

**Applicant (GMS): New York City Department of Cultural Affairs**

**Project: New York City Department of Cultural Affairs-Space for Art**

**Details of the Project Narrative**

**a. Budget.** The New York City Department of Cultural Affairs (DCA) requests \$200,000 for *Space for Art*, an artist-in-residence program at participating senior centers across the five boroughs of New York City. Funds will be allocated as artist stipends (\$1500/residency), senior center administrative stipends (\$1000/residency), materials/supplies (\$500/residency), and administrative fees for each of the five local nonprofit arts council partners (\$1000/residency). In-kind support of more than \$200,000 will be provided in the form of salaries and administrative costs from DCA, the New York City Department for the Aging (DFTA), and the five arts council partners; additional materials for the program to be donated through DCA's Materials for the Arts program; costs for marketing the program and associated exhibitions and public events; and space used for the program. The total project budget is \$468,700 for one year of the *Space for Art* program with 50 artists-in-residence at 50 senior center sites. This program builds on a successful 2009-2010 *Space for Art* pilot program. DCA and its partners are committed to seeking dedicated funding sources for the long-term sustainability of the program.

**b. Major Project Activities.** *Space for Art* is a community arts engagement program that places artists in-residence at senior centers across the five boroughs of New York City. During the grant period, *Space for Art* will select interested artists and senior centers for inclusion in the program, provide selected artists with free studio space in the senior centers and a stipend in exchange for the creation and delivery of arts programming for seniors. Participating seniors will be engaged in an art project or series of cultural programs over the course of the year. Each residency will also include a public program component - a series of exhibits, open classes and other cultural interactions open to the surrounding community. The program was developed as part of *Age-Friendly NYC*, a citywide civic initiative launched in 2007 to make New York City a better place for seniors to live, and aims to positively impact the well-being of seniors through arts-based activities. To that end, the program engages seniors socially, intellectually and creatively and also creates opportunities for senior centers to welcome the larger community, transforming them into vital civic spaces. Studies have shown positive effects on the health and well-being of older adults as a result of community-based art programs run by professional artists. In addition, the program addresses the need for affordable work

space for local working artists in the premium real estate market of New York City. By matching the needs of artists and seniors with available infrastructure, *Space for Art* uses cultural activity to energize underutilized public space and reconnect senior centers with their neighborhoods. *Space for Art* can serve as a replicable model by demonstrating how cities can effectively leverage arts activity in existing public facilities to enliven communities, respond to the changing needs of older adults, support the work of local artists and connect neighbors in new ways.

**c. Outcomes and Measurements.** *Space for Art* directly addresses the NEA outcomes for Livability by reinvigorating neighborhood senior centers as community resources; creating a sense of place through the integration of community-based arts into daily life; providing programming to seniors to improve quality of life through creative aging activities; and supporting artists through access to free high-quality studio space. Based on feedback from our pilot phase, we have significantly increased the public component of the program, adding the inclusion of exhibits, open classes, performances and other public events to the residencies. Success will be measured by evaluating the number of hours of programming made available to seniors; the number of seniors participating in the program; the level of observed social and civic engagement by participants; the engagement of the local community with activity at the centers, including attendance levels at public events; the number of hours each artist uses the available space to pursue his or her own work; and the level of interest for future phases of the *Space for Art* program. These outcomes - both quantitative and qualitative - will be measured through written surveys, assessment interviews with artists, seniors and other participants, and a post residency evaluation session with program stakeholders to review outcomes and findings.

**d. Schedule.** In July 2011, DFTA and DCA will select senior centers for inclusion in the program. DCA and the local arts councils will announce and publicize the program and solicit applications from interested artists in each borough. In August 2011, DCA, with its partners, will convene a panel to review artist applications and match selected artists with participating senior centers. Selected artists will then be notified of placement and introduced to senior center staff. In September 2011, a kick-off meeting will be held to introduce program participants and develop individual project goals. Artists will begin residencies at senior centers. In March 2012, mid-year reporting is due from local arts councils and stakeholders will convene for a mid-residency feedback session. In July 2012, final reporting is due from local arts councils and will be followed by a post-residency evaluation session with

stakeholders to discuss outcomes and findings.

**e. Partners, key organizations, individuals, and works of art.** Partners for *Space for Art* are DCA, DFTA, and the five local nonprofit arts councils situated in each borough - Brooklyn Arts Council, Bronx Council on the Arts, Council on the Arts and Humanities of Staten Island, Lower Manhattan Cultural Council, and Queens Council on the Arts. All partners participated in the pilot program and were instrumental in the development of *Space for Art* through discussions about creative aging and the needs of both seniors and artists. All are committed to participating in this phase. DCA will take the lead in organizing stakeholders, convening panels and meetings, and processing payments. DFTA will facilitate access to senior centers, select and enroll senior centers in the program, and work with senior center staff to effectively monitor programmatic progress. The local arts councils will identify interested artists from their respective communities, facilitate the residencies at senior centers, and monitor and report on the artists' activities. Key organizations and individuals that remain to be selected are senior centers and artists. Senior centers will be evaluated for inclusion in the program by DFTA and DCA based on their expression of interest and the time/space resources available at each center. Artists will be selected by the local borough arts councils through a panel process based on the quality of their responses to an open call to artists. As administrators of grant and public art programs, DCA and the local arts councils have significant experience with broad outreach, artist selection and facilitation of cultural programs.

**f. Target Community.** The target communities for *Space for Art* are (i) working local artists in need of studio space; (ii) seniors that rely on senior centers to provide services, programming and activities; (iii) residents of the communities in which each senior center is an underutilized community resource. DCA worked with artists and seniors in the pilot phase of this program, and in previous cultural programs in senior centers facilitated by DCA and DCA-funded cultural organizations. We anticipate that between 500-800 seniors will participate intensively in *Space for Art* core residency programs with 50 local artists-in-residence in 50 participating senior centers. Ongoing activities will also impact hundreds of additional seniors who visit the centers daily with increased activity and cultural program offerings taking place at the centers. More broadly, the public program component of the projects will reach thousands of residents in the greater surrounding communities. Demographics vary, but in general more than half the seniors served by New York City's senior centers live below the poverty line and senior centers often have little access to arts programming. *Space for Art* serves to enrich

programming for the fast growing senior population and tap into New York City's vast artistic and cultural resources with potential to reach the approximately 7,000 seniors served daily by the City's senior centers.

**g. National Environmental Policy Act/National Historic Preservation Act.** Not applicable.

**h. Plans for promoting, publicizing, and/or disseminating.** DCA will work with the local arts councils to promote *Space for Art* through an open call to artists, email blasts to New York City's cultural organizations and senior centers and contact with local media outlets. Each local arts council will engage in outreach to its members and constituents. Public community events will be promoted through press and media outlets, targeted email lists, local community boards, and postings on program partner websites.

**i. Plans for documenting, evaluating, and disseminating.** The program will be documented through work samples, surveys, written reports, site visits, photographs and evaluative feedback sessions. Outcomes will be shared with a broad audience of interested stakeholders and made available to other interested cities, cultural organizations and organizations serving seniors.

**j. Evidence of impacts achieved.** In the one-year pilot phase of *Space for Art*, 12 artists-in-residence provided programming in 9 senior centers across New York City. A post-residency evaluation session with stakeholders moderated by DFTA and DCA revealed evidence of impacts achieved, including: a high level of engagement by participating seniors, increased access to work space by participating artists, and support among both artists and senior center directors for continuing arts programming in senior centers. The evaluation session also revealed demand for increased public programming to engage seniors and centers with their local communities, resulting in the inclusion of the public program component in this expanded phase. Additional evidence of impacts achieved included: 3 senior centers extended *Space for Art* residencies beyond the initial timeline and 1 senior center hired the artist-in-residence to head its ceramics studio.