that includes 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). Respond only in the space provided for each project.

- a. Provide the total cost for each specific project.

- b. Provide the amount being requested from DCA for each specific project. NOTE: DCA support is limited to no more than 50% of the project budget. In-kind support does not count toward the project cost.
- c. For each project, indicate the most relevant discipline code from page 1 of the Instructions.
- d. If your project is an educational program, check this box. Listed below are several 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 trained to work in an educational environment
- Pre-program planning and post-program review with classroom teachers provided
- Arts and cultural activities demonstrate some level of curriculum integration
- Activities 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 Skills 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.

- e. Include totals for project costs and amounts requested from DCA. If proposing more than three projects indicate the total cost of all projects and the total DCA request on the first page.

### **PUBLIC SERVICE ANALYSIS**

- a. Complete as requested.
- b. Describe outreach to audience and participants, as applicable and depending on the focus of the proposed projects.
  - 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
  - describe how the opportunities that your organization offers are made available to potential participants
  - if the proposed program is application or submission-based (i.e., residencies, open calls), describe the resources used to attract potential applicants
  - for religious organizations, outline strategies for outreach to the general public and describe how this activity is separate from the religious mission and constituency
- c. For each staff category (Principal Administrative and/or Artistic Staff; Other Staff Members; and Interns and Volunteers) provide figures for total number of staff within that category, and indicate the number of paid and full-time staff members. Please note employees are considered full time if they are permanent staff members working 35 hours a week or more. Include teaching artists, dancers or other contracted labor as appropriate.

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### 4.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, 2008-June 30, 2009). Anything before July 1, 2008 or after June 30, 2009 cannot be considered for funding. If the proposed project is an ongoing program of your organization that extends beyond the confines of the fiscal year (i.e., an exhibition running from April to September), provide DCA with the larger scope of your program, but be clear and specific about the activities in FY09 for which you are seeking funding. Duplicate page 3 for each project proposed and prioritize projects if more than one project is being submitted.

- a. List the project number and total number of projects (i.e., 1 of 3). Include the project Title. Use this section to describe the proposed activity in a high level of detail (Who, What, Where, When, Why, and How). **Convey how the project constitutes a public service and how it is connected to the organization's mission.** General and generic project descriptions, or a listing of dates and activities alone, are far less compelling than specific, detailed narratives.

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 are selected
- identification and brief information on artists involved in the project

**For 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 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

- b. Enter specific activity dates in column provided. All projects must occur between July 1, 2008 and June 30, 2009. Please indicate month and year of activity, such as "11/08" for November, 2008.
- c. List the borough/s and corresponding City Council district/s in which the activities will take place.
- d. **Realistically** estimate the number of people served for each activity within the project. This includes audience members and/or participants for each activity. 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.

Note: Please be as accurate as possible – if funded, this number will be referred to in evaluating your program.

- e. State if you intend to charge for this service and how much. Also indicate who will pay: individual, student, group or school, etc.
- f. Indicate age ranges of the primary group of people served; if the project does not have a targeted age group check General.

**4.B. PROPOSED SERVICES BEYOND FISCAL 2009**

The questions in Section 4.B. should be answered only if you have an FY2006 Operating Income OVER \$250,000. If awarded funding, organizations of this budget size will receive a multi-year contract through FY2011. Questions in this section are related to proposed services and budget projections for Fiscal Years 2010 and 2011. These questions should be answered with as many known and proposed specifics as possible. If you plan to continue with programs proposed in this application, please state any expected changes.

- a-c. Complete as requested. Applicants are encouraged to follow the recommendations outlined in Section 4.A. as closely as possible, even if all project elements are not confirmed.

**5.A. BUDGET PAGE**

In the top right of this section note the organization's actual income and expenses for FY06, do not include in-kind. Use the drop down menus to indicate your fiscal year start and end dates. From left to right, the first three columns represent your organization's annual operating budget for three consecutive fiscal years, not including in-kind support [Note: This is a change from what DCA has requested in previous applications]. The columns to the right of the budget categories refer to projects for which DCA support is requested. The first column should reflect the sum of ALL the proposed project/s requested. Provide the budget for each proposed project in the remaining columns. Use the drop down menu to identify the project number. If you are applying for more than three projects, duplicate this page and complete only the project columns on the second budget page.

Earned Income:

Admissions/Box Office - Income 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.

Publications - Income derived from sale of publications.

Fundraising (Gross) - Income derived from benefit events and galas. Note: Please make sure your fundraising amount is the gross income received (before expenses).

Other Earned Income - All other sources of earned income (e.g., interest on bank accounts, concession sales, and any other income not included in categories listed above). Do not include membership income (include under individual contributions). Be sure to specify in Section 5.B.b., Budget Notes.

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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 5.B.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, NYS Natural Heritage Trust, or NYS Department of Education). Be sure to specify in Section 5.B.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). Please note that Capital support should not be included in the Operating Budget.

Other City - Include funds anticipated from any other division of New York City Government (e.g., Department of Education, Department for the Aging, Department of Youth and Community Development). Be sure to specify sources in Section 5.B.b., Budget Notes.

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 5.B.b., Budget Notes.

Expenses: (This section should reflect only actual cash expenses – do NOT include in-kind support)

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.

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 non-staff, public relations, fundraising, outside security, instructors, choreographers, curators, conductors, designers, video artists, etc. Be sure to specify in Section 5.B.b.

**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 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, etc. 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. Be sure to specify in Section 5.B.b.

**Surplus/(Deficit)** - Indicate as appropriate. Detail in Section 5.B.d.

**In-Kind Support** - **DCA has changed the policy regarding the reporting of in-kind support.** In-kind support should NOT be reflected in the Expenses on the budget page. This line should reflect the total 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. Itemize in-kind support in Section 5.B.e., Budget Notes.

**In-Kind + Expenses** - Sum figures from "Total Expenses" and "In-Kind Support." This figure will allow DCA to see operating capacity more clearly.

## 5.B. **BUDGET NOTES**

a-f. This section is mandatory. Please answer questions as requested. If absolutely necessary, one supplemental page of notes may be submitted with application.

## 6. **ORGANIZATION GENERAL INFORMATION**

a-n. Complete as requested.



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- o-v. Applicants who provide educational programming, as defined on page 4 of the Instructions, should complete these questions. All other applicants please indicate "N/A."

### 7. SUPPLEMENTAL INFORMATION AND REQUIREMENTS

Complete as requested, including all Supplemental Forms and Background Materials as directed. See samples and online templates where indicated. Please note that media submissions are generally reviewed by DCA Program Staff, not panel. **Entire Application and supplemental materials must fit into an envelope or box approximately 11"x17"x2".**

### 8. TAX EXEMPT STATUS AND INSURANCE INFORMATION

Complete as requested.

### 9. CERTIFICATION AND RELEASE

Both the Chief Executive 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 9.

**FUNDING PLAN**

<u>Listing of Sources</u>	<u>FY2006-07 Received</u>	<u>FY 2007-08 Projected</u>	<u>FY2008-09 Projected</u>
<b>Earned Income</b>	\$8,000	\$8,500	\$9,500
<b>Foundations/Grants</b>			
ABC Foundation	\$4,000	----	\$5,000
Solomon Foundation	\$1,200	\$2,000*	\$2,500*
<u>Mary Jones Foundation</u>	<u>\$3,500</u>	<u>\$3,500*</u>	<u>\$3,500</u>
Total Foundation	\$8,700	\$5,500	\$11,000
<b>Corporate Funders</b>			
ABC Enterprises	\$1,550	\$1,550	\$1,550
Smart Bank	----	\$3,500**	\$3,500
St. Louis Tribune	\$6,900	\$6,900*	\$7,000
<u>Toronto Sun</u>	<u>\$3,500</u>	<u>\$3,500*</u>	<u>\$4,000*</u>
Total Corporate	\$11,950	\$15,450	\$16,050
<b>Individual Contributions</b>	<u>\$3,725</u>	<u>\$4,000</u>	<u>\$5,000</u>
Total Individual Contributions	\$3,725	\$4,000	\$5,000
<b>Government</b>			
NYSCA	\$3,500	\$3,500*	\$5,000
NEA	\$10,000	\$10,000	----***
NYC DCA	<u>\$3,500</u>	<u>\$7,500</u>	<u>\$7,500</u>
Total Government	\$17,000	\$21,000	\$12,500
<b>Grand Total</b>	<b><u>\$49,375</u></b>	<b><u>\$53,650</u></b>	<b><u>\$54,050</u></b>

**NOTES:**

\*Indicates received funding for FY08. As of March 20<sup>th</sup>, 2008, the remaining funding sources are still anticipated.

\*\* Smart Bank is a new funding source to us in FY08. A current Board member who is an employee at Smart Bank has pledged \$3,500 in support for FY08, and we anticipate they will renew that award at the same level in FY09.

\*\*\*Our organization had a three-year grant (which will end in FY08) with the NEA. We will apply again for the grant in FY10, which is the next fiscal year we are eligible.

**The XYZ Group for the Arts, Inc.**  
Applicant's Legal Name

**PRINCIPAL ADMINISTRATIVE/ARTISTIC STAFF**

Name of Staff Member	Title	Full/Part-Time <i>See Instructions</i>	Salary Code
Pritha Pendelton	Executive Director	F/T	E
Robert Heilmann	Artistic Director	F/T	E
Miguel Rodriguez	Communications Director	F/T	D
Kara Rauschenberg	Special Events Coordinator/Membership Associate	F/T	D
Richard Walker	Development Associate	F/T	D
Deborah Cheng	Education Coordinator	F/T	D
Sean Schwartz	Administrative Assistant	F/T	C
Joel Prince	Bookkeeper	P/T	C

**BOARD OF DIRECTORS/TRUSTEES**

Name of Board Member	Profession	Term	Contact Information <i>Include address and telephone</i>
Becky Smith, President	Lawyer, Smith & Smith, LLC	5 years	316 Shady Grove Lane, Bronx, NY 13155 (718) 555-1212
Angel Martin	Producer, Angel Martin Inc.	2 years	41 Chambers Street New York, NY 10007 (917) 555-4567
Tony Granger	VP Marketing, CTWW	4 years	1112 Bedford Avenue, Brooklyn, NY 11211 (718) 555-2297
Denise Chin	Author	4 years	1227 Staten Island Avenue, Staten Island, NY 10113 (718) 555-9991
Allison Thayer	Literary Agent, DKT inc.	2 months	40 Sterling Place, 4F, Brooklyn, NY 11006 (646) 555-3758
Leroy James	Designer, self-employed	4 years	555 Fordham Road, Bronx, NY 11305 (347) 555-4040
Cristina Sanchez	Banker, JP Morgan	1 year	12 Pine Tree Lane, Maplewood, NJ 05312 (201) 555-8314
Davis Dupuis	Gallery Director, Lemonade & Art	2 years	400 44 <sup>th</sup> Avenue, Long Island City, NY 12230 (718) 555-5402

**The Modern Troupe Theatre, Inc.**  
Applicant's Legal Name

**PREVIOUS ACTIVITIES 2007 – 2008 (to date)**

Title of Event	Activity Type (brief description optional)	Date(s)	Location and Borough	# of People Served
A Christmas Carol	Theater performance	11/1-12/31/07	XYZ Theater 1111 40 <sup>th</sup> Avenue, NYC Manhattan	2500
New Works	Bi-monthly reading series for emerging playwrights. Free and open to the public.	1/10 – 4/2/07	XYZ Center rehearsal room 1111 40 <sup>th</sup> Avenue, NYC Manhattan	500
Exploring the Theater: Beckett for Third Graders	Workshop series: Weekly workshops leading to 3 community performances of Beckett's <i>Waiting for Godot</i> .	9/4/07 – 1/25/08	PS X, PS XX, PS XXX Brooklyn	1300