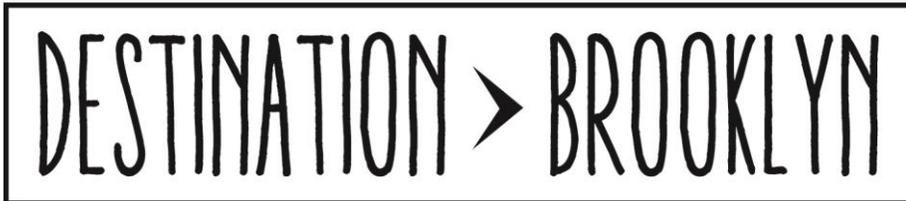




50 YEARS



## APPLICATION GUIDELINES



### Supporting the promotion of arts & culture borough-wide

Funding for this program made possible by the office of the Brooklyn Borough President Eric L. Adams and NYC & Company Foundation.

### **DEADLINE: Wednesday, September 21, 2016**

The following guidelines apply to the Destination: Brooklyn Promotional Award only.

#### Information sessions:

New applicants and applicants who have not received a BAC Grant since the 2014 funding cycle are REQUIRED to attend an information session in order to be eligible. All applicants are strongly encouraged to attend. Information sessions are offered in person across the borough and online. RSVP online at [brooklynartscouncil.org](http://brooklynartscouncil.org).

#### To apply:

Application materials are available at [brooklynartscouncil.org](http://brooklynartscouncil.org). Applicants must review materials before beginning an application. Complete applications must be submitted online by 11:59pm on the day of the deadline.

### **DESTINATION: BROOKLYN PROMOTIONAL AWARD AMOUNT: \$1,500**

The Destination: Brooklyn Promotional Award supports the marketing efforts of Brooklyn-based 501c3 organizations whose primary mission is to provide arts and cultural activities open to the general public. Awards of \$1,500 will be granted for the creation, production and distribution of print promotional materials that represent the organization's artistic and cultural activities, *with an emphasis on borough tourism*. Recipients will have the opportunity to distribute funded materials in the Brooklyn tourism welcome center at Borough Hall as well as Brooklyn Arts Council's DUMBO gallery space, in addition to receiving featured marketing presence through Brooklyn Arts Council.

### **ELIGIBILITY GUIDELINES:**

- Applicant organizations must be Brooklyn-based 501c3 nonprofit organizations with arts and culture at the core of their mission statement (i.e. no community service groups, senior centers, educational organizations, etc.).
- Organizations must apply on their own behalf (no fiscal sponsors).
- Organizations with an operating budget of over \$500,000 for their last, current, or projected fiscal year are ineligible.

- Award materials must be designed, approved and printed before June 30, 2017.
- New York City public school districts, New York State agencies or departments, and/or public colleges and universities are not eligible for funding.
- Applicants who received BAC funding in a previous year, but failed to submit a Final Report, are ineligible. 2016 grantees that have not submitted a final report because their project is in progress are eligible to apply.

## **ELIGIBLE PROJECTS**

Awards of \$1,500 will be distributed for direct costs related to the design, production and distribution of an organizational brochure or identity piece, or a program-specific flyer or postcard. Priority will be given to organizations with a demonstrated history and commitment to reaching a diverse Brooklyn audience, the ability to execute the project within the given timeline, and based on projected distribution plan.

## **DESTINATION: BROOKLYN AWARD DOES NOT SUPPORT**

Funds for Destination: Brooklyn are intended to support the marketing efforts of small local cultural organizations in order to encourage tourism to Brooklyn's foundational culture makers. Therefore, project proposals that include any and all of the following are ineligible:

- Promotional projects that are intended to exist solely online and have no proposed print component.
- Projects that cannot be designed, produced and printed within the award period.
- Artistic costs unrelated to the proposed project; ongoing, basic wage or salary costs for staff, or expenses related to one-time productions and artistic projects; general operating expenses; scholarships, fellowships or endowments; capital expenses; seed funding; or equipment purchases.

**Please note: Your application will be considered not eligible if your submitted project budget requests more than the \$1,500 award amount.**

## **REVIEW CRITERIA**

Priority is given to organizations with a demonstrated history and commitment to reaching a diverse Brooklyn audience, the ability to execute the project within the given timeline, and based on projected reach of distribution plan. A diverse panel of arts professionals, arts administrators and community leaders reviews applications. The review panel recommends funding according to the following equally important criteria:

- Reach of the proposed project.
- Clarity and quality of the application narrative and project budget.
- Demonstrated audience and community interest in the organization's services and programs (proven track record in the Brooklyn community).
- Non-duplication of similar existing services/programming in the same geographic area.
- Realistic planning; clearly defined ability to complete the project within the given timeline.

## **RECIPIENT RESPONSIBILITIES**

- Sign a BAC contract stipulating the amount of the award and the organization's commitment to completing the project within the time frame provided.
- Include the appropriate logos and credit lines on promotional materials as indicated in the contract.
- Submit proof of promotional materials for approval by BAC, Brooklyn Borough President's office and NYC & Company Foundation within the timeline indicated on the contract.

## **APPLICATION MATERIALS**

All application materials can be found and submitted online at [brooklynartscouncil.org](http://brooklynartscouncil.org). Applicants must review all materials before submitting an application.

### PROJECT NARRATIVE

The Project Narrative is completed via the online form available at [brooklynartscouncil.org](http://brooklynartscouncil.org). This includes basic applicant and project information, as well as a detailed description of the proposed project and its projected outcomes. A PDF preview of the application questions along with tips for writing the narrative is available for applicants' reference.

### PROJECT BUDGET

All applications must include a budget for the proposed project. The Project Budget must be completed on the Excel form provided online by BAC, and must include a formal request for the \$1,500 award.

### REQUIRED DOCUMENTS

Applicants must upload a copy of each of the following:

- **PROOF OF NONPROFIT STATUS**, usually the IRS Section 501c3 letter. A vendor tax exempt certification is not valid.
  - If the original address on the 501c3 letter is not in Brooklyn, one (1) copy of additional proof of Brooklyn residency is required to support the 501c3 letter. (This can be a utility bill, piece of mail, etc.)
- **BOARD LIST**
- **ORGANIZATION BUDGET**
  - Organizations on a calendar fiscal year: Projected FY17 budget and most recent completed financial statement.
  - Organizations on a non-calendar fiscal year: Current FY17 budget and most recent completed financial statement.Financial statement can be: audited financial statement, treasurer's report, Profit & Loss Statement, or IRS Form 990.

### SUPPORTING DOCUMENTS

Applicants are strongly encouraged to upload all that are applicable to their application:

- **PRESS KIT**, or a set of publicity materials from past projects (i.e., most recent press release; brochures/postcards/identity pieces; clear photo documentation of previous work; quotes pulled from past reviews).
- **RÉSUMÉS** for up to 2 principal personnel involved in the project. Résumés may not exceed 2 pages each.

**Please note: Artistic work samples will not be shown. However, panelists may view applicants' websites prior to the panel meeting if a URL is supplied in the application.**



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