



THE AUDIENCE- BUILDING PROJECT

GRANT GUIDELINES



**Council on
the Arts**

PROGRAM OVERVIEW



The Lake Placid Center for the Arts, in partnership with the New York State Council on the Arts (NYSCA), is proud to offer The Audience-Building Project, a grant program targeted at building and regrowing audiences during the 2023-2024 presenting season.

The goal of the program is to allow organizations to think differently about presenting performing artists in their community. Support may allow organizations to take a risk with a new performer, extend the amount of time artists are in each community, or deepen the impact of already existing funding opportunities.

OVERALL ELIGIBILITY

- be a NYS nonprofit OR a group, collective, tribal organization or other unincorporated entity applying through a fiscal sponsor

We anticipate applicants will be a mix of presenting organizations, university presenters, concert venues, or theatres. If you fall outside of these categories, please reach out for help determining eligibility.

TIMELINE

KEY DATES

Feb 1, 2023

Application Period Opens

Mar 10, 2023

Application Period Closes

June 2023

Awards Announced

PROGRAMS



BUILDING AUDIENCES

Reignite the Field: \$5,000
towards any presenting activity

Risk-to-Reward: Up to \$10,000 to
make a "wish list" item possible



ARTISTS IN COMMUNITIES

Grants up to \$10,000 for
artists to work with distinct
communities in the days
before performances to
provide more profound
community engagement



BUILDING AUDIENCES

PROJECT PERIOD: SEPT 1, 2023 TO AUG 31, 2024

Presenters may submit:

ONE APPLICATION FOR REIGNITE THE FIELD

OR

TWO APPLICATIONS FOR RISK-TO-REWARD

as long as the applications are for different projects.

Reignite the Field: \$5,000 towards any presenting activity

Sometimes a little extra support is all that is needed! Apply for a one-time infusion of \$5,000 towards any presenting activity through a simple, scaled-down application.

Risk-to-Reward: Up to \$10,000 to help bridge the financial gap to help make your "wish list" of programs or artists come true

You may have a wish-list of programs or artists you would love to bring to your community, but it feels like a financial risk to try. Risk-to-Reward aims to minimize that financial risk.

You identify the risk and share how it will help grow your audience. It may be an artist typically above your price-point, one that engages an underserved segment of your community, an artist-in-residence program, or simply something new for you.

You identify the risk and share what success would look like for you!

The artists you select may be based in the U.S. or visiting international artists. Additionally, we welcome the opportunity to support more expensive engagements that receive additional financial support through various funding programs including Mid Atlantic Arts, international governments, foundations, or local philanthropy.

Eligible Expenses:

Artist fees for performing, teaching, or providing services

Marketing/publicity costs

Supplies and materials (up to \$1,000 or 20% of the grant award)

Project-related artist travel and hospitality

Project-related space and equipment rental

Project-related technical fees

Direct admin expenses (up to 10% of the grant award)





ARTISTS IN COMMUNITIES

PROJECT PERIOD: SEPT 1, 2023 TO AUG 31, 2024

Up to \$10,000 to allow a visiting artist to provide community engagement opportunities in your community prior to their scheduled performance

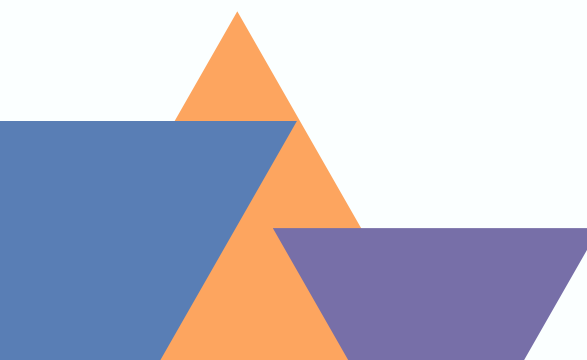
Traditional presenting is inherently transactional: Artists arrive at a venue. Audiences arrive at a venue. Audiences experience the artists' work. They both depart. The time an artist spends in a community is frequently limited.

Artists in Communities is designed to lengthen and strengthen that connection, providing Presenters with the resources to engage artists within communities 2 to 4 days prior to an already established presentation.

This additional funding is to be allocated for the all-inclusive costs of additional community engagement activities only (not for the public performance aspect of the engagement).

*Grant awards will not exceed 50% of the artist's **performance** fee.*

Eligible Expenses:

- Artist fees for community engagement events
Engagement events may take place after the performance, but priority will be given to events that happen before.
 - Project-related artist travel, hotel, or per diem expenses
 - Marketing/publicity costs
 - Supplies and materials up to 20% of the grant award)
 - Project-related artist travel and hospitality
 - Project-related space and equipment rental
 - Direct admin expenses up to 10% of the grant award
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A FEW DETAILS

Overall Ineligible Expenses: We are not able to provide funding for the following expenses. Please make sure they are not a part of your submitted application:

- 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. *By appointment only* does not fulfill this requirement.
- Competitions and contests.
- Components of an organization's budget that are not directed towards programs in New York State or that are outside of the parameters of the grant specifications.
- Entertainment costs for receptions, openings, and fundraising benefits/events.
- Major expenditures for the establishment of a new organization or construction.
- Costs of lobbying activity.

Information and help is available!

Zoom Informational Webinars

Mon, Feb 6 5:30 – 6:30 pm

Wed, Feb 22 1:00 – 2:00 pm

Register online at ***lakeplacidarts.org/theaudiencebuildingproject***.

Schedule a 20-minute one-on-one consultation.

Please reach out to request a meeting.

For More Information

Complete program guidelines and applications:
lakeplacidarts.org/theaudiencebuildingproject

Questions?

Contact Tara Palen at tara@lakeplacidarts.org and
Tyler Nye at tyler@lakeplacidarts.org

***We welcome your questions. We will be posting them
with responses to the FAQ portion of the website.***