



# OFFICE OF THE BROOKLYN BOROUGH PRESIDENT BOROUGH CULTURE GRANT PROGRAM



*Made possible by: NYC & Company Foundation*

## 2022 PROGRAM GUIDELINES AND TIMELINE

Borough Culture Grants are funded by the NYC & Company Foundation (the “Foundation”) – the charitable arm of New York City’s travel and tourism destination marketing organization. This grant program supports New York City as a culturally vibrant destination by funding the promotion of not-for-profit arts and cultural events and programs in all five boroughs.

### **Grant Administration and Distribution:**

Grant recipients are selected by the Offices of the Borough Presidents (“Offices”) in accordance with the guidelines defined by the Foundation’s Board of Directors. Funding is administered by the Offices after verification of recipient eligibility by the NYC & Company Foundation.

Awarded funding must be spent within calendar year 2022 unless a written request for an extension is approved by the Office and Foundation.

### **Eligibility:**

	Must be registered as a 501(c)3 with the State of New York.
	Projects must fall primarily within calendar year 2022.
	Printing and distribution of promotional materials for cultural institutions, programs, and events (i.e. paid media, print or digital content, and/or videos).

*Individuals, scholarship-granting organizations, fiscal conduits or sponsors are **ineligible**.*

**Non-eligible Costs** for funding include, but are not limited to:

1. Salary and/or benefits for staff, consultants, or certain contractors, i.e. hiring of street teams
2. Capital projects, rent, and/or structural rehabilitation
3. Travel and entertainment
4. Membership dues or fees
5. Office supplies or overhead (i.e. admin, insurance, postage, etc.)
6. Business-to-business projects
7. Promotion of for-profit entities or individuals
8. Promotion of organizations outside of New York City
9. Any activities associated with political campaigning or lobbying

## Project Application:

Each applicant must complete and submit a unique project proposal. The Offices are responsible for facilitating the application process and ensuring that submitted proposals fulfill all Foundation requirements.

Project proposals must include:

1. Detailed description of the project;
2. Detailed itemized budget for the entire project; including specification of which line items grant funding will be applied to;
3. The target audience(s) of the project with a focus on how the Foundation funds will help you reach the desired audience;
4. How the success of the project will be measured;
5. A copy of the applicant arts organization's 501(c)(3) tax-exempt status determination letter. **Proposals will not be considered without tax-exempt certification;** and,
6. A detailed project implementation timeline, including major production and promotional elements with deliverable dates

## GRANT APPLICATION TIMELINE

<u>Date</u>	<u>Action</u>
Friday, January 28 <sup>th</sup> ( <b>New Deadline</b> )	2022 Grant Application due to the Office of the Brooklyn Borough President (OBBP).
Monday, January 31 <sup>st</sup> – Thursday, February 10 <sup>th</sup>	OBBP reviews and selects grant recipients.
Friday, February 11 <sup>th</sup>	OBBP submits selections to NYC & Company Foundation.

NYC & Company Foundation will notify each Borough President's Office in April 2022 regarding the final status of grant requests. Funds will be released to the Offices for distribution within two weeks after that final status notification.

**IMPORTANT:** If you are selected, the Offices will provide you with the Borough Grant Reporting Guidelines. You must review and comply with these requirements. By accepting the Foundation's check, you agree to comply with the Borough Grant Reporting Guidelines including, but not limited to, submitting the **previous year's** final report prior to receiving funds. Failure to comply with all reporting guidelines may jeopardize eligibility for future funds.

### CONTACT:

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