

CNY Arts

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TOURISM & ECONOMIC DEVELOPMENT | GUIDELINES 2020

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PURPOSE: To provide partial funding for arts projects which provide a tangible and measurable benefit to the economic development of Onondaga County specifically projects that focus on growing audiences and engage out-of-county and overnight visitors

APPLICATION DEADLINE: Monday, November 14, 2019 by 11:59 PM

WHO MAY APPLY: Eligible nonprofit organizations in Onondaga County (see applicant eligibility page 2)

AWARD AMOUNT: \$10,000 - \$50,000

The Tourism & Economic Development award will not fund more than 50% of an applicants' total expenses. Requests and awards cannot exceed 20% of your organization's total annual operating budget. Administrative Expenses cannot exceed 15% of your request amount.

PROJECT PERIOD: January 1 – December 31, 2020

DESCRIPTION

The Tourism & Economic Development Grant Program is made possible by the County of Onondaga, and administered by CNY Arts. The program's purpose is to assist nonprofit arts organizations with promotional and marketing projects that will enhance the development of arts and tourism, and bring increased visitation to Onondaga county. This support is designed to enhance performing, literary or visual arts projects to draw new and out-of-town audiences to spend peripheral dollars in Onondaga County and promote economic development.

PROCESS

Applications are reviewed and evaluated by an independent panel composed of Onondaga County business leaders, academics, and arts professionals from outside Onondaga County. Panelists will review applications based on the primary panel criteria (below) and competitively against the applicant pool.

Panel recommendations are ratified by the Board of Directors of CNY Arts which makes sure the process has been transparent and conflict of interest free. Pending approval from the Onondaga County Legislature, tentatively, awards will be announced and funds released in April to July 2020.

Each applicant must go through a financial review to determine fiscal health and stability, completed by an independent Certified Public Accountant (CPA). Should the CPA have any questions, the organization will be given a brief period of time to submit a response to the inquiry. Applicants that currently apply to CNY Arts for Onondaga County General Operating Support (GOS) do not have to repeat this review, as it's part of the GOS Review Process. All reviews and organizational responses will be submitted to the panel for consideration and review.

Panelists perform evaluation and rating of funding applications made to CNY Arts. Panelists are solicited through the agency and then approved by the CNY Arts Board of Directors. Panelists are selected in November 2019 through March 2020 to serve in the 2020 Funding Cycle.

ELIGIBILITY

ELIGIBLE APPLICANTS

In order to be an eligible applicant organization you must meet ALL of the following criteria:

- Have a permanent location in Onondaga County
- Be a nonprofit organization or NYS incorporated nonprofit
- Must own or operate a year-round venue / operation
- Be classified as a Tier One, Two, or Three agency and meet the criteria to receive County funding through CNY Arts. The criteria can be found [here](#).
- Must either have applied for Onondaga County General Operating Support and been deemed fiscally healthy or must be able to submit to the same fiscal health analysis
- Must not receive any additional funding from the County of Onondaga in the 2019 calendar year
- Must be able to demonstrate the capacity to execute the intended project, as well as provide status updates and reports on the results in a timely fashion

INELIGIBLE ENTITIES

Entities that meet ANY of these criteria are NOT eligible for the Tourism & Economic Development Grant Program:

- Agencies that receive Onondaga County funds from a source other than CNY Arts administered General Operating Support
- Agencies of Onondaga County (including libraries)
- Educational Institutions and Schools; Educational Foundations
- Radio or television broadcasting networks or stations; cable communication systems, newspapers, magazines
- Organizations engaged solely in the acquisition or restoration of physical property
- For-profit businesses
- Organizations less than three years old
- Organizations with an annual budget less than \$50,000

INELIGIBLE ACTIVITIES/EXPENSES

All of the following expenses and activities are NOT eligible for support by the Tourism & Economic Development funds and cannot be presented in your budget:

- Support for activities that are considered part of your agency's established annual programming such as an annual performance or annual festival (this grant is for new and enhanced activities)
- 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.
- Competitions and contests
- Components of a project that are not directed towards programs in Onondaga County
- Fundraising events such as galas, receptions, benefits, etc. or entertainment costs such as food and drink
- Accumulated deficits and debt reductions
- Operating expenses
- Requests that are greater than 20% of an organizations total operating budget
- Capital requests for equipment, design, feasibility studies, or construction

CNY ARTS TIMELINE

CNY Arts accepts 2020 applications (January July-Oct. 2019)

Panel Meets / Deliberates (November 2019)

Panel Recommendations submitted to the Legislature for Approval (Jan./Feb. 2020)

Awards Announced | Contracts Released (Feb./March 2020)

APPLICATION INSTRUCTIONS

Applications must be completed and submitted online through a private invitation link to [Submittable](#).

We strongly recommend that you view the Online Application Form and instructions in advance and maintain a backup copy of your responses in a separate document off line. Once you have submitted the form you will not be able to make changes or resubmit. You will receive an email confirmation shortly after submittal. If you do not receive one, your application has NOT been successfully received and may not be considered for funding.

EVALUATION

All applications are evaluated and scored on how well the application addresses the following panel criteria. This is a competitive panel process.

ARTISTIC / PROGRAMMATIC MERIT (9 points)

- Artistic/programmatic ability to serve as a tourism generator or reach new audiences
- Quality and innovation of artistic experience(s)
- Non-duplication of comparable existing services/programs regionally, statewide and/or beyond

ECONOMIC IMPACT (18 points / double weighted):

- Quantitative and qualitative economic impact of the project on the economy of Onondaga county and the applicant agency(ies)
- Ability to accurately measure and demonstrate economic impact (specifically to Onondaga county)
- Immediate ability to capitalize on an increase in attendance, new audiences, and economic activity following the event

MARKETING & PROMOTIONAL EFFECTIVENESS (9 points):

- Innovative, comprehensive, and effective marketing strategies and promotional tactics above and beyond regular marketing for the organization(s) to reach new and out-of-county audiences
- Established partnerships and collaborations with businesses, promoters, CVBs/DMOs, hotels/motels, event facilities and other organizations/artists

FEASIBILITY (9 points):

- Managerial competence and expertise; fiscal health
- Project feasibility and ability for applicant to meet clearly defined and realistic goals
- Capacity for agency to execute project as proposed and meet/surpass outlined goals
- Clear and achievable outreach/marketing tactics for specific target audiences

Geographic Diversity: Priority points will be given to projects that take place outside of Downtown Syracuse

9-Point Score Chart with Guidance Points: Criteria will be averaged for a maximum score of 9 and minimum score of 0.

Score	Descriptor	Additional Guidance on Strengths/Weaknesses
9	Exceptional	Exceptionally strong (model and standard for field or discipline with essentially no weaknesses)
8	Outstanding	Extremely strong with negligible weaknesses
7	Excellent	Very strong with some minor weaknesses
6	Very Good	Strong with numerous minor weaknesses
5	Good	Strong but with at least one moderate weakness
4	Satisfactory	Some strengths but with some moderate weaknesses
3	Fair	Some strengths but with at least one major weakness
2	Marginal	A few strengths and a few major weaknesses
1	Poor	Very few strengths and numerous major weaknesses

Minor Weakness: An easily addressable weakness that does not substantially lessen impact. | Moderate Weakness: A weakness that lessens impact. | Major Weakness: A weakness that severely limits impact.

REQUIRED DOCUMENTS

- ✓ PROJECT BUDGET [Form](#)
- ✓ PROJECT MARKETING PLAN
- ✓ BOARD MEMBER AFFILIATION LIST
- ✓ ORGANIZATIONAL CHART
- ✓ WORK SAMPLES OF PROPOSED ARTIST(S)
- ✓ FINANCIAL STATEMENTS (Profit & Loss Statement and Balance Sheet) FOR MOST RECENT 12-MONTH PERIOD (October 2019 – September 2019)
- ✓ *Audit from your most recently completed fiscal year or for organizations under \$250,000 operating budget, a 990 is sufficient accompanied by a Board Approved Financial Statement for your most recently completed fiscal year*
- ✓ *Expenses & Revenues, Performance Measures, Personnel Roster [Form](#)*
- ✓ *Program Schedule [Form](#)*
- ✓ Press Clippings/Marketing Materials, Letters of Support, Packaging Information (optional)

*If your organization does not receive General Operating Support from CNY Arts, you are required to provide the following documents. For organizations that receive GOS, we will pull these documents from your 2019 application for funds and may ask for some updated information.