



Bill de Blasio
Mayor
Anne del Castillo
Commissioner



2021 NYC Women's Fund for Media, Music and Theatre

→ Guidelines and Eligibility for MUSIC Projects

Application Deadline:

Monday, November 1, 2021 5PM EST

NYFA only accepts application submitted online at:

<https://nyfawomeninfilm.submittable.com/submit>

Overview:

Administered by the New York Foundation for the Arts (NYFA) in partnership with the City of New York Mayor's Office of Media and Entertainment (MOME), the NYC Women's Media, Music and Theatre Fund ("Women's Fund") is the latest in a groundbreaking series of initiatives by the City of New York Mayor's Office of Media and Entertainment (MOME) that address the underrepresentation of women in film, music, television and theatre. The Fund provides grants to encourage and support the creation of content that reflect the voices and perspectives of all who identify as women.

The goal of the Music category is to support recording or video projects that are made by, for, or about all who identify as women; and/or a female producer credit; and/or writing credit; and/or engineer credit; and/or a female(s) in a leading musical role.

The Fund will provide grants to support the production of a new EP, album, or music video(s) for yet to be released work. The grant funds projects in **any music genre**. Applicants will apply in **one** of the following categories:

- **Classical, Experimental, New Music and Jazz**
- **General Music**

GRANTS TIMELINE:

Applications open: Monday, July 26 at 10 AM EDT

Applications close: Monday, November 1 at 5 PM EDT

Recipients notified: March, 2022

Funded Project completion: March 31, 2023

Eligibility Projects Types:

- Eligible Music projects may be one of the following:
 - **Recording an EP or Album:** Recordings must be an original studio-recorded EP or album with a minimum total playing time of 15 minutes with at least three distinct tracks or an album with a minimum total playing time of 30 minutes with no minimum track requirement.
 - **Filming and producing a Music Video:** Applicants may apply for funding to create a music video for an original, studio-recorded track.

Project Eligibility Criteria:

- The applicant must be current residents of New York City (one of the five boroughs).
- The applicant can be: a producer; composer; solo musician; ensemble, band, or orchestra (not-for-profit or commercial).
- Project must be ready for production at time of application and be released by March 31, 2023.
- Completed projects must be distributed either physically and/or digitally, whether by download or streaming, are eligible.
- Musicians, ensembles, bands or orchestras cannot currently be represented by a major label.
- Artists to be recorded (whether they are the applicant or not) must be able to provide documentation for a minimum of two of the following:
 - Evidence of a growing fan base.
 - Recent or current performance schedule locally, nationally or internationally.
 - Media coverage.
 - Awards and honors.
 - Previous funding.
- All recipients must complete a final report clearly outlining how the NYC Women's Fund was used to complete the project along with sharing information on attendance numbers and public access plans or outcomes.
- Funds must be used to complete the project outlined in the application form. Funds may be allocated as the applicant needs to complete the project. However, funds cannot be used to purchase capital goods.
- Must follow at least one of two criteria: (i) 75% of rehearsal and recording dates take place in New York City, or (ii) 75% of its production costs are "qualified production costs"*. Funds can be used for any purpose critical to the completion of the project

*"Qualified production costs" means the production costs only to the extent such costs are incurred directly in New York City and are attributable to the use of tangible property or the performance of services within New York City directly and predominantly in the production.

Application Assistance:

To request an accommodation or assistance in applying, please email nycwomensfund@nyfa.org. We ask that requests for accommodation be made as soon as possible, and no later than October 18th, to allow adequate time for staff to support the applicant before the deadline.

Application Requirements:

The Applicant and featured artist:

- Provide a detailed description of the project.
 - Please give an overview of your project's themes and inspiration.
 - What is the work about? How does this work represent the primary concerns and intentions of your artistic practice?
- Provide artist biographies for the applicant and key artists participating in the project.
- Provide documentation of at least two of the following criteria: fan base, and/or performance history, and/or press recognition, and/or honors, and/or previous funding.
- Provide an overview of where you are in the project timeline and a clear outline of how you plan to complete the project by March 31, 2023.

Project Overview:

- Provide information about how the project represents voices, experiences, and perspectives for all who identify as women.
- Evidence that the principal place of recording or production is taking place in New York City.
 - e.g., Name of rehearsal and recording studio.
- A description of the target audience.
 - Who are you hoping to reach with your project? Are there race/ethnicities, ages, genders, or geographic locations for your audience?
- Distribution and marketing plan, including the means and methods of distribution, quantity of first pressing (if physical copies), project release date, record label (if any), and a description of how you will market the project to your audience.
 - How do you plan to market your project to your target audience?
 - Note that no more than 20% of the award funds may be used towards marketing.
 - All projects must include a public access component as detailed below.

Project Budget:

- Submit a project budget outlining the cost of the project and how the NYC Women's Fund will support the completion.

- Applicant's will need to identify:
 - How much funding they are requesting (up-to \$20,000)
 - Outline how these funds will move the project to completion and success
 - Provide a budget clearly showing how the NYC Women's Fund will be allocated.
 - Note: Purchases of equipment and other physical items are not an appropriate spend of the NYC Women's Fund. This includes microphones, studio, and camera equipment. Artist or service fees, rentals, and subscriptions for the length of the project only are accepted.

Work samples:

- Three work samples (of **3-5-minutes each**) that are reflective of the work to be recorded.
- If available, a **demo of the proposed work** (including, but not limited to, a MIDI realization or a performance of the piano reduction) .
- Optional: Applicants can submit a score or lyric sheet if desired for the work to be recorded.

Public Access:

The NYC Women's Fund for Media, Music and Theatre is a government-funded program. Accordingly, The Artist agrees to provide free public access to the Project to New York City residents. The Artist may fulfill this requirement by providing public access to the Project through a free on-line platform of their choice or the Artist website, or in another manner mutually agreeable to MOME.

Anyone can apply and be awarded a grant regardless of actual or perceived sex, gender, gender identity or gender expression, sexual orientation, age, religion, creed, partnership status, marital status, disability (including use of a service animal), race, color, national origin, alienage, citizenship status, military status, or any other class protected by City, State, or Federal law.

Read NYFA's DEIA statement on our website: <https://www.nyfa.org/Content/Show/About-NYFA>