



50 YEARS



APPLICATION QUESTIONS

INSTRUCTIONS

BAC Grant applications are submitted through forms available at brooklynartscouncil.org. Please note that the forms are hosted by Submittable. Applicants are required to create a Submittable account if they do not have one already. This online software allows applicants to save and edit drafts before submitting, and maintain a record of all form submissions to BAC.

Application questions are below for reference. All fields are required unless otherwise indicated. Answers that exceed the word count will be cut off. **Applications must be submitted no later than 11:59pm on the day of the deadline. Forms will not be re-opened on or after deadline day.**

Technical issues with the online application form or questions about logging onto Submittable must be directed to support@submittable.com or 855-467-8264. Other questions can be directed to the Grants Department at grants@brooklynartscouncil.org.

APPLICANT INFORMATION

ORGANIZATION NAME

The name of the applicant organization

PRIMARY CONTACT INFORMATION (First Name/Last Name/Title/Phone Number/Email)

The name and contact info of the person who is primarily responsible for this application.

ORGANIZATION'S WEBSITE URL

Panelists may (but are not required to) review the website provided when they are reviewing the application.

ORGANIZATION'S EIN (Employer Identification Number)

Not the tax-exempt #

TYPE OF ORGANIZATION

The main function or type of your organization; i.e. performing, presenting, educational, community arts center, senior center, theater company, etc.

DIRECTOR/PRESIDENT OF ORGANIZATION

The administrative leader of the organization

NUMBER OF YEARS ACTIVE

The number of years the organization has been active in the community, not necessarily as a 501c3.

APPLICANT'S LEGISLATIVE INFORMATION

Select the appropriate legislative district number in each category based on the applicant. If you are unsure as to your district numbers, use the links via the [NYC Data page](#).

ETHNIC COMPOSITION OF THE ORGANIZATION

Select the most appropriate choice from the drop down menu

FISCAL YEAR END DATE

Date on which your current fiscal year ends

LAST FISCAL YEAR INCOME/EXPENSES

Enter your organization's actual, verifiable total income and expenses for your most recently completed fiscal year.



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CURRENT FISCAL YEAR INCOME/EXPENSES

Enter your organization's total income and expenses for the current fiscal year.

IS THIS YOUR FIRST TIME APPLYING FOR A BAC GRANT? Y/N

HAVE YOU PREVIOUSLY RECEIVED FUNDING FROM A BAC GRANT? Y/N

WHICH APPLICATION SEMINAR DID YOU ATTEND?

From the drop-down, select the informational seminar attended by yourself or a representative either online or in-person. If you didn't attend because you're a recent grantee, please select that option.

TOTAL NUMBER OF CONSTITUENTS SERVED PER YEAR

Estimate the number of people who take part in your organization's activities as audience members and/or participants in an average year.

ESTIMATED CONSTITUENT DEMOGRAPHICS

Of the total number of constituents listed above, estimate the percentages that fall into the following demographic categories. Percentages in each category should total 100%. Please note: the following numbers are for reporting purposes only. You will have the opportunity to describe the community you serve in narrative form later in the application.

Pre-K: ____% Children (6-12): ____% Teens (13-21): ____% Adults (22-64): ____% Seniors (65+): ____%

Asian: ____% Black/African American: ____% Hispanic/Latino: ____% Native/Pacific Islander: ____%
White/Non-Hispanic: ____% Mixed Ethnicity/Other: ____%

Low to Moderate Income (LMI): ____% Above LMI: ____%

LMI is generally defined as households earning less than the median income for a given area. You can find LMI information for specific Brooklyn neighborhoods in census information on the nyc.gov website, or estimate based on your knowledge of the communities you serve. Please feel free to contact the Grants Department for further help if you are unsure how to answer the demographic questions above.

WHAT NEIGHBORHOOD IS YOUR ORGANIZATION LOCATED IN?

WHAT NEIGHBORHOODS DO YOU SERVE OR DRAW MOST OF YOUR AUDIENCE/CONSTITUENTS FROM? (Select up to 4 from the check boxes available)

ORGANIZATION BACKGROUND

MISSION STATEMENT (Max 100 words)

Clearly state the mission/purpose of your organization as written in your bylaws

ORGANIZATIONAL HISTORY (Max 200 words)

Briefly discuss the history and current activities of your organization.

AUDIENCE/COMMUNITY SERVED (Max 250 words)

Describe the audience your organization reaches and the communities it engages. Clearly indicate the neighborhood(s) or community(ies) you will draw your audience or project participants from. Be specific and include the demographics (i.e. age, ethnicity, socioeconomic status) if possible. Describe the organization's relation to the community(ies) you engage, and explain how the organization enhances, involves, serves, and/or impacts them.

ORGANIZATIONAL DOCUMENTS



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Please prepare the following for upload: IRS 501c3 Letter, Board of Director’s List, and Organization Budget. Organizations operating on a calendar fiscal year should include a projected 2017 budget. Organizations not on a calendar fiscal year should include their current FY16 budget and most recent completed financial statement. Financial statement can be: audited financial statement, profit and loss statement, treasurer’s report, or IRS Form 990.

PROJECT INFORMATION

SHORT PROJECT DESCRIPTION (Max 25 words)

A very brief summary statement of your project. For example: *Production of an organizational identity piece; Posters and Postcards for upcoming production.*

PROJECT DESCRIPTION (Max 400 words)

Describe the project for which funds are being requested. This section should be a clear, succinct overview of your project. Include the basics of the project: **who** will execute, be involved in and benefit from the project; **what** the project is, the goals and intended outcomes are, what the award will be specifically used for.

PROJECT PERSONNEL (Max 200 words)

Describe the personnel involved and their function in relation to the project. Talk about the company, consultants, staff, designers, printers, volunteers, community contacts, etc, and their relation to the project. If your marketing is outsourced, talk about the consultants or firms you work with. When you submit your supplementary materials, include résumés (2 copies each) for the project director and one (1) other member of key personnel identified in this section.

DISTRIBUTION PLAN (Max 300 words)

Clearly indicate what materials are included in this project and how many materials you will be printing. Discuss how the organization will distribute printed materials and who they will reach. Be specific as to how and where you publicize/advertise your work, and what impact you expect this award will achieve.

PROJECT BUDGET

A downloadable excel budget form can be found at brooklynartscouncil.org.

BUDGET UPLOAD

Upload your completed project budget here. If you need to replace your budget for any reason, you can do so – a new upload will override the original. To make sure that it uploaded properly: save your application form and re-open it from ‘Your forms,’ in your profile. Scroll to the bottom of the form, and there will be a link to your uploaded budget.

Budget Tips:

- Include only direct costs in the budget form. The bulk of the costs covered by the award request should be for primarily design, production and distribution of materials.
- Make sure all of the project elements (number of printed materials, etc.), mentioned in the narrative portion of the proposal are indicated in your budget and vice versa.

SUPPLEMENTAL MATERIALS

Please note: Artistic work samples will not be shown. Panelists may (but are not required to) view applicants’ websites prior to the panel meeting.

PUBLICITY MATERIALS

Upload publicity material related to the organization’s work, i.e. brochures, programs, press kits, etc. (Acceptable file types: pdf, jpg, gif, tiff, png)

RÉSUMÉS

Upload resumes for principal personnel involved in the project whose experience may be of interest to the panel, i.e. Marketing Director, graphic designer, etc. Resumes are not to exceed two (2) pages in length. (Acceptable file types: pdf, doc, docx)