



# CNY ARTS

Marketing for Economic Development 2022

For Onondaga County

# Program Guidelines

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MARKETING FOR ECONOMIC DEVELOPMENT 2022

# Program Guidelines

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## CNY Arts Commitment to Equity & Anti-Discrimination

CNY Arts is committed to providing services and making resources available to every resident in the counties of Cortland, Herkimer, Madison, Oneida, Onondaga, and Oswego without regard to ethnicity, color, creed, religion, age, gender, gender identity and expression, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, or source of income.

CNY Arts seeks to deliberately and continuously address systemic barriers to opportunity and is committed to promoting diversity, equity, inclusion, and access for all Central New York and Mohawk Valley residents. We believe that impact is enhanced when people from different backgrounds with unique perspectives are engaged in our grantmaking activities and decision-making processes. We strive to increase equitable opportunities and outcomes by building a board, staff, panel, and grantee pool that reflect the communities we serve. We are committed to taking the actions required to eliminate disparities in access to the arts and arts funding, and advance equity in our organization and in our community.

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## Overview

The Marketing for Economic Development Grant Program is made possible by the County of Onondaga and administered by CNY Arts.

## Program Goals

The program mission is to assist nonprofit arts organizations with promotional and marketing projects; increase tourism to Onondaga County, from outside the county; and to reinvigorate local audiences and peripheral spending. This support is designed to spotlight local cultural offerings, such as performing or visual arts projects, attracting new and returning audiences, encouraging them to spend peripheral dollars in Onondaga County to promote economic development.

### Program Details

**Application Deadline:** Monday, September 19, 2022 by 12:00 pm (noon)

**How to apply:** All applications must be submitted online through Submittable

**Who may apply:** Nonprofit organizations located in Onondaga County

**Award Amount:** \$2,500 to \$17,500

**Project Period:** September 1, 2022 to December 31, 2022

## Applicant Eligibility

### Eligible Applicants

- Only nonprofit organizations or NYS incorporated nonprofits with a permanent address in Onondaga County may apply. This includes organizations that receive County; funding through CNY Arts Programs (General Operating Support or Tier Three Funding)
- Organizations with a marketable aspect of public work;
- 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 Applicants

- Agencies of Onondaga County (including libraries);
- Applicants outside of Onondaga County;
- Educational Institutions and Schools or Educational Foundations;

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- Radio or television broadcasting networks or stations;
- Cable communication companies;
- Newspapers or magazines;
- Organizations engaged solely in the acquisition or restoration of physical property;
- For-profit businesses;
- Organizations fewer than three years old

## Project Expenses

Please direct all questions regarding expense eligibility to the **Regrants Program Staff**.

### Ineligible Expenses

Ineligible expenses include but are not limited to:

- Any expenses not directly related to proposed marketing plan
- Activities not open to the public e.g., activities restricted to an organization's membership;
- Competitions or contests;
- Expenses related to any programming outside of Onondaga County
- Fundraising events (i.e., galas, receptions or benefits, etc.);
- Entertainment costs such as food and drink;
- Accumulated deficits and debt reductions;
- General Operating expenses;
- Requests that are greater than 20% of an organization's total operating budget
- Capital requests for equipment, design, feasibility studies, or construction

## Application Instructions

### Deadlines

The application deadline is **Monday, September 19, 2022 by 12:00 pm (noon)**.

### Submittable

Applications must be completed and submitted through the CNY Arts online portal at [cnyarts.submittable.com/submit](https://cnyarts.submittable.com/submit). Applicants are strongly recommended to review the online application form in advance.

You may save your progress on Submittable as you complete your application. Please note that once the "Submit" button has been clicked and the application has been submitted, it **cannot** be further edited or changed in any way.

Upon completing and successfully submitting an application through Submittable, the applicant will receive an automated email confirmation to the registered email address. **If the applicant does not receive an email confirmation, the application has not been correctly submitted and cannot be considered for funding.**

For further assistance, please refer to the [Submittable Help Forum](#) or contact the CNY Arts [Regrants Program Staff](#).

## Application Questions

- **Applicant Profile:** Contact information and overview of organization, including Federal Employer Identification Number (EIN) or Social Security Number (SSN). Funding history with CNY Arts.
- **Marketing Plan:** A Comprehensive Marketing Plan, including details such as what is being promoted, prices, the event(s) involved, specific promotion channels and media outlets, audiences targeted (local and regional), geographic reaches, goals, and timelines. This also includes how the CNY Arts Calendar will be utilized in promotion efforts.
- **Fall Event(s)/Season Overview:** Summary of what is being promoted, including dates, location(s), and event details.
- **Additional Support Materials**

## Required Documents

- Events/Fall Lineup;
- Project Marketing Plan;
- Project Marketing Budget;
- Work Samples of Proposed Artist(s);
- Press Clippings/Marketing Materials, Letters of Support, Packaging Information (optional)

## Accommodations & Application Support

CNY Arts provides extensive, free technical assistance and support to all interested applicants. Application guides, video tutorials, and panel feedback summaries will be available to all applicants. Additional accommodations to facilitate your participation in this program include but are not limited to interpretation or translation services, computer or technical support, budgeting, grant writing, or project development. For more information, please contact the [CNY Arts Regrants Program Staff](#).

## Panel Process

Grant awards and funding recommendations will be determined by a competitive peer review process conducted by a panel of artists, arts administrators, and community leaders. The panel will first review each application on its own merits and then against the application pool. Because funds are limited, project proposals must meet specific criteria as published within these guidelines. The panel's funding recommendations will then be submitted to the CNY Arts Board of Directors for approval.

## Panelists

Peer review panelists for CNY Arts grant programs are nominated by residents and community members of Onondaga County and are subsequently appointed by the CNY Arts Board of Directors. Panelists must be nominated to serve and must be residents of or work in Onondaga County. Panelists are paid a nominal stipend to participate and may not serve more than three (3) consecutive years. To nominate yourself or another individual to serve as a peer review panelist, please complete [this nomination form](#). New panelists will be selected on a rolling basis.

## Review Criteria

Applications will be scored on a 15-point rubric with three scoring criteria:

- **Artistic/ Programmatic Merit** (5 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
- **Feasibility** (5 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
- **Marketing & Promotional Effectiveness** (5 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
  - How the agency uses and promotes the CNY Arts Event Calendar and/or the Visit Syracuse Event Calendar (All CNY Arts funded agencies are **required** to use the CNY Arts Event Calendar)
- **Geographic Diversity:** Priority points will be given to projects that take place **outside of** Downtown Syracuse