

2025 Artistic Projects Sample Answers

Describe the project that this grant will fund.*

Possible Commission answer:

[Ensemble Name] will commission [Composer] to compose “[Composition Title]” inspired by and dedicated to older people and their remembrances. In January (exact dates to be determined) the composer will accompany the ensemble to one of their concerts at the [Venue 1] Senior Center in Queens. After the concert ensemble members and the composer will invite the seniors to talk about their musical and life experiences in small group interviews. These interviews, the seniors’ stories, will be the inspiration for the new work. The ensemble will devote 10 hours of rehearsal time to learning the work including some with the composer when the work is finished. In early November, the ensemble and composer will return to [Venue 1] to give the premiere of the new work written especially for these seniors. During the 3rd week of November, the ensemble will include the work in a concert at the [Venue 2] in Manhattan as part of [Ethnicity] Culture Week NYC 2025.

Possible Performance answer:

I began this work with the intention of further exploring the fascinating possibilities of the new crossover music delved into in previous work. This upcoming project, titled ‘[Title]’ is a collaborative effort featuring my ensemble and female guest artists whom I deeply admire. Together, we aim to explore the convergence of traditional [Geographical Region] folk culture, alternative genres, and digital technologies.

The album, currently in production, has already secured support from [Foundation 1] and [Foundation 2]. It will showcase my original compositions performed by my ensemble and these exceptional guest collaborators, all of whom are trailblazing artists and influential figures in their respective communities throughout [Geographical Region] and the US.

Our plan is to launch the album in October 2024 and premiere it in our home, New York City. The performance will feature my ensemble alongside three of the collaborators who are based in the US: [Guest Artist 1], [Guest Artist 2], and [Guest Artist 3]. We plan to launch the album as a multimedia experience at two venues in two different boroughs of the city: [Venue 1] in Manhattan and [Venue 2] in the Bronx.

I am planning three rehearsals with the band to assemble the new music, synchronize it with the electronic components, and incorporate visuals designed specifically for each song. The guest artists will join the last two rehearsals only. All rehearsals and the two concerts will take place in the first half of October 2024, coinciding with [Cultural Heritage] Month. The funds will be used to:

- 1) Produce, perform and promote the two proposed concerts, providing either free admission or access to low-priced tickets for NYC audiences.

2) Design new visuals/video projections for each song to enhance the performance experience

Possible Recording answer:

The focus of this grant is to record and perform in support of this recording.

[Ensemble Name] is a group that is led by one of the very few female percussionist bandleaders in [Jazz Subgenre]. The genre is primarily male-dominated. The group started a small festival in NYC for Women in [Jazz Subgenre] to focus on female instrumentalists to showcase their work. Jazz festivals across the country rarely, if not, represent [Ethnic Group] women instrumentalists, especially female-led [Instrument] players. Bandleader is a first-generation [Ethnic Group] woman who has dedicated 30 years to leading this ensemble. It's important to be able to continue the diversity and have more representation in [Jazz Subgenre]. We continue to move ahead with our music and creativity despite any economic challenges. Teaching music in schools and our independent work has enabled us to keep our projects present. The group has three recordings under our label, which are self-produced and have received great reviews. However, it has been over ten years since the group recorded a new album due to lack of funding and resources.

Our passion is [Jazz Subgenre] and the group has been very active with live performances, and even during quarantine we have continued the creation of several new arrangements and compositions via Live stream performances. There is music that has been cultivated over the last ten years and ready to be recorded in the studio and present to a larger audience.

This group needs to have a breakthrough in presenting a new recording and reaching a larger audience not only in New York City but nationally. The musicianship in this group is very good and we need to continue working to reach another level and new audiences to share this music and genre.

Possible Residency answer:

We are seeking funding for our artistic partnership with [Organization Name], a nonprofit composting organization that processes food waste, grows and donates produce, and builds community through educational tours, creative public workshops, and apprenticeships. Our collaboration will include a residency period on [NYC Location] and two unique chamber music concerts reflecting the organization's extraordinary sense of place. Support from CMA would significantly help fund our residency, performance promotion, and stipends to support the artists involved.

Following our successful partnership last year, our continued work with the organization this season will allow us to cultivate a deeper and longer-term relationship with the organization's community and expand their engagement through site-specific music making and public performances. The project has three related components:

1) Open Rehearsal Residency (March–August): We will establish a regular musical presence with advertised monthly open rehearsals in the organization’s rehearsal lab. Our rehearsals will be used to develop improvisations for the performance. We will begin our improvisatory rehearsals with prompts from deep listening exercises and gradually develop short independent sketches with a sonic world distinctive to our surroundings. We will work together to workshop a performance in the space. With resonant acoustics and sliding doors that open to a cozy patio, the lab provides an ideal space for visitors to engage in a moment of reflection and for staff and volunteers to experience site-specific music interacting with their environment.

2) [NYC Venue 1 Name] (Summer): This hour-long afternoon concert will be held at the lab. The program will feature classical chamber works on themes of nature and home, improvisatory interludes from material developed during the residency, and, as a centerpiece, a 10-minute world premiere for our ensemble by eco-composer [Name.] In their ongoing series, the composer writes chamber works with striking specificity that explore particular places of import from perspectives of ecological process and personal memory. A former compost worker herself, the composer is a current artist-in-residence at [Organization name.] We look forward to performing her piece on-site where our audience can experience the organization’s energy first-hand.

3) Fall Concert (September 2024): Held at the [venue name], this hour-long concert will feature works from our full scope of residency work with the organization from 2023–2024. We aim to give these incredible pieces lives beyond their premieres and to share the organization’s work and philosophies with a broader audience. Concertgoers will experience a multifaceted body of music for voice and violins that brings together diverse perspectives and musical languages. Founder and the composers will speak about their work, and audience members will have the opportunity to talk with them at greater length after the concert. Both concerts will be professionally recorded and distributed to our collaborators to preserve these experiences and create more community interaction on their digital platforms.

Timeline:

Possible answer for a performance grant:

Please make sure to include the proposed dates of events and proposed locations in New York, NY; the number of rehearsals, concerts, or other relevant activities.

Please note that the recording can happen in a studio outside of the 5 boroughs of NYC, but the impact must still be on an NYC-based ensemble and impact their NYC-based audiences.

Proposed dates of events:

Composing Music: January 2025

Pre-Production: June 2025

Rehearsals: End of June 2025

Recording Session: July 21-23, 2025 at [NYC Recording Studio 1], Manhattan

Mixing Session: July 27-29, 2025 [NYC Recording Studio 2], Long Island City

Mastering Session: August 1-3rd, 2025 [NYC Recording Studio 2], Greenpoint

Proposed location for Album release event:

[NYC Venue]: Early September 2025

For Presenters- Describe the reason(s) why the project important is for your organization at this particular time.*

For example: Are you engaging in a new or different way?

Until [Recent Date], there has never been a Jazz Festival in the community of [NYC Neighborhood]. The intention of the [NYC Neighborhood] Jazz Festival - its contribution - was to create access to jazz music and its culture in an area of New York City that has been historically neglected and overlooked in the sense of offering a higher quality of jazz musical performances. With the advent of the [NYC Neighborhood] Jazz Festival, a venue has now been provided within the community of [NYC Neighborhood] which can spotlight NYC's finest jazz artists whose repertoire consists most of original compositions and improvised music. With its creation, the [NYC Neighborhood] Jazz Festival has become a platform for performing jazz artists residing within the community of [NYC Neighborhood] and the surrounding region.

For Ensembles- Describe the reason(s) why the project is important for your ensemble at this particular time.*

For example: Are you engaging in a new or different way?

Since the ensemble received its [Mainstream Award] nomination last month it is clear that there is significant interest in the music and stories we are capturing about marginalized communities. Securing funding for this second album will allow the band to continue to build momentum around our project and help the band bring more visibility to stories the world does not know about. The new album will continue to bring international visibility to important stories of social justice.

For Presenters- How will the project contribute to your growth and development as a presenter?*

Describe the outcome of the project; How will you measure success? (Tickets sold, number of audience members, completion of recorded project, etc.)

[Presented Ensemble] offers [Presenting Organization]'s community an important opportunity to experience and learn about American culture and improvisational music. The evolution of [Presented Repertoire], through the lens of contemporary artists, is an invaluable way to continue the much-needed conversations surrounding both the history and future of the civil rights movement in the United States. [Presenting Organization] believes it is important to host artists from different cultures and with unique backgrounds to help make our community a more welcoming and diverse place. Equally important to the identity of [Presenting Organization] is programming which supports a regional community of artists. While offering opportunities and support to artists in our immediate vicinity, we are interested in growing our concept of regional to include the greater NYC area. Presenting [Presented Ensemble] strengthens our connection with a community of artists and musicians in NYC.

For Ensembles- How will the project contribute to your growth and development as an ensemble?*

This project will be a springboard for [Ensemble Name] by providing the funding to create and launch a significant amount of new music. This will be music that will push the band creatively in new directions and help [Ensemble Name] evolve its sound, compositions and lyrics. The band is also anticipating touring extensively this year and a grant will push [Ensemble Name] to develop an even more robust repertoire of music for our international audiences.

How do you plan to advertise/promote this project to potential New York City audiences?*

Marketing plan

Based on the successes of our advertising campaign for this year's [NYC Neighborhood] Chamber Music Festival, we will continue to promote the Festival via our marketing campaign and locally with the help of our volunteer affiliations. The volunteers will distribute posters to local businesses throughout the main business corridors of [NYC neighborhood] - most notably on [Street Name 1] between [Street Name 2]. & [Street Name 3], along [Street Name 4], and [Street Name 2].

MARKETING TIMELINE:

- 3-4 Months Before ~ email marketing, run an ad campaign on Facebook, Messenger, Instagram and Audience Network, create branding to promote key performers of the festival.

- 6-8 Weeks Before ~ promote key performers of the festival, produce content marketing assets to be placed in local businesses and other public areas, full page ad in the [NYC Borough] Voice, promote using the [NYC Based Neighborhood Website] platform.
 - 3-5 Weeks Before ~ ask sponsors to promote our event, engage local radio stations, new ads on social media, use a social media filter, email marketing campaigns.
 - 1-2 Weeks Before ~ create social media hashtag.
 - 2-6 Days Before ~ promote on social media, email reminder to those who are interested.
 - Day Of The Event ~ engage with online attendees, take photos/ videos and post online, run the hashtag, be active on social media.
 - After The Event ~ Thank You! emails to all sponsors and contributors accompanied with a short survey.
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How will the project impact New York City and your intended audiences? *

Please consider the following:

- How many audience members you hope to reach;
- What groups of people in your communities you hope to engage (age range, race/ethnicity, neighborhoods you hope to reach, etc.)
- How your ensemble/organization hopes this project will change, improve, or grow the way you interact with this audience;
- Describe if you have interacted with this audience or set of audiences in the past or if this is a new engagement

Overall, this project aims to enrich the cultural landscape of New York City by reaching new audiences and providing affordable access, ensuring that diverse communities across all boroughs can enjoy and engage with contemporary expressions of [Ethnic Group] music. The possible audience will be 150 people. We are excited about the potential for positive impact and deeper connections with our audiences in the vibrant cultural mosaic of New York City.

In terms of cultural offerings, I believe we are contributing fresh expressions of eclectic, global [Ethnic Group] music to the sonic landscape of New York.

Our performance will take place at [Venue 1], headquartered in the South Bronx. Established in [Founding Year], [Venue 1] was the first charitable organization to serve [Ethnic Group] in New York City. Although they originally operated from a five-room tenement apartment in East Harlem, their primary mission was to provide after-school enrichment and recreational activities for the children of newly arrived [Ethnic Group] families. [Venue 1] continues to fulfill its original mission by serving the predominantly [Ethnic Group] youth and families in the Bronx community. Recently, [Venue 1] has been creating concerts to introduce new music to Bronx families as a way to promote chamber

music and the arts in the community.

They have a loyal audience, and we plan to present our show in their largest space, accommodating up to 150 people.

While their audiences may be more familiar with traditional [Geographical Region]-influenced [Ethnic Group] music, we believe they will connect with our program and hopefully discover something new. [Venue 1] audience members usually come from the South Bronx and El Barrio (Spanish Harlem) and are primarily low income, working class families. For this concert, we are planning an interactive and dynamic experience with the audience, providing context to the music we are presenting and offering a Q&A after the concert to discuss the project and women leadership in the arts and the power of the collective. We know that bringing together four female leaders on stage representing diverse [Ethnic Group] ethnic, racial and cultural backgrounds, will have a powerful impact on these audience and hopefully contribute to inspire the next generation, especially younger women. Our goal is to create a free admission family-friendly concert, inviting kids and adult community members of all ages to enjoy an afternoon of music together.