



NYC & COMPANY FOUNDATION BOROUGH CULTURE GRANTS 2023 PROGRAM GUIDELINES

Grant Purpose:

The Borough Culture Grant Program is 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 & cultural programs and events in all five boroughs.

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 Foundation.

If you have any questions about the Queens application process, please contact Phil Ballman, Director of Cultural Affairs & Tourism for the Queens Borough President’s Office: pballman@queensbp.org. For specific questions about project eligibility, please email FoundationGrants@nycgo.com.

All grants from/by the NYC & Company Foundation must be spent in the calendar year in which they are awarded unless a written request for an extension is approved by the Foundation staff.

Eligibility:

1. All grant recipients must be registered as a 501(c)3 with the State of New York.
2. Applicants’ projects must fall primarily within calendar year 2023.
3. 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.
4. Projects eligible for funding under the program should be tourist facing and shall include, but are not limited to, promotional materials for cultural institutions, programs, and events (i.e. paid media, print or digital content, and/or videos).

Funding Restrictions:

1. Grant awards may not exceed \$25,000 per recipient or project in one grant cycle.

Non-eligible Costs

These micro grants are meant to be for the marketing and promotion of cultural programs and organizations. As such, costs **not eligible** for funding from the Foundation 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;
6. Business-to-business projects;
7. Promotion of for-profit entities or individuals;
8. Promotion of organizations outside New York City; and,
9. Any activities associated with political lobbying or campaigning.

Recipient Restrictions:

Certain types of entities are not eligible to receive or benefit from Foundation Borough Culture Grant funds. These include, but are not limited to:

1. Individuals or scholarship-granting organizations; or
2. Fiscal conduits or sponsors.

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 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 TIMETABLE

Promotion period of grant availability begin on or by March 13, 2023.

Application Deadline:

All proposals must be received by the Foundation by **end of business on Friday, April 14, 2023, or earlier as designated by the Offices**. The Foundation reserves the right to appropriate available funds at its discretion if proposals are not submitted by that time.



The Foundation will notify each Office in late April 2023 regarding the final status of grant requests. Funds will be released to the Offices for distribution within two weeks after that final status notification.