

A program of the NYC Department of Probation  
in partnership with Carnegie Hall's Weill Music Institute

## I. Photographer/Organization Information

a) NeON site you are applying to:

(You may apply to multiple NeONs, but please fill out a separate application for each NeON.)

☐ Bedford-Stuyvesant ☐ Brownsville ☐ East New York ☐ Harlem ☐ Jamaica ☐ South Bronx ☐ Staten Island

b) Name of Photographer/Organization:

c) Address:

d) E-Mail:

e) Phone:

f) Website (if applicable):

g) Fiscal Status (check one): ☐ 501(c)(3) / non-profit ☐ Under fiscal sponsorship ☐ Other\*

*\*You may apply if you are an independent artist or an organization other than a 501(c)(3).*

h) Tax ID Number:

i) Provide a biography or a brief history of your organization, as appropriate. (Maximum 100 words)

j) Describe your relevant experience in completing similar projects, including those in justice settings. (Maximum 100 words)

k) Describe any projects you have done in this NeON neighborhood before. Please list your most recent project dates and locations, as well as any partnerships involved in these projects. (Maximum 125 words)

## II. Artistic Statement

The NeON stakeholder groups are looking for inspiring photographers who are able to work with clients, stakeholders, community members, and Department of Probation staff on this project to capture the people and places that are important assets to their community. Please provide a statement that explains your artistic vision for this project. (Maximum 250 words)

## III. Supporting Materials

Please share 5–10 recent images that are representative of your work by providing a link to a file-sharing website (e.g., Dropbox, Google Drive) in the space below. Images must be at least 3,000 pixels per side and saved in JPEG format. Please label the files with your name or your organization's name, as applicable, and image number in the following format: lastname\_firstname\_01.jpg, lastname\_firstname\_02.jpg, organizationname\_01.jpg, organizationname\_02.jpg.

IV. Project Expenses

- Please detail the total project expenses in the following chart.
- You may allocate up to 15% of your budget to administrative costs. The remaining 85% should consist of direct project costs.
  - Awards per NeON site range from \$4,000–6,000. Your request to NeON Arts should not exceed \$6,000.

PROJECT EXPENSES			
Expenses	Sub-Category	Budget Notes	Total Request to NeON Arts
Asset-Mapping Expenses			
Artist Fees			
	Teaching Artists		\$
	Other Artistic Personnel		\$
	Other (Specify)		\$
Materials/Supplies			
	Supplies		\$
	Other (Specify)		\$
Asset-Mapping Expenses Subtotal			\$
Final Exhibition Expenses			
Artist Fees			
	Teaching Artists		\$
	Other Artistic Personnel		\$
	Other (Specify)		\$
Materials/Supplies			
	Supplies		\$
	Other (Specify)		\$
Final Exhibition Expenses Subtotal			\$
Total Subtotal			\$
Administrative Expenses			\$
TOTAL PROJECT EXPENSES			\$

VI. Project Revenue

- a) Please detail the sources of revenue for your project and include the total NeON Arts grant request in the “Request to NeON Arts” line.
- i. In the “Contributed Income” lines, only include additional grants that have been pledged or received for this project.
- b) If you will receive in-kind donations for this project, note the anticipated value and donors in the “In-Kind Donations” lines.

PROJECT REVENUE		
	Revenue Detail	Total Revenue
Contributed Income		\$
		\$
Request to NeON Arts		\$
TOTAL PROJECT REVENUE		\$
	In-Kind Donations Detail	Estimated Value
In-Kind Donations		\$
TOTAL IN-KIND DONATIONS		\$

VI. Signature

I,  submit this application on behalf of   
(name/title if applicable) (name of organization, if applicable)

on  .  
(date)

\_\_\_\_\_  
(signature)



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## Citywide Asset-Mapping Project

NeON Arts is seeking photographers and organizations that produce photography projects to help facilitate an asset-mapping project that will take place in seven neighborhoods across New York City. Starting in July, NeON Arts will initiate a citywide photography project that engages NYC Department of Probation clients and NeON community members in the process of identifying people and organizations in their neighborhoods that serve as a support or resource, interviewing community members, and documenting the process through photography. By identifying and documenting the cultural resources and community relationships in their neighborhoods, this project allows participants to better understand their communities and learn more about the resources that are available to them.

### Introduction

NeON Arts is a project of the NYC Department of Probation (DOP) in partnership with Carnegie Hall's Weill Music Institute, that offers young people in New York City, including those on probation, the chance to explore the arts through projects in a variety of disciplines, including dance, music, theater, visual arts, poetry, and digital media. Programming is available in seven communities that are served by the DOP's Neighborhood Opportunity Networks (NeONs), which connect local residents to opportunities, resources, and services provided by businesses, community organizations, and government agencies in their neighborhoods.

NeON Arts funds and supports New York City artists and organizations who partner with NeON communities to deliver arts projects that help young people develop creative, social, and emotional skills, and build positive peer relationships. All artists and arts organizations are selected by local NeON stakeholder groups, which comprise people on probation, DOP staff, key members of the community, and local businesses.

Carnegie Hall's Weill Music Institute facilitates the grant-making process and works with arts organizations and NeON stakeholders to ensure that the planning and implementation of each project is a collaboration that benefits the entire community.

The seven NeONs are in Brownsville, East New York, Bedford-Stuyvesant, Harlem, South Jamaica, Northern Staten Island, and the South Bronx.

### Project Goals

This project has five goals: 1) to engage clients, community members, DOP staff, and NeON stakeholders in the arts; 2) to help participants learn more about the resources in their neighborhoods; 3) to produce a map that will help others learn more about the people and resources in their neighborhoods; 4) to have participants document the assets in their neighborhoods by photographing them; and 5) to showcase the photographs and work accomplished during the project in the NeONs.



## Project Information

### Who Can Apply

The application is open to individual photographers and organizations that facilitate photography projects with young people, particularly in community settings. Photographers and organizations from the NeON neighborhoods are strongly encouraged to apply to work in those neighborhoods.

### Who We Serve

The target population for the project will be DOP clients and community members from the seven NeON sites.

### Key Project Features

The three pillars of the Department of Probation's NeON initiative are 1) to engage DOP clients in their own communities; 2) to engage members of the community; and 3) to build a network of organizations and resources that provide the services and opportunities that DOP clients need to live a life outside of the justice system.

This project supports these three objectives by working with young people to map their communities, facilitating community involvement in the asset identification process, and expanding the network of resources for clients and community members. NeON stakeholders will identify a target issue in the community and suggest individuals or organizations in the community that provide information or services to address the issue. After stakeholders have identified the community's assets, project participants will interview these people or members of an organization and document the people they meet and places they visit with digital photography as a representation of each asset.

Participants will use the captured images to create online maps that will help fellow community members learn more about the available resources in their neighborhood. Printed photographs of these resources will be printed, framed, and displayed in a final exhibition in the NeONs, and will serve as visual representations of the network of resources available to visitors of the NeONs.

### Project Expectations

The selected photographers or organizations will be responsible for participating in the mapping process. The DOP will provide training on asset mapping to all those involved in the mapping process, including photographers, DOP staff, and participants.

The selected photographers or organizations will be responsible for facilitating the documentation process of the project.

The selected photographers or organizations will help plan, curate, execute, and document the final exhibitions that will take place in all seven NeONs to celebrate the work and accomplishments of the participants who took part in the project. NeON Arts will cover the costs to produce, frame, and mount exhibition prints in each NeON.

### Selection Criteria

All photographers and organizations will be selected by NeON stakeholder groups from each of the seven NeON sites. Selection will be based on the following criteria:

- Relevant experience in completing similar projects
- Previous experience working with youth
- Previous experience working in justice settings
- Quality of work
- A photographic sensibility that tells visually compelling stories and is rooted in documentary practices

### Project Timeline

- |                                    |                                    |
|------------------------------------|------------------------------------|
| • Phone Conference                 | Monday, June 29 at 1 PM EST        |
| • Application Deadline             | Wednesday, July 15 at 11:59 PM EST |
| • Notifications Sent to Applicants | Wednesday, July 29                 |
| • Programming Starts               | Monday, August 3                   |
| • Citywide Exhibition              | Week of October 5                  |
| • Final Exhibition                 | Starting Week of October 12        |

## Basic Information

RFP Release Date	Wednesday, June 17
Proposal Due Date	Wednesday, July 15 at 11:59 PM EST
Pre-Proposal Phone Conference	Monday, June 29 at 1 PM EST 1-888-527-7995 Pin Number: 2793246#
Anticipated Contract Term	August 1–October 31, 2015
RFP Contact	neonarts@carnegiehall.org
NeON Locations	<p><b>Bronx</b> South Bronx NeON 198 East 161st Street Bronx, NY 10451</p> <p><b>Brooklyn</b> Brownsville NeON 444 Thomas Boyland Street Brooklyn, NY 11212</p> <p>East New York NeON 400 Liberty Avenue Brooklyn, NY 11207</p> <p>Bedford-Stuyvesant NeON 510 Gates Avenue Brooklyn, NY 11216</p> <p><b>Manhattan</b> Harlem NeON 127 West 127th Street New York, NY 10027</p> <p><b>Queens</b> South Jamaica NeON 162-24 Jamaica Avenue Jamaica, NY 11432</p> <p><b>Staten Island</b> Staten Island NeON 340 Bay Street Staten Island, NY 10301</p>
Eligibility for Contract Award	Artists and arts organizations are not required to be tax-exempt under 501(c)(3) or have a fiscal sponsor.
Required Documents	<p>Only the attached application and a portfolio of 5–10 images are required for this application. Please see the application for image submission details.</p> <p>Please do not send any additional documents.</p>