

## **New York City Theater Subdistrict Council's Million Dollar Challenge**

For the past five years, the Theater Subdistrict Council (TSC) has worked to preserve the long-term viability of the Broadway Theater Subdistrict through a special fund established by a New York City Zoning Resolution. More than \$5 Million in grants has been awarded over three previous funding cycles to a range of projects to advance the TSC's goals of promoting the production of new theater work, developing new audiences, and showcasing Broadway's singular role in the history of American theater.

For its next round, the TSC seeks to catalyze a major, transformative project that will further these goals. Accordingly, this grant cycle aims to award up to \$1 million for a single initiative that may be implemented over three years.

The TSC hopes that the size of the grant will spur expansive and imaginative thought about live theater in New York and result in an exceptional venture of a scale that would not ordinarily be possible to achieve.

To this end, the TSC is inviting the creative community to present proposals for exceptional initiatives of lasting impact. Applicants will be challenged to define the parameters and implementation of a project that makes a meaningful, unique contribution to the state of live theater, its production, audience, and the Subdistrict itself.

### **How TSC's Million Dollar Challenge Will Work:**

The TSC invites individuals and organizations to submit a **conceptual plan** that outlines a project as described above by July 17, 2013.

A small number of concept plans will be selected for further development. Entities submitting those plans will be informed on August 26, and given three months to develop those conceptual plans into a fully detailed proposal due on November 25, 2013.

Applicants whose concept plans are selected for further development may request up to \$50,000 for planning costs (e.g. for research and additional staff) associated with developing the full proposal during the three-month period.

In December 2013, following an evaluation of the final proposals, the TSC will award a \$1 million grant for a project to be launched in 2014.

## Who Can Apply?

The TSC Million Dollar Challenge is open to for-profit and not-for-profit entities that have been in existence for at least two complete fiscal years, and/or consortia of organizations. Individuals may apply as part of a consortium that includes at least one organizational entity that meets the two-year requirement. While there are no restrictions on minimum operating budget size, applicants must be able to substantiate the financial and institutional growth implied by a grant of this scale, and their ability to do so will be a part of the evaluative process.

Only one application per entity will be accepted.

## How to Apply:

The Concept Plan will include two segments:

1. A transmittal sheet, attached and available on the NYC Department of Cultural Affairs and NYC Department of City Planning websites, which requests:

- basic information about the applicant or consortia
- an estimated project budget for the fully-realized project

2. A two-page concept proposal in narrative form that will address:

- a clear description of the proposed initiative
- the perceived need for the project as well as its anticipated goals and outcomes
- how the project is innovative and transformative
- its measurable impact on the sector
- the outline of an implementation schedule (of from one to three years) including benchmarks

Please note that concept proposals longer than two pages will be disqualified. Be sure to include applicant name and project title on each page. All submissions must be postmarked or delivered by July 17, 2013 to the address below. No exceptions will be made. Emails cannot be accepted.

Barbara Janowitz  
TSC Program Administrator  
c/o NYC Dept. of City Planning  
22 Reade Street  
New York, NY 10007

Determination regarding advancing to the full proposal phase of the grant will be provided to each applicant by August 26, 2013. Organizations that are invited to submit a full proposal will receive further information about what elements will be required in that proposal, and a planning grant schedule, if awarded. Final proposals will be due on November 25, 2013.

The TSC intends to make one award of \$1 million but exercises the right to make a lesser award or awards, or none at all.

### **Information Sessions:**

It is strongly urged that potential applicants attend one of four information sessions that will be held at Spector Hall, NYC Dept. of City Planning, 22 Reade Street on:

Wednesday, May 29, 2013	4:00 p.m. - 5:00 p.m.
Thursday, May 30, 2013	1:30 p.m. - 2:30 p.m.
Tuesday, June 4, 2013	4:00 p.m. - 5:00 p.m.
Monday, June 10, 2013	3:30 p.m. - 4:30 p.m.

All sessions will cover the same information. Space will be limited and registration for the sessions **must** be made at [theatersubdistrictcouncil@gmail.com](mailto:theatersubdistrictcouncil@gmail.com). Please indicate the number and names of people attending, the organizations they represent, and which session they will be attending.

### **About the Theater Subdistrict Council:**

The Theater Subdistrict Council, LDC (“TSC”) is a not-for-profit corporation established pursuant to a 1998 zoning regulation that allows owners of certain Broadway theaters to transfer air rights within the Theater Subdistrict, provided the theaters are preserved, there are commitments to use the spaces for legitimate theater use, and funds are deposited into the Theater Subdistrict Fund. The TSC administers the Theater Subdistrict Fund and allocates grants with the goal of promoting the production of new theater work, developing new audiences, and showcasing Broadway’s singular role in the history of American theater. The TSC consists of the Mayor, the Speaker of City Council, the Manhattan Borough President, and the Director of the Department of City Planning, as well as four representatives appointed by the Mayor and the City Council Speaker from the performing arts, theatrical and related industries.