

GREEN/ARTS*LIVE* NYC

APPLICANT INFO SESSION

Tuesday, May 18th, 2021
12PM



We are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building and education programs for all New Yorkers.

Celebrating our 30th anniversary this year, we program in **400 parks, recreation centers, and public schools** across the City -- reaching more than **310,000 people** each year.

Our ethos is simple: *thriving parks mean thriving communities.*

CityParks Shows present the **largest free, outdoor performing arts festival** in NYC through **SummerStage**, including marionette puppet theater at the **Swedish Cottage** and the traveling **PuppetMobile**.

Partnerships for Parks, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of leaders who care and advocate for the transformation of their neighborhood parks. Administers Capacity Fund Grant, and Green Relief and Recovery Fund.

CityParks Learn helps **students** experience the fun of science, while learning about their relationship to the natural world and the ways in which they can protect our environment. We offer **in-class and out-of-school**, hands-on activities in parks, urban forests, coastal areas, gardens, and recreation centers.

CityParks Play activates neighborhood parks with free sports programs, including **golf, tennis, track & field, soccer, and fitness**, bringing high-quality instruction and equipment into areas where few organized athletic opportunities exist. We help New Yorkers stay active and healthy, discover new sports, and make new friends.

COALITION MEMBERS



**NEW YORKERS FOR
CULTURE & ARTS**

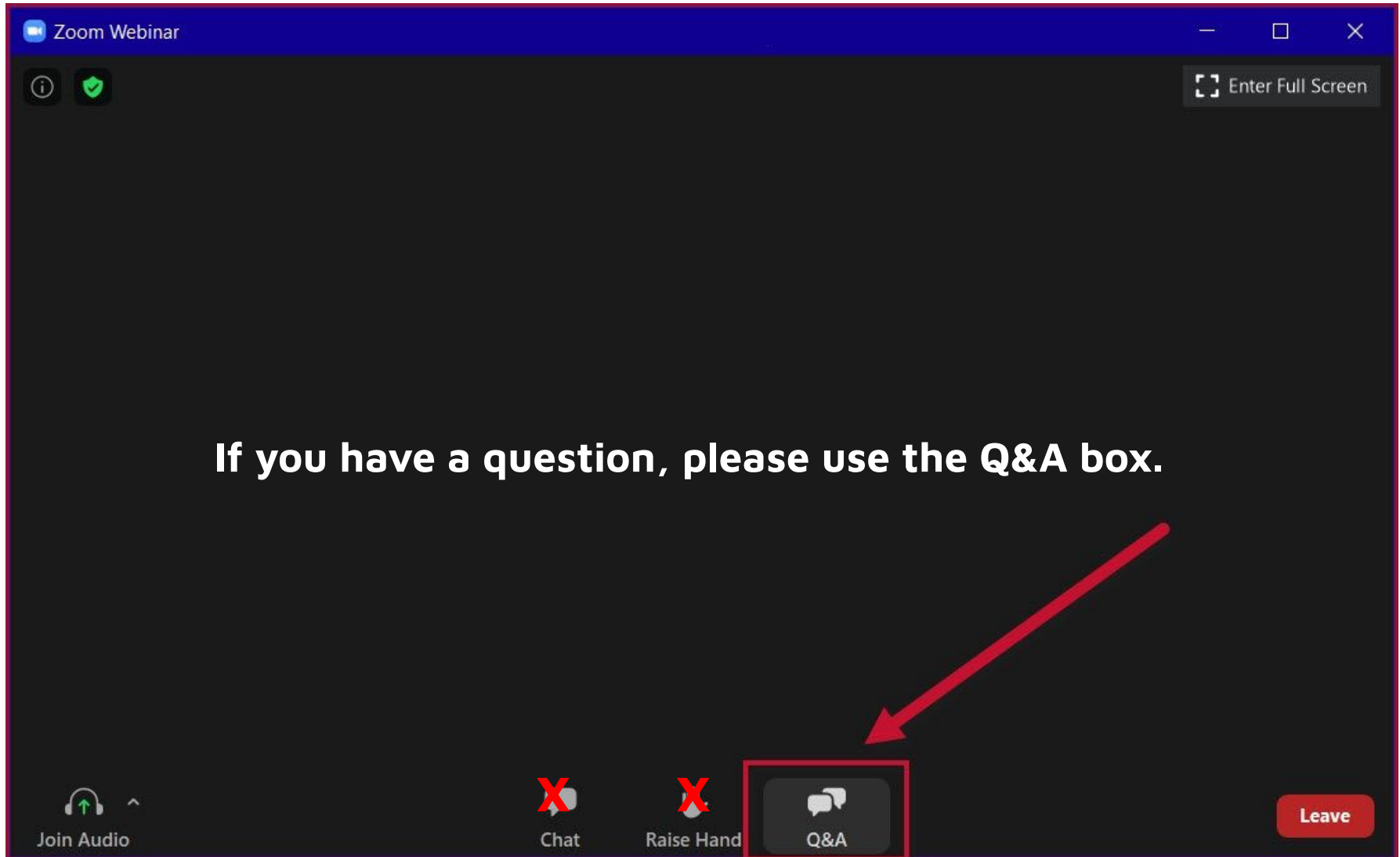
Street Lab
PROGRAMS FOR PUBLIC SPACE



**This webinar will be recorded
and posted on our website.**



HOW TO WEBINAR



AGENDA

- **GREEN / ARTS Live Guidelines Overview**
 - Purpose of Fund
 - Eligibility
 - Timeline
 - Funding Criteria
 - Applicant Type
 - Program Type
 - Locations
 - Support Types
- **Reminders**
- **Planning During COVID-19**
- **Questions**

GREEN / ARTS *Live* NYC

Purpose

- To support FREE live arts in NYC's Parks, Plazas and Gardens
- To support Artists, Art Organizations, Community Groups

Who is Eligible

- NYC artists, arts groups, cultural, and community-based organizations and volunteer stewardship groups throughout the five boroughs
- **Must be NYC based**
- **Program must occur in NYC**
- Priority to programs and artists in neighborhoods hardest hit by COVID-19, along with organizations led by individuals that identify as BIPOC, LGBTQIA, people with disabilities, and/or immigrant populations.

- ★ Applications are Open!
- ★ Applicant Info Session: You are here. (recording will be posted)
- ★ Application Deadline: Friday, May 28th, 2021 at 12:00 noon
- ★ Notifications will start the week of June 21st, 2021
- ★ **Programs can be planned for July 1st - October 31, 2021**
- ★ Projects must be completed no later than October 31, 2021
- ★ Final reports will be due December 31, 2021

Funding decisions will be based on:

- Alignment of application with the Purpose of Fund
- Diversified programs that focus on areas that have been impacted by COVID-19 and led by individuals that identify as BIPOC, LGBTQIA, people with disabilities and/or immigrant populations
- High-need population/community served (as defined by age, race, ethnicity, socioeconomic status, access to green space)
- Appropriateness of program for a public space and a potential audience of all ages and that is culturally relevant for the local community
- Demonstrated dearth of planned, free arts and culture programming in the community
- We will consider existing or previous partnerships with NYC Parks, Partnerships for Parks, GreenThumb, NYC DOT, and NYRP but this is not a requirement nor a deciding factor in the final decision for funding
- The organization, artist, or group's history of presenting
- The project and organizational budgets
- The marketing plan for reaching audience(s)
- The feasibility of successfully accomplishing the project

Applications are evaluated according to the “Criteria” section and receipt of a complete application.

Applications are processed and reviewed by staff, the Culture in Parks and Plazas Coalition, along with expert independent reviewers.

- **Individual artists and ensembles**
 - that have a demonstrated history of performance experience (does not have to be outdoors)
- **Community groups**
 - including “Friends of”, park, garden** and volunteer groups
- **Small arts and cultural organizations**
 - with budgets up to \$1 million/year if they do not operate their own venues, or those with budgets up to \$2.5 million/year if operating a venue that was shut as a result of the pandemic.
- **Larger arts and cultural organizations**
 - with budgets over \$2.5 million/year will be required to partner with local community park and plaza groups to bring their work to neighborhoods (priority given for applications with the community-based organization as the lead applicant).
- **Local operators including BIDs and DOT Plaza Partner organizations**

Note: Joint and group applications are encouraged and permitted for any applicant and **required** for organizations with budgets exceeding \$2.5 million/year

Note: Applicants do not need to be a 501(c)(3) organization. City Parks Foundation can provide fiscal sponsorship services if needed.

**Garden groups are eligible in communities where neither a park nor a plaza is accessible within 1-mile walking distance

Program Site Selection

- **Neighborhood Parks**

- **Priority in under-resourced neighborhoods**, as defined by the applicant. Can be NYC, NYS, or NPS

- **Public Plazas** - as categorized by the NYC Department of Transportation (DOT) as Priority “high” or “medium” need

- **Community Gardens**

- Must meet the geographic criteria (when neither a park nor a plaza is within 1-mile walking distance)
- GreenThumb, New York Restoration Project (NYRP), or private Owner

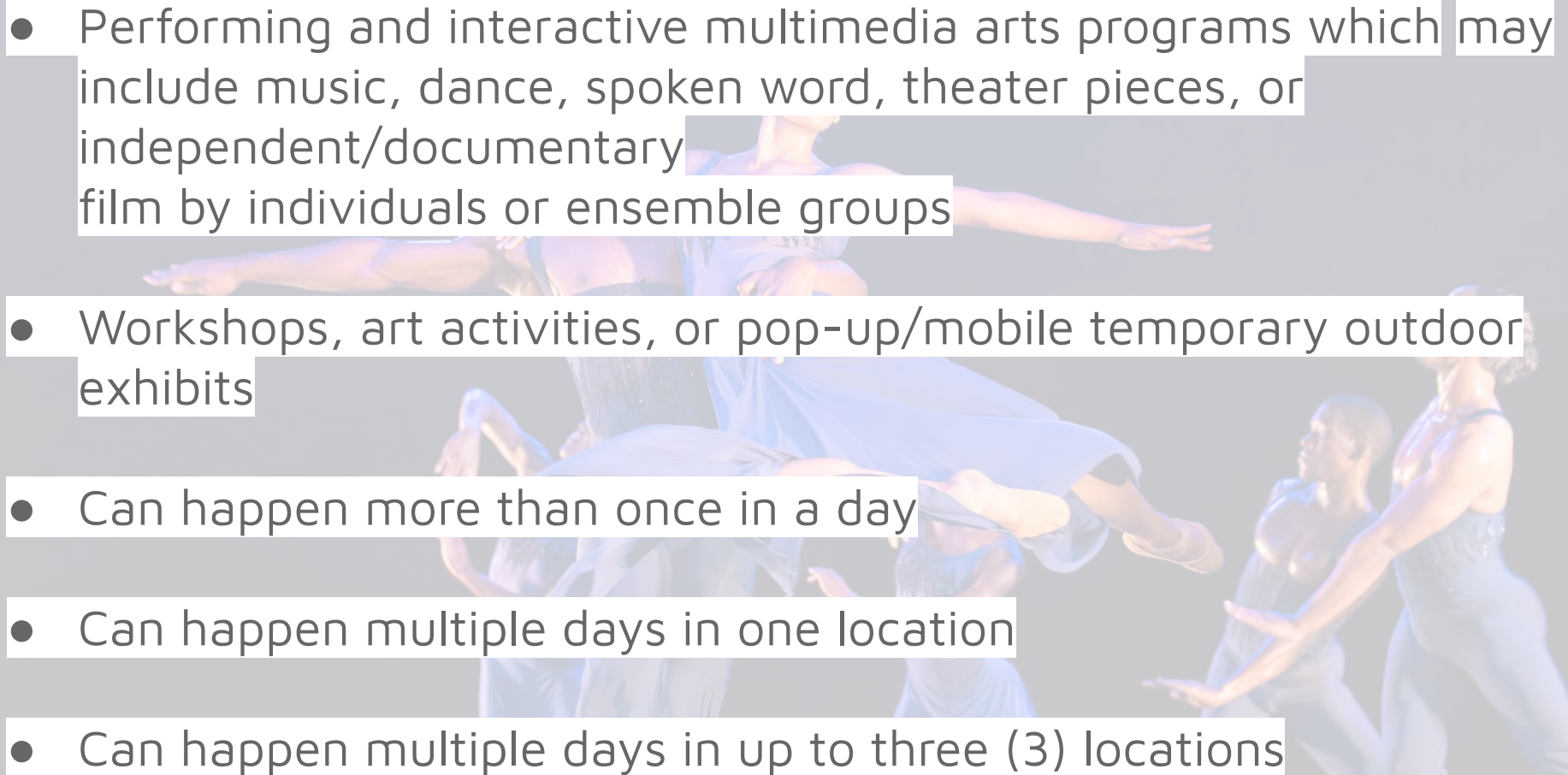
- **No other private property or private space**

Program Site Selection

Applicant Location

- Hyperlocal geographic location
 - Preference is given to programs being presented in home neighborhood-based applications
 - NYC based groups and organizations only

Applicants may submit up to three (3) locations for a program within a single application. Justification must be provided as well as the capacity to execute multiple program locations. Applicants may submit up to two (2) applications for different program proposals.

- Performing and interactive multimedia arts programs which may include music, dance, spoken word, theater pieces, or independent/documentary film by individuals or ensemble groups
 - Workshops, art activities, or pop-up/mobile temporary outdoor exhibits
 - Can happen more than once in a day
 - Can happen multiple days in one location
 - Can happen multiple days in up to three (3) locations
- 
- A background image showing several dancers in blue, flowing costumes performing a dance. The image is semi-transparent and serves as a backdrop for the text.

- **Microgrants that can cover:**
 - Up to \$3,000 in expenses which include
 - Artist fees (applicants must certify that all artists will be paid, even if not from this grant)
 - Materials for workshops and activities
 - Marketing expenses (as long as artist fees are covered elsewhere)
 - Permitting fees and insurance
- **In-kind, non-financial operational support and consultation**

for basic production of performances or interactive multimedia arts programs, workshops, art activities, and outdoor pop-up/mobile temporary exhibits valued at up to \$5,000 per performance

 - **For parks, plazas and gardens** this may include:
 - Help with permitting
 - Equipment (sound, power, staging, seating, tents, barricades, signage, etc)
 - Furniture for art activities, workshops and pop-up/mobile outdoor temporary exhibits (tables, seating, displays, material carts)
 - Personnel needs (event manager, driver, security, usher, program staff)
 - Clean Up (Plaza Only)
- **Both**

REMINDERS!

- This is a competitive application process. All applicants will be reviewed after the grant deadline and a decision will be made based on eligibility and criteria met. In fairness to all applicants, late or incomplete applications will not be considered.
- You must present free of charge, family-friendly performing and interactive arts programs or arts workshops in parks, neighborhood plazas, and select community gardens across the five boroughs of New York City
- We will give priority to programs and artists in neighborhoods hardest hit by COVID-19
- We Do Not Fund, Electioneering, lobbying, or litigation, temporary or permanent visual art installations, ticketed, revenue-generating, or commercial events, contests or competitions
- All events are subject to NYC permitting requirements
- As all programs are taking place in public spaces, they must be appropriate for audiences of all ages
- All events and programs must be offered free of charge. Ticket sales are not permitted in parks, gardens and plazas
- Per NYC Parks event rules, up to 25 participants for art workshops and 200 participants for events with amplified sound (as of May 17th, 2021)
- Amplified sound will be allowed per NYC regulations at the time of the event and permitted via NYPD
- All applicants are responsible for obtaining any rights and agreements necessary for their proposed program
- Applications will be reviewed after the deadline, events should be scheduled starting in July

In the City Parks Foundation Grant Portal you can:

- Apply for any City Parks Foundation of Partnerships for Parks grant
- Access any completed or incomplete applications
- Work on your application over time, and save your work
- Print your application or save it as a PDF
- Track the progress of your application

What information does the application ask for?

- Your basic group information
 - Contact info for you and the collaborating organization
- Your mission, history, and connection to the public space and community
- Location of your program
- The details of your proposed program
 - Who, What, When, Where, Why, How?
 - Frequency, structure, materials, timeline, implementation, etc
- An itemized budget request
- BE DETAILED!

BE PREPARED



GRANT AND FUNDING OPPORTUNITY PORTAL

HOME **MY ACCOUNT** GUIDELINES MENU

Login to Complete an
Application or to Access
Judging Panel

Email Address *

Password [lost password?](#)

*

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Login

Program	Status	Deadline	Action
GREEN / ARTS LIVE NYC	Now Open	5/28/2021 12:00 PM	Start Application
NYC Green Fund	Now Open	5/28/2021 12:00 PM	Start Application

Current Timezone: Eastern Time (US & Canada) (UTC-04:00 Daylight)

Welcome to City Parks Foundation's Grant and Funding Opportunity Portal

For Returning Users

Please enter your user name and password in the fields to the left to access your account. You will be able to access your previous applications for any grant and current applications for open grants.

BE PREPARED



GRANT AND FUNDING OPPORTUNITY PORTAL

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Main Contact for Profile

First Name *

Last Name *

Job Title

Email Type *

- ☐ Work
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Welcome John Doe

 Home

 My Applications

All (2)

Incomplete (1)

Complete (1)

 My Profile

 Change Password

 Log Out

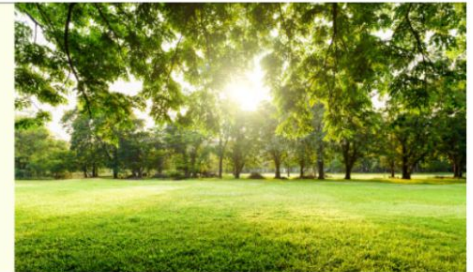
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GREEN / ARTS LIVE NYC

[Eligibility](#) → [Applicant Information](#) → [Collaborator Information](#) → [Program Information](#)

GREEN/ARTS LIVE NYC

**SUPPORT FOR FREE
PERFORMANCES IN NYC
NEIGHBORHOOD PARKS,
PLAZAS AND GARDENS**



Are you located within the five boroughs of New York City? *

- ☐ Yes
☐ No

Will your program be located within New York City? *

- ☐ Yes
☐ No

SAFE PLANNING

You are required to follow the
COVID-19 guidelines of the
location permit you acquire and
NYC, NYS, and Federal guidelines.



Q&A

***We will answer as many questions as we can today,
especially those that are common.**

**We may not be able to answer all questions. Please email
questions to greenartslivenyc@cityparksfoundation.org**

More questions?

**Please visit the website or email:
greenartslivenyc@cityparksfoundation.org**

THANK YOU!

Learn more and apply at
cityparksfoundation.org/green-arts

Contact us at
greenartslivenyc@cityparksfoundation.org



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