FY21 Edith Lutyens & Norman Bel Geddes Design Enhancement Fund Application

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Reminder: Applications are due Monday, April 27, 2020 at 5:00pm EST.

TIPS FOR THE APPLICANT

Remember that the Edith Lutyens and Norman Bel Geddes Design Enhancement Fund provides grants intended to augment the artistic needs of a production and allow a designer to more fully realize their artistic vision for a production. Applicants may request support for sets, lights, sound, costumes, video, projection, or multimedia design elements, with a focus on materials and equipment that will augment and enhance the design. As with all grant proposals, be specific! Clear, precise information presented in a narrative free from typographical errors is the goal. Applicants can use bullet points and other formatting to highlight programs for ease of reading.

Applications will be evaluated through a peer panel process. Applicants are strongly encouraged to review the evaluation criteria here in advance of submitting their application. These criteria are what the panel will consider when reviewing the applications.

Please note that the panel does not review applications with any aesthetic criteria in mind, and therefore a wide range of design elements and concepts are welcome to apply for this grant. The panel will focus on the feasibility of the project and impact of the grant.

CONFIRM YOUR ELIGIBILITY

Before beginning your application, please read the eligibility requirements below.

ELIGIBILITY REQUIREMENTS:

- Applicant must be a current Full member of A.R.T./New York in good standing, with no outstanding dues, loans, or rent. Independent Producers and Incubator Members are not eligible for this grant program;
- Companies applying for A.R.T./New York membership in order to be eligible for the grant must apply for membership at least 2 weeks before the grant deadline and should reach out to dshane@art-newyork.org explaining their intention to apply, in order to ensure their membership is approved in time;
- Applicant must have its own 501(c)(3) status (no fiscal sponsorship accepted);
- Applicant must NOT have had annual operating expenses totaling more than $5,000,000 for its most recently completed fiscal year. This includes all non-theatre related programming and activities, except capital campaigns;
- Applicant must NOT have received funding from the Design Enhancement Fund in both of the last two consecutive years (2018 and 2019);
- Applicant may only request funding for a project that occurs in New York City between July 1, 2020 and June 30, 2021. Touring productions are eligible, provided they have New York City performance dates during the grant period. In cases where a funded project is delayed beyond June 30, 2021, organizations must return the funds to A.R.T./New York as soon as the delay is confirmed;
- Presenters applying on behalf of a company that does not meet the above eligibility criteria will not be considered;
- A lack of funding should not impair the production as originally envisioned by the design team. Put another way, the enhancement should be described in positive terms, and should not devalue the creativity and feasibility of
the original design concept(s) for the production. This grant is to enhance and augment the original design, not to fund the original design.

**LIMITATIONS:**

- Applicants MAY NOT use grant money for salaries, fees, labor, training programs, or travel expenses. Applicants may only request funding for one production to be performed in New York City between July 1, 2020 - June 30, 2021. Funding may enhance more than one design element in the same production.
- Due to limited funds, your request should not exceed $10,000, and it is recommended that applicants explain clearly and specifically how the enhancement funds will be allocated, and provide research to support the costs itemized in the budget.

☐ I have read and acknowledged the FY21 Edith Lutyens & Norman Bel Geddes Design Enhancement Fund eligibility requirements.
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Manage Collaborators

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APPLICANT INFORMATION

Applicant (Name of Organization)

Address

Street Address

Line 2

City

Country

United States

State / Province

Select

Zip / Postal Code

Tax ID Number

Annual Operating Expense Projections for the fiscal year containing the project you are applying for

Website URL

Please provide the URL for the applicant's website.
Mission Statement
Please briefly describe your company's mission. (50 words max.)

Word count: 0 / 50

Primary Contact
Who should we contact about the status of your application?

First Name
Yan Ying "YY"

Last Name
Sim

Job Title

Phone #

Email Address
ysim@art-newyork.org

Secondary Contact
Please provide a secondary contact.

Their details including phone number and email address must be different from that of the Primary Contact.

First Name
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Grant Request
The maximum grant amount is $10,000. Please input your grant request without the dollar sign.

Title of Production

Production Dates

Designer Name(s) and Role(s)

Brief Project Synopsis
Please provide a brief synopsis of the project. (50 words max.)

Use of Funds
Please provide a brief synopsis of the use of funds. (50 words max.)

Word count: 0 / 50
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NARRATIVE STATEMENT

The narrative portion of the application is your opportunity to make a strong case for funding and to share with the panel who you are and the impact a grant would have on you, your company, and/or its mission. **You should not rely on past accolades or assume any preexisting knowledge panelists might have of your work.** Please upload a document in which you clearly address the following five (5) questions. Consider using section headings to break up the narrative for ease of reading. **The narrative must be a maximum of four (4) pages, 12-point Calibri or Arial font, with 1” margins. PDF format REQUIRED.**

1. Describe your theatre's mission and vision and core programming or areas of work. What are the distinguishing characteristics of your company and work?

Begin with a concise and clear mission statement. The applications that tend to be most successful provide specific information for the panel about the distinguishing characteristics of their organization and/or artistic work. You should include in your response the unique impact your organization has on the artists you work with, your audiences and local community, and/or the art form. You should also address how your organization and/or work contributes to a diverse, inclusive, and equitable theatrical field. If your work is directed toward a particular community, explain who that community is, why it is important that your theatre reach that group of people, and how you hope to impact them.

2. Describe the production for which your company seeks enhancement funding, and discuss how this production helps the company to pursue and fulfill its mission.

Include the artists involved, production dates and location for the grant period (July 1, 2020 – June 30, 2021), and any other details that will help the panel understand the concept of the show.

3. Describe the original and new design concept for the element(s) that you seek to enhance.

If there are multiple design elements for which funding is sought, the application should describe each one. Please be sure to fully articulate the difference between the original design and the enhanced design. **NOTE:** The request must constitute a genuine enhancement to design elements; a lack of funding from the Edith Lutyens and Norman Bel Geddes Design Enhancement Fund should not cause a production to fail either financially or aesthetically.

4. Describe the impact that the design enhancement (or multiple enhancements) will have on the artists and audiences served by this production.

Do not rely on an assumption that bigger (or more) is automatically better. You should carefully explain how the enhancement will affect the audience and/or artist experience with the production, and the opportunities such an enhancement might provide to the company and its artists. Please note again that the proposed enhancement must be a genuine enhancement and that the original design should not be framed as a failure either financially or aesthetically. In this section, you may also
choose to include statements from the designers themselves about the impact they envision resulting from the augmented design(s).

5. Briefly summarize the use of enhancement funds, including a breakdown of costs for the enhancement and the total amount requested from the panel.

Please make sure that the request matches the number entered on the launch page of the application and the number detailed in your production budget and budget notes. Remember that salaries, artist fees, labor costs, training, and travel cannot be funded by this grant. If the grant request is not sufficient to cover the full costs of the enhancement, make sure to include how you plan to cover the remainder of the costs. If the planned enhancement would include reallocating expenses in your original design, clearly detail that reallocation in this section. You may find a table to be helpful.

You can download the narrative guidelines here.

Upload Narrative Statement

Choose File  No file chosen
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DOCUMENT UPLOADS

The following attachments are a required part of your application.

Full Production Budget

One page maximum, in PDF format. Including income and expenses for the proposed project. The budget should not be exclusive to the design element(s) for which you are requesting funds. Please:

- Use two columns in the budget: the left column should include the original design budget, and the right column should indicate where enhancement funds would be applied if awarded, as well as any income and expenses that would result from the enhancement (e.g. projected increase in box office income or increase in personnel fees).
- You may use your own template or A.R.T./New York’s Production Budget template.
- Round your numbers to the nearest dollar.
- Indicate the fiscal year in which the production for which funding is being requested will occur.
- Save the budget to PDF format, ensuring it fits on one page.

Upload Budget

Choose File  No file chosen

Budget Notes

One page maximum, in PDF format. For line items that require additional clarification or explanation. Your budget notes should detail secured and pending income, earned income projections, and expense details. This section is the opportunity to show research and comparables that clarify the enhancement budget against the original design budget. Please:

- Clearly detail your request enhancement, and explain any changes to your original budget that would result.
- Provide detailed support for both earned and contributed income, including projected ticket sales, individual and board contributions, and indicate secured and pending institutional funding.
- Indicate the fiscal year in which the production for which funding is being requested will occur.
- Save to PDF format and ensure it fits on one page.

Upload Budget Notes

Choose File  No file chosen

Designer(s) Bio

One page maximum, in PDF format. A brief biography of the designer(s) who will be working on the funded elements.

Upload Designer(s) Bio
501(c)(3) Determination Letter

Please upload a copy of your organization's 501(c)(3) IRS determination letter.

Upload 501(c)(3) Determination Letter

Choose File No file chosen

Production History

Two pages maximum, in PDF format. For your company's most recently completed, current, and future season. Include staged readings, full productions, school programs, and any other artistic output of the organization. You may use A.R.T./New York's template or your own, provided that the following information is included:

- Title
- Performance dates
- Venue capacity
- Audience attendance

We strongly suggest noting if the designer(s) working on your proposed production have also worked on any past productions.

Upload Production History

Choose File No file chosen
You may include up to a TOTAL of SIX PAGES of additional materials that will enhance the panel's understanding of the proposed design, and the work of your designer(s). (For example, one PDF attachment with 4 pages of costume renderings and two JPEG uploads of production stills, OR six PDF attachments of 1 page each.)

Images, renderings, recordings, and other information about the current and enhanced designs are very welcome. Please note that these attachments are completely optional, and past panels have funded many proposals without additional documents.

- Panel books are distributed to the panel digitally, and panelists will view them on their desktop.
- You may submit a maximum of one video of 3 minutes or less as one of your supplemental documents. (This counts as "one page".)
- You may submit a maximum of one audio sample of 3 minutes or less as one of your supplemental documents. (This counts as "one page".)
- Besides the optional video sample, your Optional Uploads should NOT include links to other webpages. Panelists will only read what's in the 6 pages max.

**Are you providing a video sample?**

Reminder that this video constitutes one of the six pages of optional uploads.

- Yes
- No

**Optional Upload #1**

Choose file  No file chosen

Context:

**Optional Upload #2**

Choose file  No file chosen

Context:

**Optional Upload #3**