



**Dance Advancement Fund 2020-2021
Panelist Guide
As of October 10, 2019**

ABOUT THIS GUIDE

The purpose of this guide is to articulate Dance/NYC's procedures and considerations for the reviewing of applications and the selection of grantees for the second iteration of the Dance Advancement Fund (2020-2021).

Dance/NYC believes the dance ecology must itself be just, equitable, and inclusive to meaningfully contribute to social progress and envisions a dance ecology wherein power, funding, opportunities, conduct, and impacts are fair for all artists, cultural workers, and audiences. It seeks to advance policies, investments, programs, mindsets, and actions that remove and prevent inequities that exist along the continuum of lives in dance, from the public-school classroom to the stage.

In alignment with our [values of justice, equity, and inclusion](#), Dance/NYC has led the development, implementation, and evaluation of the Dance Advancement Fund application process to ensure the following:

- Fund priorities are met;
- Applicant pool is a reflection of the demography of the metropolitan New York City area;
- Applicants received clear information regarding the eligibility and application process;
- Applicants across geographies and demographics had the opportunity to receive support in completing their application;
- The application process and the dissemination of information regarding the application was led by and in conversation with community partners, organizers, and members of the field;
- The application process created opportunities for more meaningful engagement with local dance-making communities; and
- As many barriers to participation as possible, were removed.

These goals were met by:

- Hiring of consultant Ebony Noelle Golden of Betty's Daughter Arts Collective to advise the team at Dance/NYC;
- The streamlining of application announcements, eligibility and ineligibility criteria, and the application questions and materials;
- Only including questions in the application that were necessary to meet funding priorities and that were conscientious of the time and resource investment it would require of applicants;



- Offering multiple points of contact for applicants to receive support, including:
 - In-person and virtual one-on-one sessions with grant consultant in English across all five boroughs, as well as Chinese and Spanish in select boroughs, and ASL (if requested)
 - Offering of online webinars at different times in the day with live transcription
 - Offering Spanish and Chinese transcripts of online webinars
 - Answering questions received via email or phone and updating FAQ pages, as necessary; and
- Working in collaboration with borough arts councils and local community organizers to spread the word about the Fund.

The second iteration of the Dance Advancement Fund is led by the following Dance/NYC Staff:

- Alejandra Duque Cifuentes, Executive Director
- Hanna Stubblefield-Tave, Manager of Development and Grantmaking
- Kirsten Reynolds, Development and Grantmaking Assistant

ABOUT THE DANCE ADVANCEMENT FUND

History

The Dance Advancement Fund was created in 2017, made possible by the generous support of the Ford Foundation. At the time, the purpose of the Fund was to address the inequitable distribution of resources in the dance field by supporting dance makers with budgets less than \$1 million, previously named “small-budget dance makers.” The first iteration of the fund distributed \$400,000 in funds to 25 dance makers. In October 2017, Dance/NYC announced the following recipients of funding:

- [Angela’s Pulse \(fiscally sponsored by Brooklyn Arts Exchange\)](#)
- [Arthur Aviles Typical Dance Theatre](#)
- [Asase Yaa African American Dance Theater](#)
- [Calpulli Mexican Dance Company](#)
- [Camille A. Brown & Dancers \(fiscally sponsored by Fractured Atlas\)](#)
- [Claudia Schreier Choreography Inc.](#)
- [Diversity in Arts and Nations for Cultural Education, Inc. \(DANCE\)](#)
- [Divine Rhythm Productions \(fiscally sponsored by Fractured Atlas\)](#)
- [Donna Uchizono Company](#)
- [Eiko & Koma](#)
- [Ephrat Asherie Dance \(fiscally sponsored by New York Live Arts\)](#)
- [Flamenco Vivo Carlota Santana](#)
- [Gallim Dance](#)
- [Gamelan Dharma Swara](#)
- [Heidi Latsky Dance](#)



- [Jessica Lang Dance, Inc.](#)
- [Jiva Performing Arts](#)
- [Kate Weare Company \(fiscally sponsored by Fractured Atlas\)](#)
- [Liz Gerring Dance Company](#)
- [Reggie Wilson/Fist and Heel Performance Group](#)
- [Sidra Bell Dance New York](#)
- [The People Movers \(fiscally sponsored by Fractured Atlas\)](#)
- [Topaz Arts Dance Productions](#)
- [Yaa Samar! Dance Theatre](#)
- [ZviDance](#)

Grantees were awarded two-year general support grants of \$5,000–\$15,000 annually, from October 1, 2017, through September 30, 2019, based on organizational budget size, as well as pro bono marketing support and convening opportunities. The 25 grantees were selected by a review panel and were among a competitive pool of approximately 150 metropolitan New York City area dance groups who submitted applications in response to an [open call](#). Key evaluation criteria included: artistic excellence and clear artistic vision; a well-articulated narrative for how the funds will help advance the organization; a commitment to the values of equity and inclusion; demonstrated organizational and financial health, regardless of budget size; and a commitment to paying artists; and a diversity of organizational types and perspectives.

Second Iteration of the Fund

Made possible by the generous support of the Ford Foundation, the purpose of the second iteration of the Dance Advancement Fund is to continue to address the inequitable distribution of resources in the dance field and advance resilience by supporting dance makers with budgets between \$25,000 and \$1 million. Dance/NYC believes the dance ecology must itself be just, equitable, and inclusive to meaningfully contribute to social progress and envisions a dance ecology wherein power, funding, opportunities, conduct, and impacts are fair for all artists, cultural workers, and audiences.

Dance/NYC’s approach cuts across its public programs and all aspects of its operations, and it aims to advance economic justice through the Dance Advancement Fund (the Fund), while recognizing that dance makers with operating budgets below \$25,000 also need support.

The Fund leverages Dance/NYC’s capacity as a regrantor and responds directly to the organization’s field research. Dance/NYC’s *State of NYC Dance and Workforce Demographics* ([Dance.NYC/StateofDance2016](#)) shows that dance makers with budgets of less than \$1 million comprise the lion’s share (84%) of total groups but have access to only 10% of the total revenue. Notably, the smallest organizations demonstrate the greatest capacity to adapt and have workforces that better reflect the racial diversity and

presence of disabled and immigrant people in New York City's population than the workforces of larger organizations. Helicon Collaborative's *Not Just Money: Equity Issues in Cultural Philanthropy* (heliconcollab.net/our_work/not-just-money) shows that diversity in cultural organizations is often inversely related to organizational size, citing a 2015 New York City Department of Cultural Affairs study of 900 cultural institutions, which demonstrated that smaller institutions have more diverse staffs. In Yancey Consulting's report commissioned by Doris Duke Charitable Foundation and The New York Community Trust, *What Are the Paradigm Shifts Necessary for the Arts Sector to Nurture More Sustainable THRIVING Institutions of Color* (ddcf.org), in making the case for continued support of ALAANA-led arts and culture organizations, Lisa Yancey writes, "One cannot expect sustained change with temporary solutions that assuage symptoms without eliminating the core problems. We can only get to these core problems by investing differently and collaboratively in capacity, shared learning, and behavioral modifications that can lead to field-wide culture shifts."

Eligibility Requirements

Applicants are eligible to apply if they:

- Are a dance maker focused on the creation and/or performance of dance, with a history of at least three years of local dance-making activity;
- Are headquartered in the metropolitan New York City area, including the five boroughs of New York City, as well as Nassau, Rockland, Suffolk, and Westchester counties in New York State, and Bergen and Hudson counties in New Jersey;
- Have an annual expense budget between \$25,000–\$1 million for FY 2017 (actual), 2018 (actual), and 2019 (forecasted); and
- Can provide proof of 501(c)(3) status or fiscal sponsorship status for at least the last three years (2017, 2018, 2019). For details on how to become fiscally sponsored, please visit Dance.NYC/for-artists/resource-pages.

Applicants are not eligible to apply if they are:

- An individual artist without a fiscal sponsor;
- A new (fewer than three years) fiscally sponsored project;
- An organization for which dance making is new (fewer than three years of local dance-making activities);
- An organization that is not focused on the creation and/or performance of dance;
- An organization for which dance therapy is a primary function;
- An educational institution;
- A producer;
- A presenter;
- A festival; or
- A service organization.



Funding Priorities

Dance/NYC seeks to award grants to approximately 25 dance makers. Priority in grant selection will be given to:

Applicants who demonstrate to a review panel:

1. Above all, clear artistic vision and artistic excellence;
2. A dedication to sustaining practice beyond the two-year grant period, with a well-articulated narrative for how the funds will help advance the organization, and a willingness to share learning with the field;
3. Commitments and measurable actions in alignment with stated values of diversity, justice, equity, and inclusion;
4. Organizational and financial health, regardless of budget size, and a commitment to paying artists and arts workers a living wage;
5. A diversity of dance perspectives;
6. Dance makers headquartered in the Bronx; Brooklyn; Queens; Staten Island; Nassau, Rockland, Suffolk, and Westchester counties in New York State; and Bergen and Hudson counties in New Jersey;
7. Organizations artistically led or otherwise creating work by ALAANA and/or women and/or disabled and/or immigrant artists; and
8. Dance makers who serve audiences that reflect the demography of the metropolitan New York City area, with a focus on majority ALAANA participation and disability and immigrant representation.

Dance/NYC expects to award no more than five (5) fiscally sponsored dance makers and no more than five (5) dance makers who were grantees of the inaugural Dance Advancement Fund.

Dance/NYC's goal in focusing outside Manhattan is to help increase activity in areas that are less saturated with activity and historically under-supported. Dance/NYC's aim in considering demographics as a selection criterion is to identify a grantee pool that represents the demographics of residents in the metropolitan area and address misalignments highlighted by Dance/NYC research: in particular, racial homogeneity in the dance workforce, a general absence of disabled artists, and a lack of income for immigrant artists. The intention is for the grantee pool to be majority ALAANA-led and majority female-led and include disabled and immigrant artists.

PANELIST INFORMATION

Your Role as Panelists

As outlined in the Dance Advancement Fund 2020-2021 [Review Panel Charter](#), the purpose of the review panel is to advise and assist in reviewing dance maker applications to the Dance Advancement Fund (2020-2021) and achieving the Fund's goals. As an *ad hoc* committee of Dance/NYC, the Dance Advancement Fund Review



Panel has no oversight function with regard to Dance/NYC. Panelists have the ability to make recommendations only. Dance/NYC does not have a vote but will make final determinations, including funding amounts.

For more details on your role as a panelist and the process by which you were identified, please refer to the Dance Advancement Fund 2020-2021 Review Panel Charter.

Preparing to Assess Applications

Prior to engaging in the review of any application, and to ensure that each panelist has the necessary information to evaluate each application, panelists will be required to:

1. Participate in a panel review training webinar on Wednesday, October 9, 2019 from 5:00 p.m. to 7:00 p.m. Panelists that are unable to join the live webinar will be able to access the recorded content thereafter.
2. Read the Panelist Guide
3. Read Animating Democracy's *Aesthetic Perspectives: Attributes of Excellence in Arts for Change*, which can be found at <http://animatingdemocracy.org/sites/default/files/pictures/AestPersp/pdfs/Aesthetics%20Short%20Take.pdf>
You may also review the full Aesthetic Perspectives framework, but it is not required: <http://americansforthearts.org/sites/default/files/Aesthetic%20Perspectives%20Full%20Framework.pdf>
4. Confirm any conflicts of interest, as outlined in the Review Panel Charter. To confirm conflicts of interest, Dance/NYC staff will send each panelist the full list of applicants.
5. Submit W-9 form and invoice made out to Dance/NYC, 218 East 18th Street, Garden Floor, New York, NY 10003 for the amount of \$300.00.

Panelists will be asked to sign a form that indicates they agree to participate, have read and understood the Review Panel Charter, Panelist Guide, Animating Democracy's *Aesthetic Perspectives: Attributes of Excellence in Arts for Change*, and confirmed their conflicts of interest.

Panelist FAQs

- For questions relating to the review process, please contact danceadvancementfund@dance.nyc
- For questions relating to Submittable technology, please contact support@submittable.com
- ***I'm not sure if I have a conflict of interest with this application. What should I do?***
Please email danceadvancementfund@dance.nyc if you are not sure about a potential conflict of interest, ideally before you begin reviewing the application.

- ***Are there any restrictions on the numerical score?***
Your voting is unrestricted, meaning that you may give as many 5s, 4s, 3s, 2s, and 1s as you feel are appropriate.
- ***Can I change my scores?***
You can save your scores as you go and revise them as needed. However, once you submit your scores, you will not be able to change them. Please email danceadvancementfund@dance.nyc if you believe you have submitted a score in error and need to change it.
- ***How should I account for things like grammar errors or poor audio/video quality?***
These factors should not be taken into consideration in your scoring, unless the grammar or video quality disturbs overall comprehension of the application. Your scores should not be connected to whether or not an applicant has strong written English skills or access to the highest-quality documentation.
- ***What if I am not an expert or do not have a background in the applicant's dance form?*** One of the Fund's priorities is to ensure the grantee pool reflects a diversity of dance perspectives. To ensure an equitable selection process, Dance/NYC has likewise recruited a panel that reflects a diversity of dance perspectives. Panelists need not be experts in every applicant's dance form. Applicants help panelists identify the canon and context their work sits within by selecting their primary and/or secondary genre(s), by naming their lineage and teachers, and finally by defining artistic excellence. Panelists are to use those anchor points as well as the Aesthetic Perspectives framework to assess the applicant.

ASSESSING APPLICATIONS

Scoring Rubric

The panel will be divided into scoring groups. Each group will assess no more than 20 applications. Each panelist's score will contribute to the average score for each applicant. Top scoring applicants will be reviewed during the in-person panel review meeting on Wednesday, November 20, 10:30 a.m. - 6:00 p.m. EST (location TBD). Additional key applicants (outliers) with low scores who align with the Fund's intended priorities may also be addressed during the panel review process as determined by Dance/NYC Staff and the Fund's Consultant.

Your assessment of each applicant is comprised of three parts:

- Your numerical score (1 – 5, added on Submittable for each applicant)
- Your notes (added on Submittable for each applicant)
- Discussions during the review panel meeting, as applicable

For each application, Dance/NYC anticipates that you will spend approximately 25-30 minutes: 20 minutes to review, 3 minutes to score, and 5-7 minutes to write notes about



each application. All applicants that are reviewed by the panel have been vetted for eligibility.

Numerical Score

After reviewing each application, submit a single score for each, from 1 to 5 (1 being the lowest score you can give and 5 being the highest). You may not leave this field blank. This is your only score.

1 – Weak: Weak applicants that score a (1) do not align at all with overall funding priorities, although they are eligible. Applicants' work samples don't illustrate a strong artistic vision. It is unclear how the applicant intends to use the funds in support of the overall sustainability of the group and the ability to fulfill artistic vision into the future.

2 – Mediocre: Mediocre applicants that score a (2) exhibit weak alignment with Dance/NYC's overall funding priorities, although they are eligible. Applicants' work samples fail to clearly illustrate a strong artistic vision. Applicants lack clarity around how the use of funds will support the overall sustainability of the group and the ability to fulfill artistic vision into the future.

3 – Good: Good applicants that score a (3) exhibit strong alignment with Dance/NYC's overall funding priorities. Applicants' work samples provide glowing examples of the applicant's artistic vision. Applicants make a strong and clear case for how the fund will deepen the impact and sustainability of the group overall.

4 – Exemplary: Exemplary applicants that score a (4) exhibit great alignment with Dance/NYC's overall funding priorities. Applicants' work samples provide exceptional examples of the applicant's artistic vision. Applicants make a strong and clear case for how the fund will deepen the impact and sustainability of the group overall.

5 – Superior: Superior applicants that score a (5) exhibit the highest alignment with Dance/NYC's overall funding priorities. Applicants' work samples illustrate a highly evolved and advanced artistic vision. Applicants make the strongest and clearest case for how the funds will deepen the impact and sustainability of the group overall.

Numerical Score FAQs

Are there any restrictions on the numerical score?

Your voting is unrestricted, meaning that you may give as many 5s, 4s, 3s, 2s, and 1s as you feel are appropriate.



Can I change my scores?

You can save your scores as you go and revise them as needed. However, once you submit your scores, you will not be able to change them. Please email danceadvancementfund@dance.nyc if you believe you have submitted a score in error and need to change it.

Application Notes

Dance/NYC also requires that you submit notes for each application by selecting the 'Activity' tab. Please be sure visibility is set to 'Assigned Team' or 'Admins Only' for your comments. At the panel meeting, you may be asked to comment on those applicants you have reviewed who are among the highest-scoring applicants. Your notes are also important for Dance/NYC's records and may be shared anonymously with applicants upon request.

Panel Review Discussions

If an applicant moves forward to the review panel meeting, their application will be discussed as a part of the day's agenda. The content of the review panel conversations will also inform if a grantee will be a part of the final recommended grantee pool.

How to Read the Applications

This section is made as a side-by-side document to be used while reviewing each application. It will follow the order of each application and help guide your reading. It will include the questions that applicants answered where appropriate. As you review each section, we recommend that you take notes on what items stand out to you, which you can then edit and insert as a part of your required notes upon entering your score.

A note regarding uploaded documents: If an applicant's uploaded document is not viewable in the Submittable platform or appears incomplete, please download the document in order to review it fully. Dance/NYC recommends that you download the Equity Matrix and Financial Information Form to most easily review these Excel spreadsheets.

Please note all application questions are required unless noted optional.

Top of Application

The top section of the application includes a series of eligibility questions. All applicants that are reviewed by the panel have already been vetted for eligibility.

Section I: Applicant Information

This section provides general information about the applicant, including financial model, location, and budget size. Areas of note in this section include **the mission statement** and the primary and secondary **genres**. An applicant's primary and/or secondary genre(s) will inform your assessment of artistic vision and excellence later on.

Funding priorities addressed in this question:

- A diversity of dance perspectives
- Dance makers headquartered in the Bronx; Brooklyn; Queens; Staten Island; Nassau, Rockland, Suffolk, and Westchester counties in New York State; and Bergen and Hudson counties in New Jersey

Relevant questions as they appear in the application:

- Mission– Enter your mission statement, 2-3 sentences.
- Primary Genre: Provide the primary dance genre with which your organization most strongly identifies. [This is a fill-in blank]
- Secondary Genre(s): Provide any secondary dance genre(s) with which your organization identifies. [This is a fill-in blank]

Section II: Contact Information

This section provides contact information about the applicant.

Section III: Narratives

This section provides narrative information on the grantee’s artistic vision and the intended impacts the Fund will have on their work. **It is of primary importance for your assessment of a grantee’s application strength.**

Funding priorities addressed in this section includes:

- Above all, clear artistic vision and artistic excellence
- A dedication to sustaining practice beyond the two-year grant period, with a well-articulated narrative for how the funds will help advance the organization, and a willingness to share learning with the field
- A diversity of dance perspectives

1. Background:

A strong artistic background statement will help you understand key artistic achievements, the growth and/or overall history of the applicant, their commitment to their artistic practice, and role within their community.

Question as it appears in the application:

Background– Provide a short organizational background description, highlighting significant artistic accomplishments.

2. Artistic Vision:

Dance/NYC has communicated the following to applicants: Dance/NYC uses *Animating Democracy’s Aesthetic Perspectives: Attributes of Excellence in Arts for Change* as a foundational resource for reviewers to assess artistic vision.

The Aesthetic Perspectives framework serves to enhance understanding and evaluation of creative work at the intersection of arts and civic engagement,

community development, and justice. It elevates aesthetics in civically and socially engaged art, helps describe and assess the work, expands criteria for considering aesthetics in Arts for Change, addresses historical domination of Euro-American aesthetic standards, and promotes a deeper appreciation of the rigor required for effective creative work. The framework includes eleven (11) artistic attributes that address the potency of creative expression to embody and motivate change: disruption, commitment, communal meaning, cultural integrity, risk-taking, emotional experience, sensory experience, openness, coherence, resourcefulness and stickiness. Dance/NYC does not expect all of the attributes to be relevant to each applicant's work.

Question as it appears in the application:

Artistic Vision – Describe, in your own words, your organization's artistic vision.

3. Artistic Excellence:

As you consider the applicants' artistic excellence, please evaluate each applicant in the context of their stated dance genre, definition of excellence and the legacies by which their work is influenced and/or informed. Dance/NYC is interested in those applicants that make a strong impression on you in the context of their genre. We welcome your reflections and personal instincts that figure into your scores and are open to wide ranging opinions and perspectives.

Question as it appears in the application:

Artistic Excellence – Describe, in your own words, how you define artistic excellence. How does it manifest in your work? What artistic lineages and legacies is your work a part of (e.g., Jawole Willa Jo Zollar, Katherine Dunham, Rokafella)?

4. Use of Funds

Does the applicant demonstrate a dedication to sustaining practice beyond the two-year grant period, with a well-articulated narrative for how the funds will help advance the organization, and a willingness to share learning with the field?

Question as it appears in the application:

Use of Funds – Describe the potential impact of this grant to enhance the quality of your dance making, both internally (e.g., hiring staff and interns, developing administrative structures or assessment tools, building organizational capacity) and externally (e.g., increasing number of public programs, deepening existing services, investing in community organizing). Please consider impact as sustained change in your intended direction. (Provide up to 3-5 bullet points.)

5. Measure of Impact

Does the applicant's measure of impact align with the intended use of funds and the applicant's overall vision for their artistic practice?

Question as it appears in the application:

Measure of Impact – How will you measure the impact described above (e.g., surveys, testimonials, attendee numbers, number of people hired, additional funds invested)? If you do not yet have the capacity to rigorously measure the impacts, please describe how the grant will increase your capacity to do so. (Provide up to 3-5 bullet points.)

Panelist FAQs

What if I am not an expert or do not have a background in the applicant's dance form?

One of the Fund's priorities is to ensure the grantee pool reflects a diversity of dance perspectives. To ensure an equitable selection process, Dance/NYC has likewise recruited a panel that reflects a diversity of dance perspectives. Panelists need not be experts in every applicant's dance form. Applicants help panelists identify the canon and context their work sits within by selecting their primary and/or secondary genre(s), by naming their lineage and teachers, and finally by defining artistic excellence. Panelists are to use those anchor points as well as the Aesthetic Perspectives framework to assess the applicant.

Section IV: Diversity, Justice, Equity, and Inclusion

This section is primarily focused on a grantee's relationship to values of diversity, justice, equity, and inclusion in their work. **It is of primary importance for your assessment of a grantee's application strength.**

Funding priorities addressed in this section include:

- Commitments and measurable actions in alignment with stated values of diversity, justice, equity, and inclusion
- A diversity of dance perspectives
- Organizations artistically led or otherwise creating work by ALAANA and/or women and/or disabled and/or immigrant artists
- Dance makers who serve audiences that reflect the demography of the metropolitan New York City area, with a focus on majority ALAANA participation and disability and immigrant representation

Section description as it appears in the application:

When the review panel considers proposals, it will include in that consideration an understanding of the role historically marginalized groups play within applicant organizations. Specifically, the review panel seeks a grantee pool that reflects the demography of New York City and is majority African, Latina/o/x, Asian, Arab, and Native American (ALAANA)-led, is majority female-led, and includes disabled and

immigrant artists. (According to Census data, the New York City population is approximately 77% ALAANA, 10% disabled, 52% female, and 37% foreign-born. Source: US Census Bureau American FactFinder 2011-2015 American Community Survey 5-Year Estimates.) To help in making that assessment, we ask you to complete the questions below. If you need additional guidance, please contact us at danceadvancementfund@dance.nyc.

1. Diversity, Justice, Equity, and Inclusion Statement

How are the stated values of diversity, justice, equity, and inclusion reflected in the applicant's narrative statements? Is there congruence?

Question as it appears in the application:

Diversity, Justice, Equity, and Inclusion Statement – What are your organization's values of diversity, justice, equity, and inclusion, and how do they relate to your organizational mission and dance making?

2. Demonstration of Values of Diversity, Justice, Equity, and Inclusion

How does the applicant demonstrate commitments and measurable actions in alignment with stated values of diversity, justice, equity, and inclusion?

Question as it appears in the application:

Demonstration of Values of Diversity, Justice, Equity, and Inclusion – Describe how you are putting these values of diversity, justice, equity, and inclusion into practice. What actions are you taking, and what are the desired and actual impacts (e.g., internal anti-oppression trainings, equitable hiring practices, fellowships/internships, board cultivation, collaborations/partnerships, programs/initiatives, research, updating policies)?

3. Audience Demographics

Does the applicant serve audiences that reflect the demography of the metropolitan New York City area, with a focus on majority ALAANA participation and disability and immigrant representation? If not, how is the applicant describing their relationship to their audience?

Question as it appears in the application:

Audience Demographics – The review panel will prioritize dance makers who demonstrate service of audiences that reflect the demography of the metropolitan New York City area, with a focus on majority ALAANA participation and disability and immigrant representation. (According to Census data, the New York City population is approximately 77% ALAANA, 10% disabled, 52% female, and 37% foreign-born. Source: US Census Bureau American FactFinder 2011-2015 American Community Survey 5-Year Estimates.) Describe your audience demographics.

4. Equity Matrix

Are the leadership, staff and key roles within the organization homogenous? Who has decision-making power within the organization? Is there a gap between the demography of the people that lead/staff the organization and the people it intends to serve?

Dance/NYC recommends that you download the Equity Matrix to most easily review as an Excel spreadsheet.

5. Additional Forms of Diversity

Are there additional forms of diversity this applicant is serving or that are represented in their staff/leadership that should be noted?

Question as it appears in the application:

Additional Forms of Diversity (optional) – Are there additional forms of diversity not included in the equity matrix (e.g., religious, veteran status, generational, LGBTQ, etc.) that you think are important for your dance making? Does your organization’s staff/board reflect this diversity? Please explain.

6. Confirmation of ADA Compliance

Does the applicant demonstrate awareness and actionable next steps in its inclusion and treatment of disabled people?

Question as it appears in the application:

Confirmation of ADA Compliance and Engagement of Disabled People – Please confirm that your organization is compliant with the Americans with Disabilities Act (ADA) and rehearses and performs in ADA-compliant venues. If your organization is not compliant with the ADA, what is your organization doing to ensure ADA compliance? How does your organization engage with and support disabled people (artists, audiences, cultural workers)? For a brief accessibility checklist created by the National Endowment for the Arts, visit: adachecklist.org/doc/fullchecklist/ada-checklist.pdf

Section V: Financial and Governance Materials

This section is primarily focused on a grantee’s financial health, longevity, and governance.

Funding priorities addressed in this section include:

- A dedication to sustaining practice beyond the two-year grant period, with a well-articulated narrative for how the funds will help advance the organization, and a willingness to share learning with the field
- Organizational and financial health, regardless of budget size, and a commitment to paying artists and arts workers a living wage

1. Financial Information

Financial Information Form includes the applicant’s budget and expenses. Please note budget range is determined on the applicant’s expenses and not their income. Does the applicant demonstrate a commitment to paying artists and arts workers a living wage?

Dance/NYC recommends that you download the Financial Information Form to most easily review as an Excel spreadsheet.

2. Audited Statements

Audited Statements reveal information about the grantee’s cash flow, debt, surplus/deficit, and general financial management. Does the applicant demonstrate organizational and financial health?

3. Anticipated Funding

Will this applicant be able to fund future work or continue to run operations?

Question as it appears in the application:

Anticipated Funding – Itemize any anticipate funding sources by name and amount for 2020 and 2021.

4. Board of Directors

Board of Directors list reveals information on the stakeholders guiding the organization’s governance. Board sizes also help to indicate levels of support and/or organizational structure.

Section VI: Supplementary Materials

This section will include supplementary materials that will provide further evidence of the applicant’s artistic work.

Funding priorities addressed in this section include:

- Above all, clear artistic vision and artistic excellence
- A diversity of dance perspectives
- Organizations artistically led or otherwise creating work by ALAANA and/or women and/or disabled and/or immigrant artists

Section description as it appears in the application:

To help the review panel in assessing the artistic merit of your work, please provide one video sample of your prior work or work in progress (required). You may also submit links for up to two press mentions and/or reviews (optional), and you may submit biographical information on key organizational personnel (optional).

[Panelist FAQs](#)



How should I account for things like grammar errors or poor audio/video quality?

These factors should not be taken into consideration in your scoring, unless the grammar or video quality disturbs overall comprehension of the application. Your scores should not be connected to whether or not an applicant has strong written English skills or access to the highest-quality documentation.

1. Video Samples

To help in your evaluation, we have invited applicants to provide one video sample of their prior work or work in progress. Please feel free to review the entire video sample for each applicant, though you are not required to view more than 60 seconds from the provided “Start time stamp.” If the applicant did not provide a start time stamp, you may choose to start from the beginning.

Question as it appears in the application:

Video Sample – Please fill out all related fields to your sample submission. While high quality videos are encouraged, trailers and reels are discouraged.

2. Press Reviews

Press reviews provide information on how an applicant’s work might be received or assessed by the dance making community.

Question as it appears in the application:

Press Reviews (optional) –You have the option to submit links for up to two reviews, mentions, interviews, podcasts, etc.

3. Biographical Information

Biographical information provides a brief snapshot of the dance maker and/or their partners and collaborators.

Question as it appears in the application:

Biographical information of Key Artistic and Organizational Staff (optional)

After you have reviewed every section of the application, please be sure to add your numerical score by selecting the ‘Reviews’ tab. Dance/NYC also requires that you submit notes for each application by selecting the ‘Activity’ tab. Please be sure visibility is set to ‘Assigned Team’ or ‘Admins Only’ for your comments. At the panel meeting, you may be asked to comment on those applicants you have reviewed who are among the highest-scoring applicants. Your notes are also important for Dance/NYC’s records and may be shared anonymously with applicants upon request.

WHAT’S NEXT

Please note that we plan to review only the highest-scoring applicants at our in-person meeting on Wednesday, November 20, 10:30 a.m. - 6:00 p.m. EST (location TBD).



Additional key applicants (outliers) with low scores who align with the Fund's intended priorities may also be addressed during the panel review process as determined by Dance/NYC Staff and the Fund's Consultant.

The panel will prepare a recommended list of grantees, including runner ups. Dance/NYC will determine grant amounts and the final grantee pool.

In December 2019, Dance/NYC will inform grantees of their awards. In January 2020, grantees will be publicly announced, together with the full list of panelists, as well as this guide and the panel charter.

If you have any additional questions, please do not hesitate to contact Hanna Stubblefield-Tave at danceadvancementfund@dance.nyc.