



2011 DEC Arts Grant • Application Process



A program of the Phelps Arts Center made possible with funds from the New York State Council on the Arts State & Local Partnership Program for individual artists & nonprofits in:
Cayuga, Ontario, Seneca, Wayne & Yates Counties

Deadline: Tuesday, September 28, 2010

Phelps Arts Center

15 Church Street • Phelps, NY 14532 • 315-548-2095
pac@phelpsnyc.com • www.phelpsartscenter.com

John Maerhofer, Executive Director

Andrea W. Cornett, Grants & Outreach Associate
315-515-8400 • artsgrants@ftg.net • www.artsfl.org

What is the application process?

The application is accessed and submitted online at www.artsfl.org.

Login and create a password. (* Returning applicants will log in under the profile already created - contact the Grants & Outreach Associate if there are any questions regarding this).

The application has three separate parts:

- 1: Organization Profile is submitted in its entirety the first year and updated yearly.
- 2: Online Application must be completed **Tuesday, September 28, 2010.**
- 3: Attachments must be hand delivered by 5 PM to Phelps Art Center, 15 Church St., Phelps NY 14532 by **Tuesday, September 28, 2010.**

or postmarked by that date.

Remember: you must attend a DEC Arts Grants Seminar in order to submit an application.

How do I fill out the Organization Profile?

After accessing the DEC Grant Online Application Organization Profile, notice the menu in the upper right hand corner. There are 8 sections under the heading Organization Profile, which must be filled out, plus a review and submit tab. You can move back and forth through the Profile by clicking on the tab for the desired section.

1. Demographic Information –

- ◆ Complete the basic information requested about the nonprofit organization.
- ◆ Make sure to check the appropriate answer in each drop down box.
- ◆ Do not leave any blanks.

Find your district information at <http://www.govengine.com/stategov/newyork.html>.

Save & continue.

2. Contacts –

- ◆ Provide the basic information about the Primary Contact Person & the Board Chairperson or President of the organization.

Save & continue.

3. Applicant Non-Profit Status –

Note: new applicants are required to mail in attachment “A”, proof on non profit status. See Guidelines, page 2, for eligibility requirements; and Grant Application menu, Support Materials section for instructions.

- ◆ Click on the drop down boxes and select the appropriate category.

Save & continue.

4. Mission & Activities –

- ◆ Fill in the organization’s mission statement in the first block.
- ◆ In the second block, submit an overview of the organization’s yearly activities.

Save & continue.

5. Organization Staff & Board –

- ◆ Complete the basic information requested about the nonprofit organization.

Save & continue.

6. Organization Constituency –

- ◆ Briefly describe the demographics of the community the organization serves, & end with a statement on how the organization will connect with the targeted, underserved community.
- ◆ If the organization works with collaborators, fill in the second box.

Save & continue.

7. Organization Facilities –

- ◆ Complete the basic information requested.

Save & continue.

8. Organization Budget Summary –

- ◆ Provide the budget information for the Prior Fiscal Year, Last Completed Fiscal Year, and the Current Working Budget.
- ◆ New organizations should fill in those years for which they have data.

Save & continue.

This completes the Organization Profile and it may now be submitted or at any time prior to the deadline, with or without the application.

How do I fill out the DEC Grant Application?

After accessing the DEC Grant Online Application, notice the menu in the upper right hand corner. There are **8** sections under the heading Grant Application, which must be filled out, plus a review and submit tab. You can move back and forth through the Application by clicking on the desired section.

1. Project Information –

- ◆ Don't leave any blanks.
- ◆ Provide a short project description in the first box.
- ◆ Next, check the appropriate answer in each drop down box. Fill in dollar amounts, and check appropriate locations. If the project is artist initiated, check "yes" and type in Artist's name.

Save & continue.

2. Project Managers –

- ◆ Complete the basic information requested.

Note: Two project managers are required. Project managers must be familiar with the DEC project you are requesting.

Save & continue.

3. Conduit Organization –

- ◆ Complete this section only if this is an artist initiated project or if your organization is being sponsored by another nonprofit organization.

See Guidelines, page 2, "What is a conduit organization?"

Save & continue.

4. Funding History –

- ◆ Check the appropriate boxes.

Save & continue.

5. Audiences –

- ◆ Provide the information requested.
- ◆ List the primary artists, groups, bands etc. for your project in second section.
- ◆ Make 11 copies of Attachments "C", resumes, and "D", artist support materials.
- ◆ Support Materials must be delivered or mailed in.
- ◆ See Support Materials tab.

Save & continue.

6. Project Description –

- ◆ Complete this section carefully; your description is crucial to the overall understanding of your application. It is important that you clearly and concisely explain your project and how you will carry it out.
- ◆ Describe how you will measure the success of your project, e.g. an audience survey.

- ◆ List all project activities in the boxes provided.
- ◆ What are your goals?
- ◆ Why do you want to do this project?

- ◆ In the next section, explain your plan to carry out this project if full funding is not received.
- ◆ The next box asks for key financial support. Attachment "B", Letter of Fiscal Commitment, is required for amounts greater than \$500 from any one source in
 - ◆ Unearned Income from the project budget.
 - ◆ See Support Materials tab in menu.
 - ◆ Finally, briefly describe the tasks necessary to carry out the project.

Save & continue.

7. Project Publicity Plan –

- ◆ Fill in the types of publicity that you will use to promote the project.
- ◆ Provide a total figure.
- ◆ Write a brief paragraph explaining how you will accomplish this plan; state your marketing radius.
- ◆ Finally, describe your outreach plan. How will you reach underserved segments of your community? Attachment "F", flyers/marketing samples: choose 2 examples of posters, press clippings, brochures, etc.
 - ◆ See Support Materials tab in menu.

Save & continue.

8. Project Budget –

Project Income, Earned – this section is for all the ways that your organization generates the cash match for this project.

- ◆ Provide the amount and explanation of how this was derived, e.g. 200 tickets x \$5.

Unearned – this section is for corporate contributions, grants (*do not include DEC Arts Grant request*), fundraisers, etc.

- ◆ Remember: Attachment "B", Letter of Fiscal Commitment, is required for amounts greater than \$500 from any one source in Unearned Income from the project budget.

Project Expenses – are broken down into 2 columns – what you are asking DEC to pay, i.e. artist fees, and what your organization will pay for.

- ◆ Remember: The totals and percentage of request will be generated automatically. However, the Organization Expense column must equal the income section in order to balance.

In-kind - List all the non-cash items and services in this section.

- ◆ Give an explanation of each contribution and value as it relates to your proposed project.

Save & continue.

Review & Submit Application. Print Cover Page.

What Support Materials must I submit with my completed Application Form?

All supplemental materials should be submitted in pocket folders. A total of eleven (11) folders are needed. These folders will be used by panel members to review applications.

One (1) signature page
signed by the person legally authorized by the organization, e.g. Board President, Treasurer, etc.

One (1) copy of:
Attachment A, Proof of Non- Profit Status from new applicants.

Supplemental Material:

- ◆ Submit eleven (11) copies of:
Attachments B - F
(plus G & H for artist initiated applications)
-

Quality artist support materials are important.

- ◆ If you are submitting CD's, videos, slides, photographs, etc., please label the attachments with your organization's name and the project title.
 - ◆ Make sure all video's and CD's are queued to the play spot and are no longer than 5 minutes.
-

Remember:

- ◆ *Each applicant must attend a mandatory meeting/seminar with the Grants & Outreach Associate*
- ◆ *The Application and Organizational Profile are filed electronically - Attachments are delivered separately.*
- ◆ *Label all Attachments with the Organization's name and Project Title.*
- ◆ *This Supplemental Material must be received at the Phelps Art Center by Tuesday, September 28, 2010 by 5 PM No exceptions!*

***If any of these items are missing, the application will be considered incomplete and therefore will not be considered by the panel for funding.*

Mail Supplemental Materials to:

Phelps Arts Center

Attn: Andrea W. Cornett, Grants & Outreach Associate

15 Church Street • Phelps, NY 14532 • 315-548-2095

315-515-8400 • artsgrants@fltg.net • www.artfl.org

Attachments Checklist

- 11 – Pocket Folders
 - 1 Copy of Signature Page -
Generated at the end of the application
 - Attachment A – 1 Copy
Proof of Organization's Non Profit Status
See eligibility section of guidelines. 1 copy
 - Attachment B – 11 Copies
Letters of Fiscal Commitment
Proof of project funds greater than \$500 that are omitted from other sources listed in unearned income on your application form.
 - Attachment C – 11 Copies
Resumes of **all**:
 - ◆ Project Managers
 - ◆ Artists
 - ◆ Technical Positions
 - Attachment D – 11 Copies
Artist Support Materials
 - ◆ Materials from the last 3 years,
i.e. CD's, videos, slides, photographs,
audiotapes, websites, etc.
 - Attachment E – 11 Copies
Support Documentation
Provide copies of:
 - ◆ Letters of commitment or artists' contracts,
contracts from venues, etc.
 - ◆ Include a sample survey form.
 - Attachment F – 11 Copies
Flyers or Marketing Samples
 - ◆ Choose 2 examples of posters, brochures, press
clippings, programs, etc. 11 copies
-

For Artist Initiated Projects Include:

- Attachment G – 11 Copies
Letter of Support
 - ◆ From sponsoring/conduit organization
 - Attachment H – 11 Copies
Letter of Recommendation
 - ◆ From individual or company outside of
the project.
-