



## SU-CASA

### ARTS PROGRAMS FOR SENIORS

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#### 2020 GUIDELINES AND APPLICATION INSTRUCTIONS FOR ORGANIZATIONS

Application Deadline: October 28, 2019

#### ABOUT THE PROGRAM

SU-CASA is a community arts engagement program that places artists and organizations in residence at senior centers across the five boroughs of New York City. The program, funded in FY20 by the New York City Council, provides grants to artists and organizations for the creation and delivery of arts programming for seniors. Teaching artists will engage participating seniors in an art project or series of cultural programs over the course of the residency, which will also include a public program component – an exhibit, reading, performance, open house or other cultural interaction open to the surrounding community. The program will support a total 255 residencies for individuals and organizations at senior centers across the City's 51 Council districts. Residencies will take place between January 1, 2020 and June 30, 2020.

SU-CASA is a collaboration among the New York City Council, the Department of Cultural Affairs (DCLA), the Department for the Aging (DFTA) and the City's five local arts councils – Bronx Council on the Arts, Brooklyn Arts Council, Lower Manhattan Cultural Council, Queens Council on the Arts and Staten Island Arts. The program began as SPARC (Seniors Partnering with Artists Citywide) in 2012 and was developed as part of Age-Friendly NYC, a citywide effort to make the City more livable for seniors.

This initiative seeks to connect artists with seniors in senior centers and to positively impact the well-being of older adults through arts-based activities. SU-CASA supports artists and organizations sensitive to the needs of older adults and interested in engaging their communities. Selected artists and organizations will work with the senior center where they are placed to further refine project goals and coordinate a schedule for residency activities and use of facilities. Members of the CIG and any organization that submitted an eligible FY20 Cultural Development Fund proposal may apply for SU-CASA through DCLA.

Individual artists are eligible to participate in partnership with the five local arts councils; any individual artist interested in participating should contact the arts council in the borough where s/he would like to work.

Residency grants to organizations are \$15,000 each, inclusive of a \$2,000 stipend to be paid by the grantee to the partner senior center. In FY20, applicant organizations will submit a proposal to DCLA, which will be vetted by the agency. Vetted proposals will be forwarded to council members, who will match organizations with designated centers in their districts. Organizations may select up to ten council districts in which to be considered. Proposed programs should be adaptable and will be customized in collaboration with the designated senior center partner.

All components of the application must be received no later than **11:59PM on Monday, October 28, 2019**. Applicants will be notified of their application status and, if selected, senior center placement, in late 2018. Residencies will take place between January 1, 2020 and June 30, 2020.

## **GUIDELINES**

### **APPLICANT ELIGIBILITY**

- DCA will accept applications only from members of the CIG and organizations that have submitted an eligible Cultural Development Fund application for Fiscal 2020.
- Organizations and their individual principals are not permitted to submit proposals to the local arts councils for the individual grants available through this program; any organization whose principal applies for support through the local arts council will be disqualified.
- SU-CASA falls under discretionary expense funding for FY 2020; in order to be eligible organizations must have submitted a Discretionary Funding Expense Application to New York City Council. If your organization did not submit this application for FY20 during the open application period, please contact your CDF or CIG program officer for further instructions.

### **PROJECT ELIGIBILITY**

Applications will be accepted for projects in any artistic discipline. Proposed projects should be adaptable and will be customized in collaboration with the senior center partner; nonetheless, all programs must meet the following requirements:

- Project must be cultural in nature.
- Project must consist of regularly scheduled interactive engagement programs for the senior participants at the center where the residency is held (e.g., workshops, classes, art making projects created by seniors or in collaboration with seniors).
- Programs must be free of charge for senior participants and advertised as such.
- Project must also include a public program component for the general public to experience and engage with the arts at the senior center (exhibit, open house, performance, reading or other cultural interaction that allows participating seniors to share their work with the surrounding community). The public program activities must be promoted and available at no charge. Organizations are strongly encouraged to engage other members of the senior center community as part of the public program component.
- Project activities must take place between January 1, 2020 and June 30, 2020.
- Project activities are expected to include at least 60 contact hours of activity with the seniors during the residency period.
- Project activities, including the public component, must take place at the senior center (unless otherwise agreed to by the senior center director).

### **SELECTION PROCESS AND EVALUATION CRITERIA**

In FY20 participating organizations will submit a proposal to DCLA, which will be vetted by DCLA, DFTA, City Council and an expert in the field. Vetted proposals will be forwarded to council members, who will match organizations with designated centers in their districts. Organizations may select up to five council districts in which to be considered.

Proposals will be vetted based on following criteria:

- Artistic excellence and uniqueness of the proposed senior engagement project
- Potential impact on senior participants
- Project feasibility, taking into consideration budget, timeline, available resources, and stated goals
- Clarity and detail in the project proposal
- Quality of the applicant organization's prior work
- Potential impact on senior center and surrounding community

An organization's prior work in the field of creative aging, arts-in-education or community arts programs will be considered.

Organizations working with teaching artists with foreign language proficiency are strongly encouraged to apply, but artists are not required to speak any language other than English.

### **RESIDENCY AWARD REQUIREMENTS**

The residency award is a contract for services; organizations will be subject to the following requirements:

- Sign and return a grant agreement
- Remit a \$2,000 stipend from the grant award to the partner senior center
- Include funding credit and logos on all marketing and event materials, print and electronic
- Submit event notification at least 2 – 4 weeks before your public program event(s) to your DCA program officer, who may conduct a site visit to your project
- Track artist contact hours with participating seniors and other evaluative data, as requested
- Submit final report on a timely basis after completion of all project activities

Organizations that do not comply with requirements in a timely manner may lose current funding and be ineligible for future funding from DCLA.

### **APPLICATION ASSISTANCE**

Get an overview of SU-CASA and learn about the components of a well-prepared application.

#### **Information Session:**

**New York City Department of Cultural Affairs**

**31 Chambers Street, Room 209**

**Tuesday, October 15<sup>th</sup>**

**4:00pm-5:00pm**

**RSVP required, click here for the [SU-CASA seminar registration page](#).**

Questions:

Please call your CDF or CIG Program Officer or the Programs Help Desk at (212)513-9381

## **PROPOSAL INSTRUCTIONS**

The project proposal form must be filled out in its entirety. We recommend using Adobe Reader version 11 to fill out the proposal form, though it is also compatible with versions 9 and 10. The form is not compatible with Preview (for Macs) or other computer programs. Please check all fields carefully and confirm that your answers are saved to the document prior to submission.

**Please review these instructions carefully; you may wish to keep them by your side while completing the application.**

### Contact information and Senior Center selections

1. Contact Information:
  - Enter the legal name of the applicant organization and AKA if applicable.
  - Enter the organization's mailing address and phone number.
  - Enter information primary contact regarding this proposal.
2. Enter up to ten city council districts in which your organization would like to be considered. Enter the first and last name of the council member as well as the district number (district number only if the council seat is currently vacant). At this time participating centers have not been determined; select only the district(s) where it is feasible for your organization to provide services. Your participation is not limited to a single borough. You will confirm these selections on the upload page for the application form.

### Program Proposal

1. Describe the applicant organization's background relative to this proposal; include detail about work with older adults, training or professional development in creative aging, work in community arts programs, or programs in arts-in-education. (1500 characters)
2. Provide a summary of your organization's mission and activities, highlighting programs relevant to this proposal. This section may be used in public materials if your proposal is selected for support. (500 characters)
3. Note if it is possible for this program to be conducted in another language. (500 characters)
4. Provide a project title and short summary for the proposed program. Complete this section after you have completed the full project description on the following page. This synopsis may be used in public materials if your proposal is selected for support.
5. Describe the proposed engagement programming at the senior center. (2500 characters)
  - Detail how teaching artists will engage seniors in the proposed participatory arts-based activities. This might include publicity materials, demonstrations, visits to the center, or other activities to generate interest in the center prior to the start of the program.
  - Describe the artistic project that will be offered, including information about the progression of the course, indicating if the program is sequential or drop-in. Describe the materials to be used, the teaching techniques employed, and how participation can be adapted for a range of abilities.
  - Describe the goals for the senior participants.

- Proposed projects should be adaptable; describe how the program would be customized in collaboration with the senior center partner.
6. Describe the public program component of the proposed program; this might be a final presentation, performance, exhibition, reading or open studio. Include plans for developing the culminating event with the participating seniors and publicizing it to the senior center and surrounding community. The public program activities must be promoted and available at no charge to the general public. (1500 characters)
  7. Provide information about previous SU-CASA or SPARC residencies here, including the name(s) of senior center(s), duration of program, frequency, content, and details about the participants. Previous participation in SU-CASA or SPARC is not a requirement.
  8. Indicate the start and end dates proposed, the number of sessions, and the number of contact hours (minimum 60). Contact hours do not include preparation. Please also indicate days and times of the week when the program might take place, if selected; scheduling of the program will be finalized with the center director. Estimate the number of seniors the project will serve.

#### Work Samples

1. Please provide links to web-based supplemental materials in support of this application. You may use the links below to direct reviewers to a particular page on your organization's website or other web-based platform, as applicable.
3. Website: Enter your organization's website URL here.
4. Video: Provide a link to a video sample, if applicable, in support of this proposal. Platforms available include YouTube, Vimeo, or a public Google page. Video samples should be no more than five minutes in length. If you do not wish to submit a video sample, enter N/A.
5. Images: Provide a link to a public gallery of images in support of this proposal. Platforms available include Picasa, Flickr, and Shutterfly. If you do not wish to submit images, enter N/A.
6. Curriculum: Provide a link to an online curriculum document if relevant to this proposal. Platforms include Google documents or your organization's web page. If you do not wish to submit a curriculum, enter N/A.

#### Social Media

If your proposal is selected for support, we would like to connect with your organization on social media. Please include your Facebook and Tumblr URLs and Instagram and Twitter handles. This information is not required; please share only links to organizational accounts. Social media content will not be considered in the review process.

#### Budget

Please fill out the budget page, indicating at least \$15,000 in expenses. **Your budget must include a \$2,000 stipend which will be paid by each SU-CASA grantee to the participating senior center.** Detail total expenses for your organization totaling \$13,000. Provide budget notes for each field in which you have entered a number.

If the project budget is higher than \$15,000, please indicate sources and amounts of additional income.

#### Certification

Certify your proposal. Please review all content carefully before submission; only your organization's first submission will be considered.

## To Submit Your Application

**Manhattan**

Margaret Chin, District 1

Carina Rivera, District 2

Corey Johnson, District 3

Keith Powers, District 4

Ben Kallos, District 5

Helen Rosenthal, District 6

Mark Levine, District 7

Diana Ayala, District 8

Bill Perkins, District 9

Ydanis Rodriguez, District 10

**Bronx**

Diana Ayala, District 8

AndrewCohen, District 11

Andy King, District 12

Mark Gjonaj, District 13

Fernando Cabrera, District 14

Ritchie Torres, District 15

Vanessa L. Gibson, District 16

Rafael Salamanca, District 17

Ruben Diaz Sr., District 18

**Queens**

Paul Vallone, District 19

Peter Koo, District 20

Francisco Moya, District 21

Costa Constantinides, District 22

Barry Grodenchik, District 23

Rory Lancman, District 24

Daniel Dromm, District 25

Jimmy Van Bramer, District 26

I. Daneek Miller, District 27

Adrienne E. Adams, District 28

Karen Koslowitz, District 29

Robert Holden, District 30

Donovan Richards, District 31

Eric Ulrich, District 32

Antonio Reynoso, District 34

**Brooklyn**

Stephen Levin, District 33

Antonio Reynoso, District 34

Laurie Cumbo, District 35

Robert E. Comegy Jr., District 36

Rafael Espinal, District 37

Carlos Menchaca, District 38

Brad Lander, District 39

Mathieu Eugene, District 40

Alicka Ampry-Samuel, District 41

Inez Barron, District 42

Justin Brannan, District 43

Kalman Yeger, District 44

Farah N. Louis, District 45

Alan Maisel, District 46

Mark Treyger, District 47

Chaim M. Deutsch, District 48

**Staten Island**

Deborah Rose, District 49

Steven Matteo, District 50

Joseph C. Borelli, District 51

**Upload Application\***

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1. Click here for the [FY20 SU-CASA Application submission page](#).
2. Enter your organization's legal name.
3. Enter your EIN (with dash). Enter the first name, last name, phone number and email address for the contact person for this application.
4. Upload your completed SU-CASA 2020 PDF application here. Please check all fields carefully and confirm that your answers are saved to the document prior to submission. Save the document in the original format; do not print and scan.
5. Select **up to ten** City Council Districts in which your organization would like to be considered. At this time participating centers have not been determined; select only the district(s) where it is feasible for your organization to provide services. Your participation is not limited to a single borough. You must ensure these match the selections made on your organization's application form.
6. Do not submit more than one set of materials; only your organization's first submission will be considered.
7. The contact person will receive an email confirmation once the file has been received.

### Questions?

Please call your CDF or CIG Program Officer or the Programs Help Desk at (212)513-9381