

New York City Theater Subdistrict Council Round 5 Grant Program – PROFESSIONAL TRAINING

For nearly ten years, the Theater Subdistrict Council (TSC) has worked to preserve the long-term viability of the Broadway Theater Subdistrict through a special fund established by a New York City Zoning Resolution in connection with the transfer of development rights from Broadway theaters. More than \$5.7 million in grants has been awarded over four previous funding cycles to a range of projects to advance the TSC's goals of promoting the production of new theater work, developing new audiences, showcasing Broadway's singular role in the history of American theater, and encouraging innovations in theater management.

The Theater Subdistrict Council is pleased to announce the fifth round of the grant program. To expand access to professional positions in the theater and the breadth of people prepared to hold these positions and advance in this field, this grant cycle will relate to the development and training of non-performing theater professionals, with a focus on engaging diverse participants.

Round 5 Grant Program:

Organizations are encouraged to develop or enhance thoughtful professional training programs for non-performing artistic, production, technical and administrative positions. TSC funds will fully or partially support paid apprenticeships, fellowships, or other training programs that specifically prepare individuals for careers in the theater. Preference will be given to programs designed to increase participation from people currently underrepresented in the professional theater community. Applicants will be required to detail the projected outcome(s) of the program and demonstrate how it will have impact on the Theater Subdistrict in a sustainable fashion.

- Funds may be used for new or existing programs.
- Grants will range from \$50,000 to \$250,000.
- Total funds distributed will be up to \$2 million.
- Programs must provide paid fellowships, apprenticeships or training positions with a professional producing, presenting or other theater-related organization, and with a clear path to preparing people for future employment.
- Programs must provide training for non-performing positions including, but not limited to:
 - production and technical personnel such as stage managers; stagehands; costumers; sound and lighting technicians; et al.
 - administrative and management personnel such as company managers; general managers; press agents; development, marketing, advertising, and digital media staff; union administrators; et al.
 - non-performing artistic personnel such as directors; designers; playwrights; composers; lyricists; casting agents; et al.

- The 18-month grant period will be January 1, 2017 through June 30, 2018. Programs funded by the grant must operate within this timeframe. The grant may be used for the portion of a longer program that falls within the grant period.
- Consortia of organizations are encouraged to apply.
- Applicants may apply in partnership with an educational institution or other related professional organization.

Round 5 Process:

The TSC invites organizations and consortia to submit an Intent to Apply by May 11, 2016, which includes a transmittal form and two-page preliminary proposal that outlines a training program as described above. Potential applicants are strongly urged to attend one of three information sessions listed below.

After reviewing and evaluating the Intents to Apply, in late July the TSC will invite selected applicants to submit a fully detailed grant application that will be due on September 26, 2016. The TSC will make final grant selections in November 2016 for programs operating for some or all of the period between January 1, 2017 and June 30, 2018.

Who Can Apply?

Round 5 is open to organizations and/or consortia that:

- produce or present professional theater, or provide professional theater-related services, and are based and operate within the five boroughs
- are incorporated in New York State
- have been in existence and providing cultural services for at least two years
- had an operating income of \$250,000 or more in FY2015

In the case of a consortium, the lead organization must fulfill the stated criteria.

Only one application per lead entity will be accepted.

How to Apply:

Applicants must submit:

1. An Intent to Apply transmittal form, attached and available on the NYC Department of Cultural Affairs and NYC Department of City Planning websites, which requests:

- basic information about the applicant or consortium member
- an estimated budget for the project
- the amount requested from the Theater Subdistrict Council

2. A two-page proposal in narrative form signed by the CEO that will outline:
 - a clear description of the proposed training program and projected implementation schedule
 - the program’s potential impact on the Theater Subdistrict
 - the program’s sustainability beyond the grant period
 - the applicant’s ability to successfully implement the project

3. If this is a consortium application, one additional page signed by the CEO of every consortium member, detailing:
 - the relationship and/or professional history among consortium members
 - the relevant background of the entities forming a new consortium
 - why the program is best served by a consortium

Intent to Apply submissions will be evaluated for completeness and clarity, program impact and sustainability, the applicant’s capacity for implementation and, in the case of a consortium, the rationale for the project to be undertaken by a consortium. Submissions should be as thorough as possible given the space allocated. Preference will be given to proposals that evidence a clear intent to increase participation from people currently underrepresented in the professional theater community.

Please note that proposals longer than two pages or in type smaller than 10 point will be disqualified. Be sure to include applicant’s legal name on each page. All submissions must be postmarked or delivered by May 11, 2016 to the address below. No exceptions to the deadline will be made. Emails cannot be accepted.

Barbara Janowitz
TSC Program Administrator
c/o NYC Dept. of City Planning
120 Broadway, 31st Floor
New York, NY 10271

Information Sessions:

Potential applicants are strongly urged to attend one of three information sessions that will be held at Spector Hall, NYC Dept. of City Planning, 22 Reade Street, NY, NY on:

Thursday, March 24, 2016	10:30 am – 12:00 noon
Friday, March 25, 2016	11:00 am – 12:30 pm
Monday, March 28, 2016	10:00 am – 11:30 am

All sessions will cover the same information. Because space is limited, registration for the sessions must be made at theatersubdistrictcouncil@gmail.com. Please indicate the

number and names of people attending, the organizations they represent, and which session they will be attending.

Program Criteria

Selected applicants will be invited to submit full applications that will be reviewed for program criteria, including those listed below. Note: it is not necessary to address these in depth in the Intent to Apply, but all applicants are advised that these standards will be essential elements of the application itself.

- The proposed project must include as a principal goal the training of individuals with a clear path to preparing people for future employment.
- The proposal must state clearly how the project will have impact on the Theater Subdistrict in a sustainable fashion.
- The proposal must be within the organization's artistic/cultural, administrative and fiscal capabilities.
- Applications from for-profit entities or consortia including for-profit entities must show how TSC grant funds will be administered consistent with the TSC's charitable purposes.
- The proposal should address the program's sustainable impact by demonstrating how the project will continue beyond the TSC funding cycle with the use of other funding, or how it will establish a model that is replicable by other organizations.
- The proposal must include clearly articulated program goals that are measurable and capable of being evaluated during and at the end of the award period, and should indicate how the applicant will monitor the program's impact and effectiveness.
- Preference will be given to programs designed to increase participation from people currently underrepresented in the professional theater community.

Consortia applicants must additionally indicate the following:

- The rationale for consortium members to work collaboratively on the project.
- The existing and/or prior professional history between the consortium members.
- Information about the relevant background of the entities forming a consortium.
- Which organization or entity is the lead applicant.
- Which organization or entity will handle the finances for the project and how funds will be distributed among the members, if applicable.

About the Theater Subdistrict Council:

The Theater Subdistrict Council, LDC is a not-for-profit corporation established pursuant to a 1998 New York City zoning regulation that allows owners of certain Broadway theaters to transfer air rights within the Theater Subdistrict, provided the theaters are preserved, there are commitments to use the spaces for legitimate theater use, and funds are deposited into the Theater Subdistrict Fund. The TSC was established to help promote "theater and theater-related use and preservation

within the Subdistrict, and consists of the Mayor, the Speaker of the City Council, the Manhattan Borough President, and the Director of the Department of City Planning, as well as four representatives from the performing arts, theatrical and related industries (one appointed by the Speaker of the City Council and three appointed by the Mayor). The TSC is chaired by the Department of Cultural Affairs Commissioner on behalf of the Mayor.

The TSC administers the Theater Subdistrict Fund and allocates grants with the goal of promoting the production of new theater work, developing new audiences, showcasing Broadway's singular role in the history of American theater, and supporting and strengthening theatrical production by encouraging or creating innovations in management of theater operation, with potential benefit to theater entities or productions in the Theater Subdistrict.

The Theater Subdistrict is bounded by West 57th Street, Avenue of the Americas, West 40th Street, Eighth Avenue, West 42nd Street, a line 150 feet west of Eighth Avenue, West 45th Street and Eighth Avenue. The Theater Subdistrict Core is bounded by West 50th Street, a line 200 feet west of Avenue of the Americas, West 43rd Street and a line 100 feet east of Eighth Avenue.