National Endowment for the Arts

FY25 Grants for Arts Projects
Media Arts Webinar
January 16, 2024

Webinar will begin momentarily.

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National Endowment for the Arts

Staff Presenters

Jax Deluca, Media Arts Director

Avril Claytor, Media Arts Specialist

Emma Bartley, Media Arts Specialist

National Endowment for the Arts
Grants for Arts Projects (GAP)

We are committed to diversity, equity, inclusion, and accessibility, and fostering mutual respect for the diverse beliefs and values of all individuals and groups.
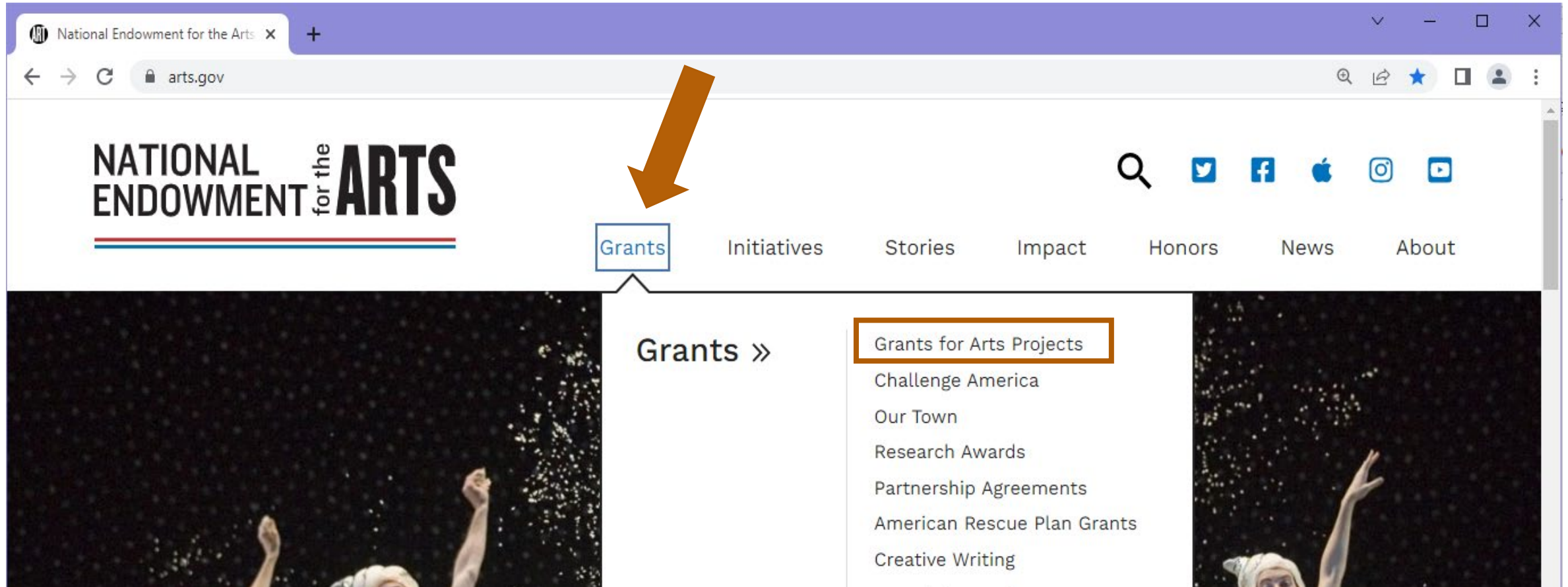
Grants for Arts Projects offers direct grants to:

- Arts organizations
- Local arts agencies
- Arts service organizations
- Local education agencies(school districts)
- Other eligible organizations that can help advance the NEA's goals

More details in the **GAP Program Description** on NEA website
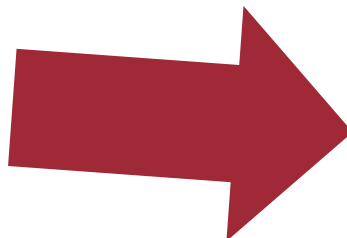
Website: Finding Guidelines

www.arts.gov

Website: GAP Guidelines

Grants for Arts Projects

- Program Description
- Artistic Disciplines
- Application Calendar
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GRANTS FOR ARTS PROJECTS: Program Description

"The Arts . . . belong to all the people of the United States." –1965 Enabling Legislation for the National Endowment for the Arts in the National Foundation on the Arts and the Humanities Act of 1965

The National Endowment for the Arts (NEA) is proud to support the nation's arts sector with grant opportunities so that together we can help everyone live more artful lives.

"Artful lives" is an inclusive concept encompassing everything from the creation, presentation, and consumption of art, to active arts engagement by all people through making, teaching, and learning in our everyday lives. The arts contribute to our individual well-being, the well-being of our communities, and to our local economies. The arts are crucial to helping us make sense of our circumstances from different perspectives.

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Applicant Eligibility

Eligible

- US Organizations:
  - 501(c)(3) Non-profit organizations
  - Units of State/Local Government
  - Federally recognized Tribes or Tribal Communities
- Must have a 3 year history of arts programming

Not Eligible

- Individuals
- Fiscal Sponsors
- Commercial/for profit enterprises

Project-Based Support

Activities may include:

- Creation/development of new works
- Public engagement with, and access to, the arts
- Learning in the arts at all stages of life
- Services to the field

We support:

- Small, medium, and large projects
- Existing and new projects
- Projects in communities of any size that take place in any part of the 50 states and U.S. jurisdictions
- Projects may be for a two-year period of support
- Applications may contain several components

We Do Not Fund

General operating support

Creation of new organizations

Facility construction, purchase, or renovation

Fiscally Sponsored Projects

Subgrants, regrants, or cash prizes and awards

Social activities (receptions, parties, galas, community dinners, and potlucks)
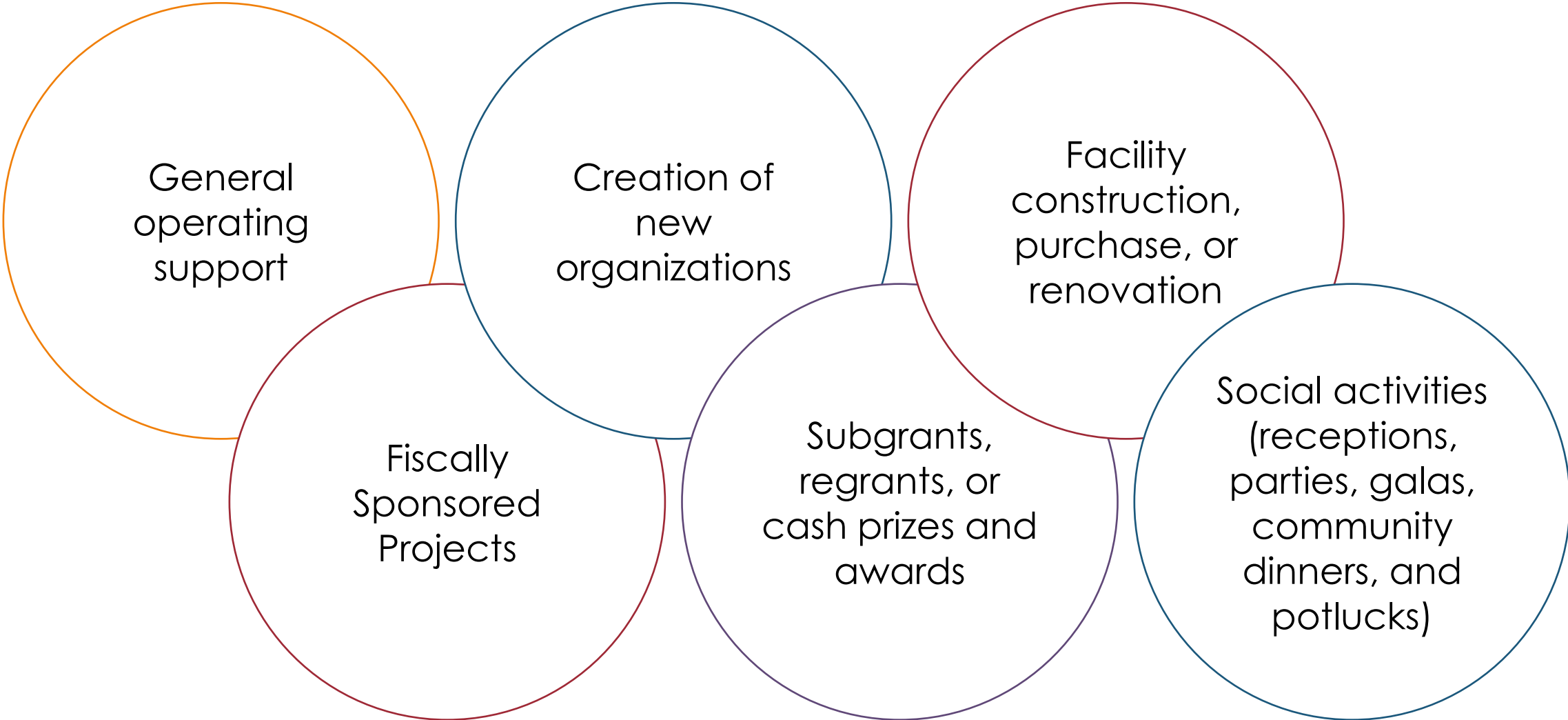
Full list: **Unallowable Activities/Costs** link on the website

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Compliance Requirements

Accessibility

- All projects must be both programmatically and physically accessible to individuals with disabilities in accordance with federal law including ADA and Section 504.

Non-discrimination / Federal Civil Rights Requirements

- Applications may focus on a particular group or demographic; <u>however, they may not be exclusionary under Federal civil rights laws and policies prohibiting discrimination.</u> This extends to hiring practices, artist selection processes, and audience engagement. Review the NEA [Federal Civil Rights Compliance webinar](#) for more information.

National Historic Preservation Act & National Environmental Protection Act

Additional staff review for projects that take place:
- Inside/near a historic site
- Outdoors

Recorded webinars available under **Applicant Resources**

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Funding Amounts

Applicants may request an amount between $10,000 and $100,000

Exception: Local Arts Agencies subgranting projects may request between $30,000 - $150,000

Applicants must demonstrate a minimum 1:1 cost-share/match

Example:
$10,000 NEA Request
$10,000 Cost share/match
$20,000 Project costs

Sources may include: private foundations, individual donations, ticket sales, and in-kind sources, among others

Funds **do not** need to be committed at the time of application

Federal funds may NOT be used as part of your cost-share/match

No funds from other federal agencies, such as NEH or IMLS

Funds from Local or State gov't or RAOs **may** be used in your match, as long as those funds did not originate at the federal level

FY25 GAP Application Calendar

	February Deadline (GAP 1)	July Deadline (GAP 2)
Part 1: Grants.gov	February 15, 2024 at 11:59 pm ET	July 11, 2024 at 11:59 pm ET
Part 2: Applicant Portal	February 21 - February 28, 2024	July 16 – July 23, 2024
Panel Review	Spring/Summer 2024	Fall/Winter 2024
Notifications	Early to mid-November 2024	Early to mid-April 2025
Earliest project start date	January 1, 2025	June 1, 2025

All program areas accept applications at both deadlines, EXCEPT **Artist Communities** and **Design**, which only accept applications in February

GAP Application Limits

An organization may apply only <u>once</u> per calendar year
to either GAP *or* Challenge America.

NEW FOR FY25:

No Additional Applications in Media Arts July Deadline

More details: **Eligibility** section -> **Application Limits**

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FY25 GAP Artistic Disciplines

Artist Communities	Arts Education	Dance	Design	Folk & Traditional Arts
Literary Arts	Local Arts Agencies	Media Arts	Museums	Music
Musical Theater	Opera	Presenting & Multidisciplinary Works	Theater	Visual Arts

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Artistic Disciplines: Descriptions

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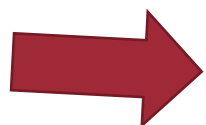
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En Español

GRANTS FOR ARTS PROJECTS: Artistic Disciplines

We fund arts projects through 15 different subcategories, based on artistic discipline or field, which we broadly refer to as "disciplines." Applicants will apply to a specific discipline area. At the links below, each discipline has outlined their broader arts ecosystem, the types of projects they encourage, and guidance on characteristics of competitive proposals.

Select the discipline that most closely aligns with your project activities. The short descriptions on this page will help point you in the right direction, however applicants should review the linked discipline page in full before submitting an application. Contact us if you have any questions about which discipline is most appropriate for your project.

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Media Arts | FY25 Funding Priorities

Proposals should address the areas of interest outlined in the general Grants for Arts Projects (GAP) [program description](#), and include <u>one or more</u> of the following activities:

> **Artist support programs**
> **Public engagement programs**
> **Services to the field**

Full description: Arts.gov/grants/grants-for-arts-projects/media-arts

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Media Arts | FY25 Funding Priorities

Artist Support Programs

To support professional careers or build pathways into the film/media arts field.

Examples of activities: Creation-based and exhibition opportunities, access to equipment and technical facilities, training, industry mentorship and professional networking, project incubation and development labs, artist residencies, fellowships, apprenticeships, artist commissions, and creative workforce development initiatives

Full description: Arts.gov/grants/grants-for-arts-projects/media-arts

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Media Arts | FY25 Funding Priorities

Public Engagement Programs

To support public audience engagement with local, regional, national, or global artists, community arts practitioners, art works, or artistic processes.

Examples of activities: Curated festivals, exhibitions, or event series with presentations, workshops, lectures, panels, touring programs, and other distribution-based activities intended to deepen appreciation and understanding of film and media arts

Full description: Arts.gov/grants/grants-for-arts-projects/media-arts

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Media Arts | FY25 Funding Priorities

Services to the Field

To support overall capacity and capabilities of artists, arts workers, and arts organizations within the film and media arts sector.

Examples of activities: Regional field-building strategies, conferences, convenings, field research, field studies and reports, leadership trainings, mentorships, and other professional development opportunities

Full description: Arts.gov/grants/grants-for-arts-projects/media-arts

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Media Arts | FY25 Funding Priorities

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Artist support programs
Public engagement programs
Services to the field

Full description: Arts.gov/grants/grants-for-arts-projects/media-arts

Media Arts | FY25 Funding Priorities

Competitive media arts projects will address elements as stated in the application [review criteria](), and align with one or more of these intentions:

- Have regional, national, or field-wide significance.

- Advance regional strategies and cross-sector partnerships for the field.

- Promote the health and well-being of people and their communities through film/media arts activities.

- Actively reduce socioeconomic and other barriers to access for artists, audiences, and community members whose opportunities to experience or participate in film/media arts might be limited by factors such as geography, race or ethnicity, economics, or disability;

- Build audiences and appreciation for film/media artists, works, genres, forms, and creative processes that are currently, or have historically been, underrepresented.

Full description: Arts.gov/grants/grants-for-arts-projects/media-arts

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Media Arts | Examples of Supported Projects

New Orleans Film Society | New Orleans, LA

Purpose: To support artistic and professional development initiatives for filmmakers in the South.

Additional Project Description: Supported programs will include the 2023 South Pitch program for directors and the 2024 Southern Producers Lab, which serves producers through workshops, pitch sessions where participants present their project to industry professionals, and mentorship. The film society also will offer the 2024 Emerging Voices program, which provides filmmakers with participation stipends, industry mentorship, and professional support, and the 2024 South Summit, an annual regional convening.

Intended Beneficiaries: This initiative will benefit independent filmmakers and media arts practitioners from the South, with an emphasis on artists underrepresented in the field.

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Media Arts | Examples of Supported Projects

Public Space One | Iowa City, IA

Purpose: To support the OpenAir Media Festival and related public programming.

Additional Project Description: The festival will feature projects including installations, projection mapping, video, performance, sound, and technology-based works, presented in outdoor settings, online, and through radio broadcast. Through an accompanying residency program, an artist selected through an open call will create a site-specific new media project for the festival and teach media arts workshops at Public Space One's community media arts studio.

Intended Beneficiaries: The festival will benefit general audiences in Iowa City and beyond, as well as participating artists from Iowa and across the Midwest.

Media Arts | Examples of Supported Projects

Pegasus Media Project | Dallas, TX

Purpose: To support the Arts2work Pre-Apprenticeship Program, a workforce development initiative focused on media arts and creative technology.

Additional Project Description: Participants will receive a stipend to gain digital media skills with professional mentorship, including access to facilities and equipment. The fellowship program is part of the Alliance for Media Arts + Culture's Arts2Work network, the first federally registered National Apprenticeship Program in Media Arts and Creative Technologies.

Intended Beneficiaries: The program will serve emerging media artists in the Dallas area, with a focus on supporting those underrepresented in the media industry, such as female-identifying, BIPOC (Black, Indigenous, and People of Color), and LGBTQ+ individuals.

Media Arts | Examples of Supported Projects

**Points North Institute** | Camden, ME

Purpose: To support the Camden International Film Festival, Points North Forum, and associated public programming.

Additional Project Description: Feature-length and short documentary films from around the world will be screened at the festival, accompanied by discussions with filmmakers and industry professionals about the art, business, and future of documentary storytelling. Additional festival programming will include artist workshops and master classes, educational programs for college students, and Storyforms, an exhibition of interactive and immersive nonfiction media.

Intended Beneficiaries: The project will serve audiences in Maine, including students, community partners, and presenting venues, as well as participating artists.

CHICKEN & EGG PICTURES

MEET OUR 2023 CHKICKEN & EGG AWARD RECIPIENTS
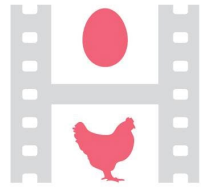
Chicken & Egg Pictures | New York City, NY

Purpose: To support the Chicken & Egg Pictures (Egg)celerator Lab program.

Additional Project Description: Participating filmmakers are selected through a competitive open call and receive support for film projects through industry mentorships, filmmaker convenings, and other professional development activities. With a focus on serving women and non-binary filmmakers, project activities may take place in person or online.

Intended Beneficiaries: This program will benefit first- and second-time nonfiction film directors across the United States.

Application Review: Criteria

Artistic Excellence

Artistic Merit

Application Review:
Artistic Excellence Criteria

Artistic Excellence

The quality of the artists and other key individuals, creative process, works of art, organizations, arts education providers, artistic partners, and/or services involved in the project and their relevance to the audience or communities the project aims to serve.

Application Review:
Artistic Merit Criteria

Artistic Merit

The value and appropriateness of the project to the organization's mission, artistic field, artists, audience, community, and/or constituency.

The ability to carry out the project based on such factors as:
- appropriateness of the budget
- clarity of the project activities, resources involved, and
- qualifications of the project's personnel and/or partnerships.

Clearly defined goals and/or proposed outcomes, and an appropriate plan to determine if those goals and/or outcomes are met. This includes, where relevant, measures to assess student and/or teacher learning in arts education.
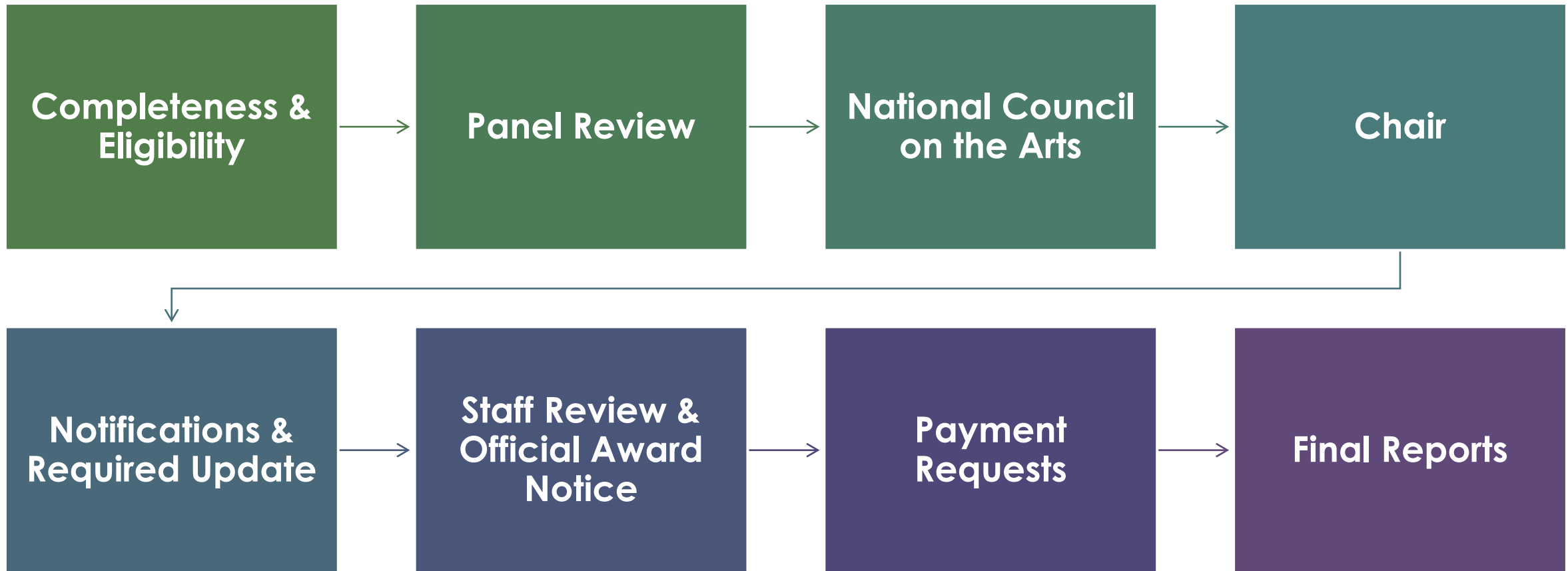
Evidence of direct compensation to artists, makers, art collectives, and/or art workers.

As applicable:
- Engagement with individuals whose opportunities to experience the arts are limited by geography, race or ethnicity, economics, or disability.
- Ability to strengthen the arts sector through knowledge-sharing and resources

Review and Funding Process

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┌─────────────────────┐     ┌─────────────────────┐     ┌─────────────────────┐     ┌─────────────────────┐
│   Completeness &    │ ──> │    Panel Review     │ ──> │   National Council  │ ──> │        Chair        │
│     Eligibility     │     │                     │     │     on the Arts     │     │                     │
└─────────────────────┘     └─────────────────────┘     └─────────────────────┘     └─────────────────────┘

┌─────────────────────┐     ┌─────────────────────┐     ┌─────────────────────┐     ┌─────────────────────┐
│   Notifications &   │ ──> │   Staff Review &    │ ──> │       Payment       │ ──> │    Final Reports    │
│  Required Update    │     │  Official Award     │     │      Requests       │     │                     │
│                     │     │       Notice        │     │                     │     │                     │
└─────────────────────┘     └─────────────────────┘     └─────────────────────┘     └─────────────────────┘
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How to Apply: Registration

Create and maintain **free** registrations with Login.gov, SAM and Grants.gov

Registrations can take several weeks to finalize: start early!

NEA staff does not have access to your registrations

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GRANTS FOR ARTS PROJECTS: How to Apply

Applying for a federal grant can be time consuming. Please be sure to give yourself sufficient time for registration, which can take several weeks. We estimate that after registering, the process to draft and submit an application takes approximately 26 hours.

Submitting an application is a multi-step process:

1. **Register** with Login.gov, the System for Award Management (SAM) at SAM.gov, and Grants.gov or renew/verify these registrations. **Download Registration Guidance PDF**.

Links & Technical support resources:
How to Apply ->**Registration Guidance PDF**

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Submitting an application is a multi-step process:

1. **Register** with Login.gov, the System for Award Management (SAM) at SAM .gov, and Grants.gov or renew/verify these registrations. **Download Registration Guidance PDF**.

2. **Submit your application:**

   - **Application Part 1, Grants.gov**
     Submit to Grants.gov the "Application for Federal Domestic Assistance/Short Organization Form." This is a brief form that will collect basic information about your organization. **A direct link to the Grants.gov Opportunity Package is included further down this on this page.** You must successfully submit Part 1 in order to continue to Part 2. See links below for full instructions and

How to Apply: Instructions & Application PDF

PART 1 & 2 INSTRUCTIONS AND APPLICATION QUESTIONS

To download the instructions, select the artistic discipline from the list below that most closely corresponds with your proposed project activities. Instructions and requirements vary between disciplines. If you are unsure which discipline is the right choice, review the Artistic Disciplines descriptions, or contact our staff. (Haga clic aquí para obtener instrucciones en español.)

Artist Communities | Arts Education | Dance | Design

Folk & Traditional Arts | Literary Arts | Local Arts Agencies

Media Arts | Museums | Music | Musical Theater | Opera

Presenting & Multidisciplinary Works | Theater | Visual Arts
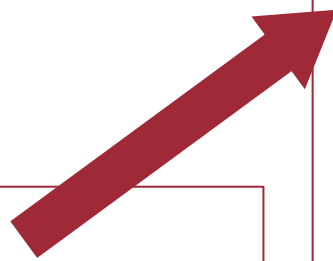
**Grants for Arts Projects: Media Arts
FY25 Application Instructions**

Introduction and Calendar

A Grants for Arts Projects (GAP) application consists of two parts:

Part 1: Submit the Application for Federal Domestic Assistance/Short Organizational Form to Grants.gov. This form collects basic information about your organization. You must successfully complete Part 1 in order to have access to Part 2.

Part 2: Submit the *Grant Application Form (GAF)* through the NEA's Applicant Portal (AP). The GAF collects the remainder of your application, including:

- Answers to narrative questions about your organization and project,
- Budget information about your organization and project,
- Information about key individuals and partners, and
- Work samples.

This document will walk you through how to submit both parts of the application.

Be sure that you have selected the discipline that corresponds to your project (e.g., Arts Education, Dance, Music, Visual Arts, etc.) as application instructions and requirements vary between disciplines.

Submission Deadlines:

All deadline times are Eastern. Be sure to double check the deadline time **based on your time zone.**

	February Grants for Arts Projects (GAP 1)	July Grants for Arts Projects (GAP 2)
Part 1: Grants.gov	February 15, 2024 *at* 11:59 pm ET	July 11, 2024 *at* 11:59 pm ET
Part 2: Applicant Portal window	From 9 am ET on February 21 *through* 11:59 pm ET on February 28, 2024	From 9 am ET on July 16 *through* 11:59 pm ET on July 23, 2024

Applicant Portal access will only be available during the dates listed above for Part 2. You will not be able to access the portal until the first day in the window.

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How to Apply

SCREENSHARE THE MEDIA ARTS
APPLICATION PDF

How to Apply

SCREENSHARE
APPLICANT RESOURCES PAGE

Info Sessions

GAP Webinars
- **General GAP Webinar**
- **Media Arts-Specific GAP Webinar**

  Will be archived on <u>NEA Applicant Resources</u> Page

GAP Q&A Sessions
- **Media Arts:** Jan. 30 & Feb. 21, 2:00-3:00pm ET

Other NEA Grant Webinars
- **Challenge America:** Feb. 28, 3:00-4:00pm ET
- **Research Awards**: TBA – March 2024

Register online: arts.gov/news/events or on the **Applicant Resources** page

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Media Arts Staff

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Due to limited staff capacity:
- We have <u>very</u> limited capacity for individual meetings.
- Before reaching out to staff, <u>please</u> refer to the online resources.
- If you still have unanswered questions, <u>outline the specific question</u> in your email.
- Attend a Virtual Office Hours session.

OPEN FOR QUESTIONS

You may submit questions using the Q&A function in Zoom.