

The Andrew W. Mellon Foundation  
New York Theater Program

Developed in partnership with and administered by the New York Foundation for the Arts, Inc.

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## 2008 GUIDELINES

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### Introduction

The Andrew W. Mellon Foundation, in partnership with New York Foundation for the Arts (NYFA), has redesigned the New York Theater Program (NYTP) to offer funding to New York City's small and mid-sized producing theaters in one of two categories. Theaters may now choose to apply on a competitive basis for either **Core Program Support** or **Artistic Vision Support**, depending on their respective organizational priorities. The Mellon Foundation will provide three-year funding to selected New York City producing theaters with budgets between \$300,000 and \$3.5 million. Theaters at critical junctures in their development that are poised to benefit from the program are encouraged to apply. The New York Theater Program is aimed at supporting producing theaters in the five boroughs. Producing theaters include: traditional "season-based" resident theaters, ensemble theaters, and new-work incubators. Applicants are asked to self-identify in one of several categories to aid in the evaluation process.

### Funding Areas

Theaters must apply in one of the following two areas:

#### **Core Program Support**

A grant in this area will enable a theater to make sustainable investments in its infrastructure to address ongoing needs. Expenses covered by this grant could include, but are not limited to: hiring additional staff or artists, increasing administrative/artistic salaries, increased space rental costs, additional weeks of workshop rehearsals, investments in marketing or development, the pilot of a new artistic program, or a new adult- or college-level education program. You should apply in this category if you feel that in order to advance the mission of your organization it is critical for you to build permanent capacity in one or more key areas. You will need to make the case that by the end of the grant period you will be able to sustain the growth that is made possible with this grant.

#### **Artistic Vision Support**

These grants provide an infusion of support for *one-time* ambitious artistic opportunities or projects. Activities could include but are not limited to: new artistic collaborations, significant tour expansion, larger-scale projects, unusually large production elements (from casting to design) or the purchase of mission-critical production-related equipment (e.g., projector), or projects intended to reach a specific demographic that you do not normally reach, or that may have very narrow appeal, but which are central to your mission. You should apply in this category if you believe that in order to advance the mission of your organization it is critical for you to invest in one or more limited events that will stretch your budget for a period of time. The implication is that these events would not permanently increase your operating budget nor need to be sustained in the future.

## Program Dates

All activity must occur between: July 1, 2008 and June 30, 2011

Intent to Apply Deadline: March 12, 2008

Application Deadline: April 7, 2008

Award notification: June 16, 2008 \*

Mid-Term Reports Due: October 31, 2009 \*

Final Reports Due: July 31, 2011 \*

\* Subject to Change

## Funding Restrictions

Please be advised that funds for the program may not be used in support of K-12 arts education programs or for capital campaigns, buildings, and facilities. Previous NYTP recipients are encouraged to apply, but are not guaranteed funding under the revised program.

## Eligibility

Applicants must:

- be a producing theater in any of New York City's five boroughs;
- have at least a five-year history as a 501(c)(3) organization, actively producing theater work; and
- have a three-year-average budget between \$300,000 and \$3.5 million per annum (please average operating expenses for FY06, 07, and 08).

## Award Amount

We will make three-year grant awards based on operating budget size, as follows:

<u>Budget Category</u>	<u>Three-year Average Operating Expenses</u>	<u>Grant Award Range</u>
A	\$300,000 to \$499,999	\$15,000 to \$45,000
B	\$500,000 to \$849,999	\$24,000 to \$75,000
C	\$850,000 to \$1,249,999	\$40,000 to \$90,000
D	\$1,250,000 to \$3,500,000	\$60,000 to \$150,000

These amounts represent your allocation over the three-year period; this means that a \$45,000 grant would provide, on average, \$15,000 per year. Within each range, an organization's total request may not exceed three percent of its FY07 annual operating expenses, multiplied by three years. Organizations might not be funded at the full amount requested.

## Review Criteria

The New York Theater Program applications will be judged by a panel of theater professionals weighted towards artistic leaders (for Artistic Vision Support) or towards theater managers (for Core Program Support). All organizations will be reviewed and scored according to the following criteria:

- Artistic Merit - as demonstrated by producing history, clarity and distinction of mission, and relevance and importance to the community.
- Sound Management - as demonstrated by the commitment of board members, stability of leadership and staff, and history of fiscal responsibility.
- Importance and Appropriateness of Proposed Work – as demonstrated by evidence of short- and long-term planning, clarity about how the proposed work is tied to the core values and mission of the organization and will help move the organization forward, importance of the work at this point in time, realistic budgeting, and the capacity to undertake the work given the organization's current resources and staff.

We will be looking at the following criteria in each program area:

Core Program Support: a thoughtful approach to budgeting, resource allocation, administrative structure, and sustainability of proposed application. Budgets for applications in this category should disperse grant funds over the three-year period, spending no more than half of the funds in the first year.

Artistic Vision Support: description of an essential and compelling artistic project or projects and their relevance to the organization's mission. Budgets in this category may show expenditures in any pattern over the three-year period. While organizations may elect to spend all funds in Year One or Year Two they will not be eligible for a renewed funding prior to 2011 (when it is anticipated, though not guaranteed, that there will be another round of funding).

### **Grantee Reporting Requirements**

In addition to the reporting requirements outlined above, all grantees will be required to attend a meeting to be scheduled during the fall of 2009 to discuss the progress of their efforts with one another and to share observations about the program and the field at large. Informal conversations and site visit(s) with NYFA and/or Mellon staff may occur throughout the three-year funding cycle.

### **Enhancement Funds**

Theaters that are awarded funds will also be eligible (starting in the Fall of 2008) to apply for up to \$2,000 in enhancement funds in support of a specific opportunity in one of the following categories: travel, learning and research, documentation, collaborations and convenings, or fixed assets (e.g., computers). Organizations may apply for one grant totaling \$2,000, or for two grants of \$1,000 each. Details about this program will be included with award letters.

### **How to Apply**

STEP ONE: Submit an Intent to Apply by March 12, 2008

Visit [nyfa.org](http://nyfa.org) and 1) register as a general user of the website, if you have not already done so; 2) click on the link to The Andrew W. Mellon Foundation's New York Theater Program in the "NYFA Now" box; 3) create an account. You will then be able to return and login as needed to edit your application prior to final submission. Please submit your Intent to Apply via this online account. Once you have submitted the Intent, your application will move to Phase 2, and you will be able to access the complete application. Please note that the project proposed in your Intent to Apply is not binding. While we hope that your request will remain in the same area of support, we are open to the possibility that another, more compelling project may develop between submission of your Intent and the application deadline.

STEP TWO: Submit the complete application by April 7, 2008. *Once you have submitted your application, you will no longer be able to make edits.*

Phone inquiries: Margie Lempert, 212-366-6900 x219 at NYFA. Email inquiries to: [mlempert@nyfa.org](mailto:mlempert@nyfa.org)

## **THE ANDREW W. MELLON FOUNDATION**

The Foundation's Performing Arts Program currently provides multi-year grants on an invitation-only basis to leading orchestras, theater companies, opera companies, modern dance companies, repertory companies, cultural policy centers, and presenters based in the United States. In conjunction with regular program grants, the Foundation also makes a limited number of grants to research and service organizations that are doing work closely related to program goals. Although the Foundation does not confine its support to large organizations with national visibility, it does seek to support institutions that contribute to the preservation and development of their art form, provide creative leadership in solving problems or addressing issues unique to the field, and which present the highest level of institutional performance. Grants are awarded on the basis of artistic merit and leadership in the field, and concentrate on achieving long-term results.

Annual giving in the Performing Arts program has averaged approximately \$27.5 million annually since 2005. In 2002, the Foundation made a \$50 million investment in disaster recovery relief grants, which were awarded to museums, performing arts organizations, and individual artists in NYC in the wake of September 11<sup>th</sup>, and for which it received a National Medal in the Arts.

The Performing Arts Program Staff are:

Susan Feder, Program Officer  
Diane E. Ragsdale, Associate Program Officer  
Katharine Turick, Program Assistant

## **THE NEW YORK FOUNDATION FOR THE ARTS**

Founded in 1971, New York Foundation for the Arts (NYFA) empowers artists and arts organizations at critical stages in their creative lives by providing nearly \$6 million annually in all disciplines. NYFA manages the largest database of information about awards, services and opportunities for artists. In the wake of September 11<sup>th</sup>, NYFA created and administered the New York Arts Recovery Fund, and distributed \$4.6 million from various sources, including the Mellon Foundation, which supported 135 organizations and 352 individuals.

For complete information about NYFA and its ongoing programs, activities, and services, please visit [www.nyfa.org](http://www.nyfa.org) or call 212-366-6900.

The NYFA staff administering NYTP are:

Michael L. Royce, Executive Director  
Penelope Dannenberg, Director of Programs  
Margie Lempert, Senior Officer