



Museum

FY2020 GUIDELINES

Application Deadline: March 28, 2019 by 4:00PM



**Council on
the Arts**

ANDREW M. CUOMO
Governor

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Helpful Information

PROGRAM STAFF



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TIMETABLE OF KEY EVENTS

Guidelines Released	January 23, 2019
Application Period Begins	February 11, 2019
Applications Due	March 28, 2019 4 pm
Award(s) Announced By	EST December 15, 2019

PLEASE NOTE:

These program guidelines have been developed for the current funding year. NYSCA's grant recommendations each year are the result of funds available, the volume of applications received, and a review process that includes the evaluation of all eligible proposals by a peer review panel. Past funding is neither a factor considered by the review panel nor a guarantee of future funding.

Funding Restrictions

Limitations to the Number of Applications

Organizations are limited to two grant requests to NYSCA. Each ongoing multi-year grant counts as one of these requests. Please note that the following categories **do not count** towards an organization's limit of two requests:

- ❑ Architecture + Design Program — *Independent Projects category*
- ❑ Dance Program — *Rehearsal Space and Residencies categories*
- ❑ Electronic Media & Film Program — *Art & Technology Initiative (see Workspace category)*
- ❑ Facilities Projects Program — *All categories*
- ❑ Folk Arts Program — *Apprenticeships category*
- ❑ Folk Arts Program — *Regional and County Folk Arts Programs category*
- ❑ Individual Artists Program — *All categories*
- ❑ Literature Program — *Translation category*
- ❑ State and Local Partnership Program — *Decentralization category*
- ❑ All Programs — *Regrants and Partnerships category*

Ineligible Activities

New York State law and NYSCA policy restrict the types of activities and expenditures that NYSCA may fund. NYSCA is unable to award funding for the following:

- ❑ Accumulated deficits and debt reductions
- ❑ Activities not open to the public, for example, activities restricted to an organization's membership. Funded activities must be open to the public and promoted as such
- ❑ Competitions and contests
- ❑ Components of an organization's budget that are not directed towards programs in New York State
- ❑ Entertainment costs for receptions, openings, and fundraising benefits/events
- ❑ Major expenditures for the establishment of a new organization
- ❑ Operating expenses and fellowships at professional training schools that are not open to the general public
- ❑ Operating expenses of privately owned facilities (such as homes and studios)
- ❑ Out-of-state travel expenses
- ❑ Programs of public school districts or their components or affiliates
- ❑ Programs that are essentially recreational, rehabilitative, or therapeutic
- ❑ Programs of New York State agencies or departments
- ❑ Requests for amounts that are greater than an organization's total operating expenses minus its total operating income
- ❑ Programs of public colleges and universities except under limited circumstances. Entities with close public college or university affiliations will be examined on a case-by-case basis to determine eligibility. **Such applicants are strongly advised to contact NYSCA program staff listed on the previous page of this document in advance of the application deadline to determine eligibility.**

Museum - Overview

Please Note two important changes to the FY2020 Application Process:

1. Applicants no longer need to register requests on the NYSCA website; and
2. Applicants must submit through the online NYSCA-New York State Consolidated Funding Application (NYSCA-CFA). *The Grants Gateway will continue to be a critical part of the NYSCA grants Prequalification and contracting process for FY2020.*

The NYSCA FY2020 [Application Manual \(PDF\)](#) explains how to:

1. Review NYSCA's general requirements;
2. Become Prequalified in the Grants Gateway
3. Register in the NYSCA-CFA
4. Submit an application through the NYSCA-CFA and get help for technical questions.

The NYSCA FY2020 Application Manual and online NYSCA application guide are available on the NYSCA website at www.arts.ny.gov/application-guide . Please read all instructions carefully.

Museums allow us to experience great art, to discover stories about objects, and to explore worlds both new and familiar. Within museums, arts and cultural activities may be very diverse. But, at their heart is an emphasis on the exhibition and interpretation of art, objects or an historic space. NYSCA advances museums and related professional service organizations by offering support for arts and cultural activities. The Museum Program underscores the importance of clear planning to foster stronger institutions, and encourages creative thinking to better engage the public.

PROGRAM PREREQUISITES

- A museum is generally defined as an organization that exists for educational and aesthetic purposes. It owns and cares for – and/or uses and interprets – objects and/or a site for the public presentation of regularly scheduled programming and exhibitions. Museums follow accepted professional standards, such as those developed by the American Alliance of Museums. In New York State, most museums must be chartered through the [New York State Museum Chartering Program](#).
- For NYSCA application purposes, the term "museum" includes historic houses and sites, and does not generally include organizations that primarily manage living collections. Such organizations should consult New York State's [Zoos, Botanical Gardens and Aquariums Program \(ZBGA\)](#). Projects from ZBGA sites centered on art may be eligible.
- Museums must have been open to the public for a minimum of one year prior to the application deadline.
- Museums should provide significant ongoing services to the public. The strongest applicants provide programming for a minimum of 120 days per year by the deadline. Organizations open to the public by appointment only do not meet this requirement.

Sponsored projects are not eligible for support in this program.

NYSCA Museum Program Professional Development Grants

Support for professional development opportunities for New York State museum professionals is available annually starting in January, until the funds are expended. Application instructions can be found on the NYSCA website. Any museum, whether or not it has been previously funded by NYSCA, may apply to support one or more staff to attend conferences, workshops, conduct research or view exemplary museums within New York State. Registration fees (but not travel costs) for out-of-state conferences is also available. Professional Development Grants may not exceed \$500 per museum per year.

Questions may be sent to kristin.herron@arts.ny.gov. The program is administered by the NYSCA Museum Program, in partnership with CNY Arts.

Museum - Overview

Collection Needs Assessment Program

A NYSCA/GHHN Partnership, the Collection Needs Assessment Program (CNAP) provides two opportunities for museums across New York State: Site Assessment Grants and Supply Grants.

CNAP: Site Assessment Grants will support professional services for a collections consultant who will come to your organization for a half-day site visit focusing on a collections related topic. The consultant will discuss various areas of stewardship with the site including identifying your specific collections issues, suggesting and prioritizing basic steps to improve care of your collections. A written report will follow the consultation. The program does not support the assessment of library or archival collections. The maximum grant award is \$650.

CNAP: Supply Grant applications may request funds to purchase collections management supplies such as storage boxes, acid-free tissue paper, artifact trays, dividers, UV filtering film, Tyvek sheeting, tapes, tags, labels, environmental monitors, etc. The program does not support supplies for the care of library or archival collections. The maximum grant award is \$500.

Deadline for Collection Needs Assessment Program: Site Assessment Grants and Supply Grants: May 1, 2019

NYSCA/GHHN Collections Needs Assessment Program
Greater Hudson Heritage Network
2199 Saw Mill River Road Elmsford, NY 10523
t: 914.592.6726

For more information go to www.greaterhudson.org, or email info@greaterhudson.org

Conservation Treatment

The NYSCA/GHHN Conservation Treatment Grant Program offers support for treatment procedures to aid in stabilizing and preserving objects in museum collections. Support may be provided for treatment of paintings, works on paper (i.e. maps, prints, posters), textiles, furniture, sculpture, and ethnographic, historical, and decorative objects.

The work must be performed under the direction of a professional conservator. The program is managed on behalf of NYSCA by the Greater Hudson Heritage Network and provides support state-wide. The maximum grant award is \$7,500.

Any non-profit museum or cultural organization in New York State is eligible to apply, provided the organization does not have in-house conservation staff with expertise in the area for which support is requested. Objects to be treated must be owned by the applicant institution. The program does not support the conservation of library or archival collections.

Deadline for Conservation Treatment Grant Program: June 3, 2019

NYSCA/GHHN Conservation Treatment Grant Program Greater Hudson Heritage Network
2199 Saw Mill River Road Elmsford, NY 10523
t: 914.592.6726
e: info@greaterhudson.org

For more information go to www.greaterhudson.org, or email info@greaterhudson.org

Types of Museum Support

Applicants to the Museum Program may choose General Operating Support or Project Support, not both..

GENERAL OPERATING SUPPORT

General Operating Support represents an investment by NYSCA in an organization's ongoing work, rather than a specific project or program. General Operating Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities.

General Operating Support is directed toward ongoing activities of museums including those operated as independent entities within their own organizations, or who provide significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based. For example: a museum operated as a separate entity within a college or university, or a museum operating as a discrete entity within a multi-arts center.

When considering General Operating Support, NYSCA examines the nature, scope, and quality of an organization's programs and activities, its managerial and fiscal competence, and its public service.

General Operating Support grants will be no less than \$5,000 and may not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. In the Museum Program, recent awards for museums have ranged from less than 1% of a museum's operating budget to up to 9%. For museums with operating budgets over \$1 million the highest recent award was \$110,416 and the median award was \$38,000. For museums with operating budgets under \$1 million the highest recent award was \$20,000 and the median award was \$7,000.

General Operating Support is generally awarded on a multi-year basis.

Prerequisites:

- ❑ The applicant's primary focus or mission must be as a museum
- ❑ The organization must have ongoing programs, exhibitions, or other arts and cultural activities that are open to the general public
- ❑ The organization makes evident a substantial commitment to arts and/or culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission is primarily devoted to arts and/or culture, with a prior record of accomplishment in producing or presenting cultural activities
- ❑ The organization must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls
- ❑ The organization must currently employ one or more qualified, salaried (not contracted) full time or part time administrative staff; and
- ❑ The organization must have a viable, committed board of directors with officers that exercise oversight and accountability for governance, operations, programming and finances
- ❑ The organization must demonstrate a consistent policy of fair payment to artists.

Sponsored projects are not eligible for support in this category.

Types of Museum Support

PROJECT SUPPORT

Project Support offers an opportunity for museums or related service organizations to seek funding for projects or programs that are essential to maintain, improve and/or increase service to their audience/communities. Such arts or cultural projects may include, but are not limited to: exhibitions, education programs, public programs, interpretation, collections research, catalogs, audience development, and services to the field.

Project Support grants will be awarded for a minimum of \$2,500. The highest recent award was \$29,000, and the median award was \$14,000. Project support grants may not exceed 50% of the project budget.

Prerequisites: None

Sponsored projects are not eligible for support in this category

Please Note:

- Organizations seeking support for projects involving archival or library collections should look to either [New York State's Documentary Heritage Program](#) or [Program for the Conservation & Preservation of Library Research Materials](#).
- Organizations seeking conservation treatment support are advised to apply to the [NYSCA/GHHN Conservation Treatment Grant Program](#) administered on behalf of NYSCA by the Greater Hudson Heritage Network.
- Organizations seeking collections shelving and storage systems are advised to apply under the [Facilities Projects Program](#) – Capital Equipment.

REGRANTS AND PARTNERSHIPS SUPPORT

Application to the Regrants and Partnerships Programs category is by invitation only

NYSCA may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. Organizations are invited based on an identified, unmet need within a discipline by Program staff and the service profile of the applicant organization. This category covers a range of services from the administration of technical assistance funds to fees for artist appearances.

Organizations applying to NYSCA in this category must reach beyond their membership in providing services or regrant awards.

Administrative costs for delivery of services can vary depending on the nature, depth and scope of the work, but rarely exceed 15% of project costs.

Prerequisites:

- ❑ Generally speaking, the applicant's primary focus or mission must be in museums; or the organization must have significant ongoing activities that are museum-focused; and
- ❑ The organization must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls; and
- ❑ The organization must employ one or more qualified, salaried administrative staff; and
- ❑ The organization must have a viable, committed board of directors, with officers, that exercises oversight and accountability for governance, operations, programming and finances.

Museum - Questions

The Questions below must be completed in the NYSCA-CFA under the QUESTIONNAIRE and NYSCA Tabs.

STANDARD QUESTIONS - ALL MUSEUM APPLICANTS MUST ANSWER THE QUESTIONS BELOW:

LEGAL NAME OF APPLICANT

APPLICANT ADDRESS TABLE: Street, City, State, Zip

CONTACTS TABLE: (For Primary and Secondary Contact, Executive Director/Equivalent Position and Board Chair/President): First Name, Last Name, Title (for Primary and Secondary Contact), Phone, Email

MISSION: Please enter your organization's current mission statement. (Max 250 characters)

ACTIVITIES: Provide a brief overview of your organization's programs and activities as it relates to your mission in the previous question. (Max 1,000 characters)

STAFF LIST TABLE: First Name, Last Name, Title, Salary Range for Up to Five Primary Staff.

DIVERSITY/INCLUSIVENESS: Given your mission and the community you serve, how does your organization address diversity and inclusiveness? In your response, discuss in terms of staff, board, and audience composition, as well as the programs and services your organization provides. (Max 1,000 characters)

ACCESSIBILITY: A universal and inclusive environment for the arts allows everyone, including people with and without disabilities, and people of all ages, to access the facilities and programs of an organization. What actions has your organization taken to make your facilities, programs, and communications systems accessible and usable by all? (Max 1,000 characters)

FACILITIES: Briefly describe your facilities. Explain any relocations, expansions, renovations, or major improvements undertaken in the recent past or planned for the future. (Max 750 characters)

ORGANIZATION'S FACILITIES/REAL ESTATE ARE: Choose "Owned" or "Rented"

IF RENTED, DATE CURRENT LEASE EXPIRES:

DAYS/HOURS/SEASONS OF OPERATION:

TOTAL NUMBER OF VISITORS/USERS/AUDIENCE: How many audience members, exhibition visitors, service users, or visitors to your facility do you serve? Provide an average annual figure.

SOCIAL MEDIA TABLE: Provide links to primary website and two additional social media, if your organization maintains.

FISCAL YEAR END DATE: Format MM/DD

YEAR INCORPORATED: Format YYYY

PROJECT NAME (*Completed when the application is created)

PROJECT DESCRIPTION: Provide a brief description of your project. (Max 250 characters)

PROJECT OBJECTIVE: Please indicate the primary goals of this request. (Max 250 characters)

Museum - Questions

STANDARD QUESTIONS (cont.)

PROJECT PERFORMANCE MEASURE: Indicate how you will measure the success of the request, should it be supported. (Max 250 characters)

PROJECT CAPACITY: Indicate how your staffing will provide sufficient support for the project (experience, training activities). (Max 250 characters)

PROJECT REQUEST AMOUNT: (*Completed under the Funding Tab)

PROJECT TOTAL EXPENSES: (*Completed under the Funding Tab)

ARTISTIC/CULTURAL VISION: Please enter your organization's current artistic/cultural vision statement. (Max 400 characters)

VISITOR DATA: Please provide data on annual attendance/participation from the past three years i.e. 2018 = x, 2017 = y, 2016 = z.

GENERAL OPERATING SUPPORT: *All applicants to GENERAL OPERATING SUPPORT must complete the following questions.*

1G. ARTISTIC/PROGRAMMATIC — Background:

How was your organization established? What are your collections? Please include your website URL which will be reviewed as part of the process, and provides reviewers a view into your organization's programmatic offerings. (Max 3,000 characters)

2G. ARTISTIC/PROGRAMMATIC — Program Overview:

What are some outstanding recent examples from the past year of arts and cultural exhibitions, and school/public programs you have offered? How have these connected to your collections? What are some specific examples of what you are planning for upcoming years? (Max 4,000 characters)

3G. ARTISTIC/PROGRAMMATIC — Collections

What are your current collecting priorities and how do they connect to your collections policy? (Max 2,000 characters)

4G. ARTISTIC/PROGRAMMATIC — Evaluation:

How does the organization evaluate its programs? What is an example of how evaluation has led to programmatic change? (Max 3,000 characters)

5G. MANAGERIAL/FISCAL — Staff, Consultants, Artists:

Who are the key artistic/programmatic and administrative staff at the organization and what are their relevant backgrounds? If your organization works regularly with consultants and/or artists please provide information on these individuals as well. [Recommend one biographical paragraph per person] (Max 5,000 characters)

6G. MANAGERIAL/FISCAL — Changes and Challenges:

What significant changes or challenges has the organization recently experienced? How was this issue addressed? (Max 3,000 characters)

7G. MANAGERIAL/FISCAL — Governance:

How does your board reflect your organization's community? How does the board provide fiscal and managerial oversight? (Max 3,000 characters)

Museum - Questions

GENERAL OPERATING SUPPORT (cont.)

8G. MANAGERIAL/FISCAL — Organizational Development:

What are your organization's major strategic goals for the next two years? How does your organization plan for succession? (Max 3,000 characters)

9G. MANAGERIAL/FISCAL — Finances:

How does the organization meet its expenses? If there are current or recurring surplus or deficits, please explain why. (Max 2,000 characters)

10G. SERVICE TO THE PUBLIC — Constituency:

Who are the organization's current and potential audiences? (Max 3,000 characters)

11G. SERVICE TO THE PUBLIC — Development and Outreach:

What efforts does the organization make to cultivate and expand its audience? (Max 2,000 characters)

12G. SERVICE TO THE PUBLIC — Marketing:

What are some creative methods you have used to promote the organization? (Max 2,000 characters)

13G. SERVICE TO THE PUBLIC — Community Context:

What other organizations in your region provide similar arts and cultural activities? How do you work in partnership with other organizations? (Max 3,000 characters)

PROJECT SUPPORT: *All applicants to PROJECT SUPPORT must complete the following questions.*

1P. ARTISTIC/PROGRAMMATIC — Program Summary:

What is your project and why is it important? (Max 4,000 characters)

2P. ARTISTIC/PROGRAMMATIC — Collections:

How is your collection integral to this project? (For non-collecting institutions: how are art/artifacts integral to your project?) (Max 2,000 characters)

3P. ARTISTIC/PROGRAMMATIC — Project Staff:

Who will be working on this project and how is their experience appropriate? [Recommend one paragraph biographical statement per person] (Max 4,000 characters)

4P. MANAGERIAL/FISCAL — Mission and Strategic Goals:

How is this project critical to meeting your organization's mission and strategic goals? (Max 1,500 characters)

5P. MANAGERIAL/FISCAL — Project Management:

Understanding that all funded activities must occur between January – December 2020, what are the key tasks that you expect to accomplish? Please include specific dates such as openings or events, as relevant. (Max 4,000 characters)

6P. MANAGERIAL/FISCAL — Finances:

Since NYSCA can only support up to 50% of a project's cost, how will you fund the project? Please identify confirmed or pending funds. Explain any organizational deficits or surpluses. (Max 2,000 characters)

7P. SERVICE TO THE PUBLIC — Audiences:

Who is the primary audience for this project? How will they be included in the process or the planning? (Max 2,000 characters)

Museum - Questions

PROJECT SUPPORT (cont.)

8P. SERVICE TO THE PUBLIC — Marketing:

What are some creative methods you will use to reach your intended audience? (Max 2,000 characters)

9P SERVICE TO THE PUBLIC — Evaluation:

How will you know if the project benefited its intended audience? (Max 2,000 characters)

10P. SERVICE TO THE PUBLIC — Community Context:

What other organizations in your area provide similar arts and cultural activities, and how are yours different?

How will you partner or collaborate with other organizations on this project? (Max 3,000 characters)

REGRANTS AND PARTNERSHIPS: *All applicants to REGRANTS AND PARTNERSHIPS must complete the following questions*

1R. ARTISTIC/PROGRAMMATIC — Program Summary:

Describe the regrant or partnership program, its priorities, and the constituents served. What are the intended outcomes? Please provide a URL for the grant guidelines and application. (Max 4,000 characters)

2R. ARTISTIC/PROGRAMMATIC — Relevance to Mission:

How does this program relate to your organization's mission, goals and programming? (Max 2,000 characters)

3R. ARTISTIC/PROGRAMMATIC — Scope of Activity:

For ongoing regrant projects, describe the number of requests received, on average, for each of the past two years. Include the average request amount and grant amount. For a new partnership project please detail the proposed number of programs and the geographical reach. (Max 4,000 characters)

4R. MANAGERIAL/FISCAL — Staff:

Who is responsible for the administration and implementation of this project? Describe their role, detailing their duties, explaining how this work is managed in relation to other responsibilities, and noting whether this is a full time, part-time or consultant position. Include a brief biographical statement for each individual. (Max 4,000 characters)

5R. MANAGERIAL/FISCAL — Work Plan:

Outline the schedule and work plan for the next granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities. (Max 3,000 characters)

6R. MANAGERIAL/FISCAL — Finances:

For regrants, discuss the total amount of funding requests the regrant has been receiving, and the program's ability to meet those needs within the field. For partnerships, narratively detail the program's costs. (Max 2,000 characters)

7R. SERVICE TO THE PUBLIC — Constituency:

Describe the audiences and communities served. (Max 2,000 characters)

8R. SERVICE TO THE PUBLIC — Marketing/Outreach:

What are the strategies for outreach and marketing, particularly to reach those not currently served by the program? (Max 2,000 characters)

9R. SERVICE TO THE PUBLIC — Selection Process (Regrants only): Describe the application and selection process, noting what is required of applicants, restrictions, and the panel review. Describe the composition of the panel and the review process. (Max 3,000 characters)

Museum - Questions

REGRANTS AND PARTNERSHIPS (cont.)

10R. SERVICE TO THE PUBLIC — Evaluation:

How is (or will) the effectiveness of this program evaluated and assessed? Has evaluation led to change in the program? Describe the benefits of this regrant or partnership to your audience. (Max 2,000 characters)

11R. SERVICE TO THE PUBLIC — Community Context:

Identify any other organizations in the area that provide similar arts and cultural regrant support, and tell us how their activities support, enhance, or differ from those of this organization. (Max 2,000 characters)

Museum - Support Materials

Required Support Materials must be uploaded in the NYSCA-CFA under the DOCUMENTS tab (other than Board list which will be uploaded within the NYSCA tab), unless otherwise noted below

STANDARD SUPPORT MATERIALS – All Applicants: ALL MUSEUM APPLICANTS

must submit the support materials below:

1. **BOARD OF DIRECTORS LIST, including affiliations.** A sample template is available at <https://grantsmanagement.ny.gov/system/files/documents/2018/10/sample-board-directors-profile.pdf>

GENERAL OPERATING SUPPORT: *No additional support materials are required.*

Please be sure your website remains up to date as it will be viewed to provide insight into your organization's programmatic offerings.

PROJECT SUPPORT: *All applicants to PROJECT SUPPORT must submit the following support materials.*

1. **Up to 12 images** that best illustrate your project. For exhibitions this must consist of selected images of art/artifacts that will be included in the exhibition and examples of the exhibition designer's past work. Be sure to identify the images. Adobe Acrobat PDF or PowerPoint is preferred.
2. **Other.** Depending on the focus of your project request, you may submit one other document. Suggestions include:
 - a) **Exhibitions:** Exhibition design layout, sample exhibition script, or example of interpretive labels, from previous exhibition.
 - b) **Catalog/Publication:** Outline and sample text of no more than five pages.
 - c) **Cataloguing/Research:** Collections management policy and plan.
 - d) **Audience Development:** Marketing materials related to this new audience.
 - e) **Public Programs:** Marketing materials related to these programs.
 - f) **Services to the Field:** Promotional materials for this project.
 - g) **Other:** One other document that supports your project.

REGRANTS AND PARTNERSHIPS *All applicants to REGRANTS AND PARTNERSHIPS*

must submit the following support materials.

1. For existing Regrant Programs: Please upload a **list of the most recent grantees**, including the award amount, brief award description and location in New York State.
2. For Regrant Programs: **Copies of application materials** - application forms and/or guidelines.
3. For Partnerships: Provide a **list of the proposed programming** locations and presenters.