

**SUFFOLK COUNTY  
OFFICE OF CULTURAL AFFAIRS**

**Emerging Film Festivals  
GUIDELINES**

Developed by the  
SUFFOLK COUNTY FILM COMMISSION

Supporting community arts organizations, including collectives, that embody artistic excellence and foster cultural participation in order to build vibrant communities, amplify the voice of underrepresented communities, and celebrate the diversity of Suffolk County.

To provide funds to organizations working to execute and promote media content and emerging film series/festivals open to the public.



**STEVEN BELLONE  
SUFFOLK COUNTY EXECUTIVE**

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DEPUTY COUNTY EXECUTIVE/COMMISSIONER**

**SUFFOLK COUNTY  
OFFICE OF CULTURAL AFFAIRS AND FILM  
DEPARTMENT OF ECONOMIC DEVELOPMENT AND PLANNING  
P.O. BOX 6100, HAUPPAUGE, NY 11788  
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**SUFFOLK COUNTY FILM COMMISSION, 2016**

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**The Suffolk County Film Commission reviews the applications for funding and makes recommendations to the County Executive and the Suffolk County Legislature for their consideration. All applications with awards under \$4,999 will automatically be assigned as a Regrant.**

**SUFFOLK COUNTY**  
**Emerging Film Festivals Grant Guidelines**

**PROGRAM GOALS**

1. Promote affordable and accessible spectator and participatory arts experiences and cultural events for community members.
2. Increase opportunities for professional Suffolk County performing, visual, literary, and media artists to engage with the community.
3. Encourage presentations of underrepresented artists and arts reflecting ethnic traditions.
4. Increase visitation to downtown locations for arts, heritage and cultural events.

**ELIGIBILITY**

1. Have the arts as the center of its mission.
2. Be in operation for at least one year.
3. Program must take place in Suffolk County.
4. Provide proof of 501(c)3 tax-exempt status OR secure a fiscal sponsor that meets the regulations of a 501(c)3 tax-exempt organization from the U.S. treasurer Department under Section 501(c)3 of the US Internal Revenue Code.

**PROGRAM OBJECTIVES**

The following factors will be allocated points as per the scoring system (pg. 7) in the evaluation process by the Film Commission for all grant submissions:

1. A program that embodies artistic excellence and fosters cultural participation in order to build vibrant communities. Describe how your event helps to build or enhance the community in its geographic region.
2. A program that promotes affordable and accessible arts and cultural experiences for the community. All programs must be open to the public. Describe your audience and the community for which the program will take place.
3. A program that celebrates the diversity of Suffolk County by promoting the presentation of underrepresented artists and arts reflecting ethnic traditions.
4. A program that bolsters the visitor base of Suffolk County's downtown centers by promoting a positive downtown image and increasing the visibility of local arts and culture through engaging cultural events and innovative public art projects. Describe how this program supports the mission to revitalize Suffolk County's downtown centers?
5. A program that fosters proactive engagement of essential artistic and technical personnel. Please provide the following information:
  - Names of essential artistic and technical personnel

- An abbreviated bio for each person listed
  - Additional relevant information for each person listed, i.e.: web page address, IMDB link, etc.
6. A program that strengthens opportunities and resources for professional artists residing in the County.
  7. Describe the marketing and promotional plan. A good marketing plan can help you reach your target audience, boost your supporter base and increase your programs participation rate. Tell us about your target audience. A marketing plan helps you set clear, realistic and measurable objectives for your project.
  8. Is this program accessible to all, e.g., physical space, large print programs, sign language interpreters, etc.
  9. Explain in detail the projected income and expenses that relate to the program description. Applicants are strongly encouraged to seek program funding from other sources besides Suffolk County. When funds are leveraged from other sources, a more significant cultural Program may be achieved. The value of staff services is not acceptable as an outside source of funding.
  10. Submit your organizational financials. We will accept the following forms as a pdf attachment:
    - An Audit
    - 990 Form

### **INELGIBLE EXPENSES**

- Expenses incurred or obligated prior to or after the grant period - January 1, 2016 through December 31, 2016.
- Capital construction or real property.
- Management and General Expenses (administration salaries, office, utilities, insurance, etc.).
- Outside Professional (legal, accounting, public relations, fundraiser).
- Arts programs of Social Service agencies where the programs are essentially recreational, rehabilitative, or therapeutic.
- Any interest, reductions, deficits, loans, fines, penalties or cost of litigation.
- Prize money, scholarships, awards, plaques, certificates, or contributions.
- Benefits and projects/programs planned primarily for fundraising purposes.
- Entertainment and promotions including related expenses such as reception, food, beverages, flowers, and T-shirts.
- Projects or organizations whose primary purpose are not secular and programs where the primary effect of funding would be to support a religion.
- Arts programs of public school districts, libraries, or universities, or performing activities for/by students. Affiliates or components of such public institutions providing services not presently available and/or programs of broad community impact in Suffolk may be considered at the discretion of the Legislative Committee for Economic Development, Higher Education, and Energy.
- Programs/projects that have restricted to private participation, including those programs which would restrict public access on the basis of race, gender, creed, national origin, age, disability or habitat.
- Any print material where business and sponsors may be present.
- Projects/programs currently in-contract with Suffolk County for Omnibus Grant.

### **CONTRACTUAL REQUIREMENTS**

#### **Insurance Requirements**

All contract agencies are required to procure commercial general liability insurance in an amount not less than \$2,000,000 combined single limit for bodily injury and property damage per occurrence. The organization must furnish a Certificate of Insurance evidencing compliance and naming County of Suffolk as additional insured. The

policy and certificate must provide for the County of Suffolk to be a certificate holder and to be notified in writing thirty days prior to any cancellation.

If the organization finds the amount of coverage a hardship, or not appropriate for the risk, you must explain why in writing to the Office of Film & Cultural Affairs. The Office of Film & Cultural Affairs will then apply for a waiver for the \$2,000,000 per occurrence requirement from the Division of Risk Management. The Division of Risk Management will evaluate waivers on a case by case basis.

### **Contract Changes**

If there are any changes in a Suffolk County funded program or program budget, a request for approval must be submitted in writing to the Suffolk County Office of Film & Cultural Affairs as required by contract “within ten (10) days after the contractor discovers or ought to have discovered” the change.

### **Crediting Suffolk County**

Credit must be given to Suffolk County in any printed material, programs, press releases, etc. for all funded programs as follows:

- 1) The statement “Public funding provided by Suffolk County”; and
- 2) Logo. A high resolution vector file DDLogo.eps can be found on [www.suffolkartsandfilm.com](http://www.suffolkartsandfilm.com)



### **Project Evaluation**

Film Commission staff or a member of the Film Commission may do the evaluation.

## **FINAL REPORT REQUIREMENTS**

An organization must submit a final report Film Commission and if a grant to their administrator within 60 days after the funded program is completed. Expenses, programs, and services performed are reviewed to ascertain an organization’s compliance with the contract terms. Please note that if a final report is not filed within the allotted time the organization may not be eligible for future funding.

A **Final Report Form** will be available on the [SuffolkCountyFilmCommission.com](http://SuffolkCountyFilmCommission.com) website. The following items will be included in this *new* Final Report Form.

- Invoices for expenses incurred and charged to the funded program.
- Cancelled Checks (copies) OR Bank Statement - proof that expenses were incurred as per agreement.  
**IMPORTANT:** Please organize the cancelled checks and/or Bank Statements to align with the invoice/contract that it is to match.
- A Narrative that includes:
  - a. Results/Outcomes
    - i. What difference did this grant make in your community or neighborhood and for the population you are serving? Please discuss evidence of effect (e.g., numbers served,

- demographic information, client satisfaction survey results, pre- and post-test results, community indicators, outcomes, etc.)
  - ii. Describe collaborations, if any, related to the work funded by this grant and how it impacted your efforts.
- Project demographics. We will want to know your attendance count and the demographics of those attending.

### APPLICATION LOGISTICS AND DEADLINE

- **DEADLINE: February 26, 2016**
  - **One (1) paper copy** of the completed application and required attachments must be received by 4:30 pm on the above date.
  - **One Electronic copy** of the completed application and required attachments and support materials must be loaded as a pdf (text) and jpg (artwork) and emailed or shared via dropbox.com to the Suffolk County Office of Cultural Affairs c/o [Janet.Scheel@suffolkcountyny.gov](mailto:Janet.Scheel@suffolkcountyny.gov) and [Erin.Reyes@suffolkcountyny.gov](mailto:Erin.Reyes@suffolkcountyny.gov) by 4:30pm on the above date. Alternatively, the electronic copy may be mailed on a flash drive to the Suffolk County Office of Cultural Affairs at 100 Veterans Parkway, 11<sup>th</sup> Floor, Hauppauge, NY 11788.
  - **Incomplete or Late applications will not be considered.**
- **PANEL REVIEW:** The Film Commission will review the application according to a merit-based scoring system. Based on this review, the Film Commission will recommend to the County Executive and the Suffolk County Legislature that certain applications be funded. If funding is approved, the Department of Economic Development and Planning will administer a contract between Suffolk County and the organization.
  - Within two months of the notice of award from Suffolk County, the municipality must submit all documentation required to enter into a contract with the County.
  - All Cultural Competitive contracts will have a one-year term of agreement. In extenuating circumstances, at its sole discretion the County may approve a one-year extension.

**QUESTIONS:** If you have questions about the application or the eligibility of a Program, the Suffolk County Department of Economic Development and Planning can assist, please contact our team at 631-853-4800 or by e-mail to [diana.cherryholmes@suffolkcountyny.gov](mailto:diana.cherryholmes@suffolkcountyny.gov), [erin.reyes@suffolkcountyny.gov](mailto:erin.reyes@suffolkcountyny.gov), or [janet.scheel@suffolkcountyny.gov](mailto:janet.scheel@suffolkcountyny.gov).

### APPLICATION CHECKLIST

- 1 print copy of Application, attachments, organizational budget and support materials.
- Attachments:
  - 1 copy – IRS tax-exempt letter or Fiscal Sponsor’s IRS tax-exempt letter.
- Support Materials:
  - Sample of your marketing materials (no more than 3)
  - Sample of your performance on DVD
  - Sample of the artwork on CD
  - Sample of music on DVD
- 1 electronic copy of all of the above (in its appropriate format):
  - We recommend that the electronic copy be submitted in either of the following application:
    - Copy all onto Flash Drive and submit it along with your Printed application with attachments and support materials. Provide a SASE for return of your Flash Drive.

- Open a free [www.dropbox.com](http://www.dropbox.com) folder. Copy all the documents (application, attachments, support materials) into the folder. Invite [janet.scheel@suffolkcountyny.gov](mailto:janet.scheel@suffolkcountyny.gov) and [erin.reyes@suffolkcountyny.gov](mailto:erin.reyes@suffolkcountyny.gov) to the folder.
  - **SCOCA Staff will enter the folder, and copy over your documents.**
  - **SCOCA Staff will email you to confirm that your documents were received.**

**Questions or concerns? Call us 853-4800.** If we cannot answer your question over the phone, we will ask that you set up an appointment to come into our office. We can also assist you in the transfer of your documents into the appropriate format, but you **MUST** have an appointment. We will not be providing any assistance beginning the week prior to deadline.

### **SCORING SYSTEM**

This scoring system is used by the Film Commission in its evaluation of each application. Each application is scored individually by each panel member and the scores of all panel members are combined. This criteria-based system assists in the panel’s effort to recommend funding for Programs that will contribute the greatest to the long-term improvement of local downtown business areas and have a positive economic impact on Suffolk County as a whole. Each of the five criteria is indicated on the application.

<b>Criteria</b>	<b>Points Awarded</b>
Program Quality	0-30 Points
Demonstrates community need	0-20 Points
Demonstrates program goals	0-30 Points
Leverage of Additional Funds*	0-20 Points
<b>TOTAL</b>	<b>0-100 POINTS</b>

**\* DEFINED SCALE FOR LEVERAGE OF ADDITIONAL FUNDS**

<b>Percentage of Program Cost That Is Leveraged</b>	<b>Points Awarded</b>	<b>Percentage of Program Cost That Is Leveraged</b>	<b>Points Awarded</b>
50% and higher	20	20 - 24%	5
45 - 49%	18	15 - 19%	3
40 - 44%	15	11 - 15%	2
35 - 39%	12	1 - 10%	1
30 - 34%	10	0%	0
25 - 29%	7		

## DEFINITIONS

### Glossary for creatives & arts administrators

**Accessibility:** Conditions that allow the most amount of people to access a project or place. Barriers to accessibility are posed by financial, environmental, physical, social, religious, political and/or cultural barriers.

**Audit:** A short form report by a CAB member, staff member or community expert that attends the event/performance/activity to report back to the grant making panel.

**Authentic:** The genuine or real article, feel, mood, fact or style as it applies to individual, collective and communal memory, emotions, experience, attitudes, stories, history, cultural attributes and creativity.

**Capital budget:** Assets that support business operation determined by all sources of revenue and cash flow and used to assess the worth of pursuing a potential project.

**Capital repairs:** Are those repairs related to capital as defined by GAAP. (Generally Accepted Accounting Principles).

**Charrette:** A technique for consulting with some of the most interested community stakeholders early in a project. It typically involves intensive meetings, whereby municipal officials, developers, organizational leaders, community members and potential tenants are invited to gather and discuss issues, challenges and desires related to the project

**Collaboration:** a group of people and/or organizations work with others to do a task and to achieve shared goals. It is a recursive process where two or more people or organizations work together to realize shared goals.

**Community:** A group of people who reside in a specific location and/or share common values, interests, heritage, culture or beliefs.

**Community building:** An applied art – not a science; involving the design and application of collaborative strategies to the resolution of issues; management of change; strengthening capacity, building leadership and effectively engaging all elements of the community in the processes.

**Community development:** Change in the social, economic, organizational or physical structures of a community which improve welfare and positively enhance community wellbeing.

**Conflict of interest:** All CAB members must make known any affiliations which may conflict, or appear to conflict, with the objective evaluation of a funding proposal. If a conflict of interest has been established, that individual(s) must leave the room during deliberations. (New York State Public Officers Law, Sec. 74)

**Creative advantage:** The competitive edge that an organization, community or city has by virtue of their ability to sustain creativity and innovation.

**Creative capacity:** The relative ability of an organization, community or city to generate ideas, goods and services; the strength of creative assets and resources of an organization, community or city.

**Creative cluster:** A geographical concentration (often regional in scale) of interconnected individuals, organizations and institutions involved in the arts, cultural industries, new media, design, knowledge building and/or other creative sector pursuits.

**Creative Placemaking:** In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

**Cultural and creative sector:** A broad, complex and evolving mix of industries that range from the performing and visual arts to magazine publishing, digital media and design. While there is no broadly recognized definition of the breadth (i.e. industry and occupational composition) and depth (i.e. extent of the value chain) of the sector internationally, there is emerging consensus on the key industries that constitute its nucleus.

**Core creative fields:** Focuses on the production of "originals" (e.g., visual arts, artisan crafts, designer-makers) and "experiences" (e.g. live theatre, dance, and music as well as heritage).

**Cultural industries:** Focuses on the creative content producing industries, whether private or public, which exploit intellectual property through mass production (e.g., film and television production, broadcasting, record companies, book and magazine publishers, computer games and leisure software).

**Creative services:** Based around providing creative services to clients, earning revenue through fee-for-service and providing intellectual property that has a high degree of both expressive and functional value (e.g., design consultancies, advertising agencies, architecture practices, digital media firms).

**Creative hub:** A multi-tenant center, complex or place-based network that functions as a focal point of cultural activity and/or creative entrepreneurship incubation within a community. A hub provides an innovative platform for combining the necessary hard and soft infrastructure to support the space and programming needs of commercial, not-for-profit and community sectors.

**Creative process:** An ongoing, circular and multi-dimensional process of discovery, exploration, selection, combination, refinement and reflection in the creation of something new.

**Creativity:** The ability to generate something new; the production by one or more person of ideas and inventions that are personal, original and meaningful; a mental process.

**Culture:** A society's values and aspirations, the processes and mediums used to communicate those values and aspirations and the intangible expressions of those values and aspirations.

**Cultural arts:** Can be any and all cultural disciplines, which include but are not limited to: music, dance, drama, theatre programs, creative writing, literature, architecture, painting, sculpture, folks arts, photography, video and film, public media, history, museums; and the execution and promotion of other allied major cultural forms.

**Cultural ecology:** A dense and connected system of a distinct and evolving blend of community, educational, recreational, cultural and entertainment venues and environments that generate "thickness" in the creative fabric of a city. They provide the necessary infrastructure that accommodates cross-fertilization between a varied mix of stakeholders and interest groups, cultural producers, artists, entrepreneurs and residents.

**Culture-led regeneration:** A multi-dimensional approach to the re-use, renewal or revitalization of a place wherein art, culture and/or creativity plays a leading and transformative role.

**Diversity:** Distinct or different personal characteristics and qualities encompassing creative and artistic discipline, vocation, race, culture, sex, religious or spiritual beliefs, age, weight, disabilities, sexual orientation, everything which celebrates the variety and uniqueness of all individuals and things; may also apply to the mandates, goals, etc. of groups, organizations and companies.

**Downtown:** A downtown is that unique portion of a community that has or is striving to create a traditional “main street” business core. Concentrated commercial activity dominates the downtown area (retail and service businesses), but office and institutional uses are also usually present. Downtown development is pedestrian oriented. In a downtown, buildings are separately owned but are closely clustered together and located very close to the street, not set back from the street. A sidewalk is all that separates most downtown buildings from the public street. On-street parking is often supplemented by off-street parking located behind the stores and in municipal parking lots. An aerial photo showing the project location must be attached to the application.

**Evaluation criteria:** A benchmark or set of benchmarks used to evaluate the performance or suitability of a person or project. Developed at the beginning of a new project or proposal to ensure the content/outcome reflects the criteria and is relevant to your needs and vice versa. For example, if certain skills are critical to the success of the project, be sure to rate those required skills as a strong priority.

**Execution:** The act of completion in a legally valid form.

**Expiration date:** The date on which a contract is no longer valid.

**Final Report:** A financial and programmatic accounting of a grantee’s implementation of its awarded project. Failure to submit a final report will result in future eligibility for these grant opportunities.

**Fiscal Sponsor:** A New York State non-profit organization with designation as a U.S. 501©3 may apply to these grants on behalf of unincorporated arts organizations or groups. They cannot apply on behalf of an established commercial enterprise. The fiscal sponsor accepts responsibility to serve as a fiscal conduit for the funded project, receiving and disbursing funds related to the grant, and administering the requirements throughout the grant process, including final reporting. The unincorporated arts organization or group completes the project activity.

**Innovation:** The creation or invention of ideas, goods or services that are novel and intended to be useful; intended to create some product that has commercial application and/or appeal to a customer, consumer or audience; the process of generating and applying creative ideas.

**Insolvency:** Inability to meet financial obligations that are due.

**Interest:** The cost of borrowing money for a given period of time. Interest is usually paid to the lender in instalments along with repayment of the principal loan amount.

**Leverage Funds:** Shows what kind of other financial support your program has and indicates that your program has community support. The applicant indicates earned revenue and/or other private/public support

**Matching Funds:** These are funds that are set to be paid in equal amount to funds available from other sources. Matching fund payments usually arise in situations of charity or public good

**Marketing Plan:** A good marketing plan can help you reach your target audience, boost your supporter base and increase your project’s participation rate. It helps you set clear, realistic and measurable objectives for your project. It can help keep your team on the same page, creates a tangible timeline for everyone to follow, tracks the marketing of your project until completion and is a tangible plan that can be communicated to interested parties. When creating your plan keep the 4 P’s in mind: Price, Product, Promotion and Place.

**New-Urbanism:** Planning approach that promotes density, diversity, walkability, high-quality urban design and architecture, green transportation, sustainability, and mixed-use development.

**Operational (operating) budget:** The annual budget for costs required to operate an organization or property. Calculated by determining variable costs, gross profit, fixed costs, depreciation and interest.

**Placemaking:** An integrated and transformative process that connects creative and cultural resources to build authentic, dynamic and resilient communities or place.

**Private sector:** Economic activity that takes place outside the public sector by independently controlled for-profit individuals and companies.

**Project budget:** A budget showing income and expenses of a discrete project.

**Public performance:** An activity that is open to the general public and to which any person has access. It does not include activities for which attendance is not voluntary or for which institutional membership is a requirement for admission.

**Public sector:** Publically owned and not-for-profit organizations that administer and deliver public services.

**Public support:** Collected attitudes, opinions and beliefs that help lead to the success and advancement of a project.

**Registered charities:** The US Internal Revenue Service defines a registered charity as “an organization established and operated for charitable purposes, and must devote its resources to charitable activities”.

**Stakeholders:** Resident, organization, group, or community directly or indirectly affected by the outcome of a development project.

**Sustainability:** A trait that describes the best creative, cultural, economic, social, institutional and ecological products, environments, systems, processes and outcomes for hard and soft infrastructure and communities of all sizes; marked by durability and longevity; experienced and shared by present and future generations of tenants, clients, partners and citizens.

**Underrepresented communities:** A collective group of identities that is inadequately represented or is represented in numbers that are disproportionately low.

*This Glossary was used in part from <http://www.artscapediy.org/Resources/Glossary.aspx#sthash.X3iYFOH4.dpuf> and nysca.org*