

**THEATER SUBDISTRICT COUNCIL GRANT  
ROUND TWO FAQ s**

1. **Can we offer any advice on how much money should be requested?** There is no maximum grant but the total amount being awarded in this second round is up to \$2,000,000, the minimum grant award is \$50,000, and the TSC expects to make between 15 and 20 grants. The applicant's budget size is one indication of its capacity to successfully implement the project, so applicants should think carefully about how much money they're requesting.
2. **Is there a particular category of activity to which preference is being given?** No.
3. **Can we apply for multiple projects?** You may submit one stand-alone Intent to Apply, but may participate in multiple consortium requests in addition to the one stand-alone request.
4. **If I submit multiple Intents to Apply (stand-alone and consortia submissions), are they each looked at separately or as a package? Do projects submitted by the same applicant compete against each other when they are reviewed?** Each Intent to Apply submission will be evaluated individually. Every project in the application pool competes against every other project in the pool.
5. **Can a consortium partner submit a separate application in addition to being a consortium member?** Yes, they may also submit one stand-alone application, and multiple consortium applications.
6. **Can an organization be the lead partner for more than one consortium submission?** Yes.
7. **For the creation and development of new work, do the activities have to take place in the Subdistrict?** No, but the case needs to be made that the activities will have impact on the Subdistrict.
8. **What do you mean by impact? Does the impact have to be immediate? What is an example of impact for groups working outside the geographic Subdistrict?** It is the applicant's responsibility to define impact. There is both short-term impact, which might be more easily measured, and impact that has more of a long-term and/or lasting effect on the Subdistrict.
9. **Is there any reason not to create a consortium?** No.
10. **Can a consortium be an amalgam of for-profit and not-for-profit partners?** Yes.

- 11. Can a government funding agency be a consortium member?** No.
- 12. When you say there must be 2 years of activity, do you mean 2 years from the time the Intent to Apply form is due or 2 years from the time activities start?** Applicants should have been in existence and providing cultural services for at least two complete fiscal years prior to April 9, 2010 (the Intent to Apply deadline).
- 13. Is there a preference given to new projects over existing programs?** No, but the intent is to fund *innovative* projects, so that would imply a significant alteration or enhancement to any existing programs.
- 14. Can this funding be used to expand an existing program?** Yes, but think about what makes the expansion innovative and/or enhances its impact.
- 15. What is “under-represented in the Broadway canon?”** If you believe that something is under-represented, go ahead and make the case for it (but don’t spend your entire description on this).
- 16. Are you requiring that funding be used towards set percentage levels of expenses, such as 25% of artistic costs, 25% of admin, etc.?** No.
- 17. Is the funding intended to be for programmatic funding or is there any indication that this can be used to pay for overhead allocations?** There is no reason not to budget for overhead directly related to the program for which funding is being requested, but applicants should consider the competitive nature of this program and the Council’s goal of funding innovative programs, and budget accordingly.
- 18. Will the Council be giving any consideration to geographic diversity when making the awards? Will it be looking at making awards across all 5 boroughs?** There is no requirement that grant awards be distributed geographically, and this is not one of the funding criteria.
- 19. Can an activity take place during only a portion of the grant activity period?** Yes. The funded activity must take place between September 1, 2010 and February 29, 2012. An activity can run beyond that period, but not the funded portion of the activity.
- 20. Can activities start earlier than the specified grant activity period?** Yes, but the Council may look at the project as something that could occur without Theater Subdistrict Council funding.
- 21. Who is going to review the applications? The Council members? Who sits on the panel?** The Theater Subdistrict Council will make the ultimate selection

of which Intent to Apply applicants are invited to submit a full application, and which full applications are funded. Depending on the volume of Intent to Apply submissions, we may convene a panel to help narrow down the group invited to submit full applications. The Council members will have access to every Intent to Apply submission.

**22. What are the boundaries of the Subdistrict, particularly on 43<sup>rd</sup> Street?**

Please refer to the map on this website.

**23. How is the Council going to be involved with the grant activities – will there be any monitoring, overview or oversight?**

The Council will most certainly monitor the projects to some degree, and grant recipients will need to submit interim and final reports.

**24. How will the applications be judged?**

Intent to Apply submissions will be evaluated for completeness, quality, innovation, and impact on the Theater Subdistrict, among other factors. Full applications will be evaluated for the same criteria, as well as the program criteria included in the overview materials on this website.

**25. How important is sustainability?**

Sustainability is a factor, but it is not the only factor, particularly if an argument can be made that a specific project that is not sustainable can still make a strong impact.

**26. Should we dream big or do you expect us to have the specific details of a project already worked out when we hand in the application?**

We hope you will dream big, but part of the Intent to Apply process is to indicate the applicant's ability to successfully implement the project.

**27. If we already have financial partners committed to a project, will this have a negative impact on our proposal?**

Not necessarily; this funding might add an innovative element or level of impact that would otherwise not be achievable.

**28. Can I use this funding for touring outside the 5 boroughs?**

No, activity needs to take place within the five boroughs.

**29. What do you mean by public access? Does the activity have to be free?**

The activity does not have to be free to the public, but the public must be able to participate in some fashion.

**30. How will you address the “ineffable nature of deviations” from the time of the proposal and when the activity actually comes to fruition?**

They will be addressed on a case-by-case basis.