

Subject: New submission ALBANY Arts, Culture, and Tourism Application

Date: Thursday, June 29, 2023 at 1:18:59 PM Eastern Daylight Time

From: jnytko@govsol.org

To: jnytko@govsol.org

General Information
Date of application
06/29/2023
Name of Entity
Boys & Girls Clubs of the Capital Area, Inc.
Entity TIN, EIN or Social Security Number
14-1338574
Entity physical address
21 Delaware Ave, , NY 12210 Albany, New York 12210 United States Map It
Is the physical address different from the mailing address?
No
Website (if available)
https://www.bgccapitalarea.org/
Primary Contact Information
Primary contact name
Suzanne Levy
Primary contact title
Director of Business Development & Grants
Primary contact phone
(518) 704-4229
Primary contact email
slevy@bgccapitalarea.org
What is the primary contacts preferred method of contact?
Email
Entity Info and Structure
Which structure best describes the entity?
Non-profit organization
What is the date of establishment?
January 1st, 1892

If applicable, is the entity a W/MAM (Minority or Women-Owned Business Entity)?

No

Have you or the entity ever received any form of COVID-19 relief funds or loans specific to the negative impacts of the Pandemic?

Yes

If "Yes" above, please specify the type(s) and amount(s).

Paycheck Protection Program (Round I) - \$631,822
Economic Injury Disaster Loan (EIDL) - \$10,000
Paycheck Protection Program (Round II) - \$763,707

General Project Information

Describe the arts/cultural/tourism activities your organization provides in Albany County.

Albany County has a rich history of art that spans several centuries and includes the presence of renowned museums and institutions, outdoor public art collections, a flourishing local art scene, and the celebration of art through festivals and events. It continues to evolve and thrive, reflecting the city's commitment to artistic expression and cultural enrichment.

Having pillars in our county like the Albany Institute of History & Art, the Empire State Plaza Collection, Albany State Museum, and Art Festivals play a significant role in enhancing cultural vitality, supporting the economy, fostering community engagement, promoting education and creativity, contributing to urban revitalization, and serving as a catalyst for social and political discourse. It enriches the lives of residents, strengthens community bonds, and helps create a vibrant and inclusive county.

In 2018, the Boys & Girls Clubs of the Capital Area (BGCCA) introduced the Lyricism 101 Program, designed to cultivate and amplify the powerful voices of youth and teens. Using evidence-informed curriculum, Lyricism 101 is a program for young people to exercise their voices through music culture while also learning how to play instruments. The Lyricism 101 curriculum intentionally includes activities and exercises that build and expand the literary techniques of our youth. It is broken down into fourteen, 90-minute sessions. Session topics include the history of hip-hop, ciphering identity and community, literary devices, how teens can use their voices to change the world, and music theory and instrument history. In addition to the 90-minute sessions, youth also have access to private music lessons where they receive individualized instruction.

In its infancy, the Lyricism 101 program grew to serve over 50 active teens as they wrote, recorded, and produced over 150 songs in three months. Youth participated in video production workshops, live performance field trips, and music video productions. Starting off with just a single microphone, speaker, computer, and volunteer program facilitator, the program's needs quickly grew. The Club responded to these needs by building a new recording studio at its Albany Clubhouse location. This upgraded recording studio gives the Club the necessary capacity to serve youth in Albany County. It is also available to our older community members who are interested in using the studio. Throughout the years, various individuals and businesses have recorded podcasts, audiobooks, voice-overs, foley (sound effects), and completed post-production activities for independent films.

When COVID began, the Boys & Girls Clubs of the Capital Area hit back by launching our Lyricism 101 RV. This mobile Lyricism program allowed Albany County youth to express their feelings safely. Since 2020, the Lyricism RV has been utilized by over 1,000 youth. We have launched music festivals, produced numerous songs, facilitated hundreds of lessons, visited close to a dozen locations, participated in block parties, played music for community fundraisers, and made it our mission to be there when needed in Alban. This studio on wheels currently operates in the following locations: Housing Authority Sites, Albany High School, William S. Hackett Middle School, Stephens and Harriet Myers Middle School. We are excited about the opportunity to expand the program to more locations throughout Albany County.

Lyricism 101 provides a creative outlet for emotional expression, allowing the individuals it serves in Albany County to communicate and process complex emotions. It is a safe space to express feelings that may be difficult to articulate verbally. Engaging in Lyricism provides a sense of release and catharsis, helping to alleviate stress, anxiety, and other emotional burdens. Lyricism also provides opportunities for setting goals, making progress, and achieving a sense of accomplishment. The process of creating something visually or audibly appealing can boost self-esteem and confidence. Seeing one's artistic creations come to life instill a sense of pride and satisfaction, positively impacting mental health.

Lyricism 101 provides those in Albany County with a way to artistically express themselves and has helped community members through uncertain times. If awarded, the Lyricism 101 program will continue to play an

important role and expand, allowing the community to learn, collaborate, and talk through issues with a positive mentor. It ensures an outlet for collaboration with other community members, providing a space for healing and discourse.

If an award is made, describe how Albany County will benefit. Where possible, please quantify impact.

Receiving the award would enable BGCCA to maximize the impact of the Lyricism 101 program and its mobile extension. The additional staff and equipment will allow us to considerably expand in several critical ways that benefit Albany County, increasing social capital and diversifying community resources.

Perhaps most importantly, the proposed expansion to the mobile Lyricism 101 program would introduce underserved communities to the arts, including music production, education, and performance, along with audio engineering. We will travel to new sites where there are few music programs or community centers nearby, and transportation is a barrier for participation. A new staff member will be hired to focus on the mobile aspect of the Lyricism 101 program. The award will provide staff for the mobile program to visit Albany County residents three nights a week in various locations, with a goal of approximately 20 new locations visited annually. We estimate that with this expansion we can reach approximately 400 new youth per year during the reporting period. The upgrades to our equipment, including retrofitting the RV, also ensure the same services provided at the Albany Clubhouse's recording studio will be available to participants in the mobile program.

In addition to expanding the program and providing the Albany County community with access to instruments, production equipment, and trained musical mentors, the award will also allow us to share the many diverse voices of the community more often and in more locations. With this award, we hope to increase our participation in Albany County events such as community fundraisers, Boys & Girls Clubs activities, block parties, and festivals, including LarkFEST, Tulip Festival, Alive at Five, PlayStreets, and the Altamont Fair. Lyricism 101 also maintains a website and a social media presence: <https://www.bgcccapitalarea.org/lyricism>; @lyricsim_101). We will feature information about these events and our participation, amplifying both Lyricism 101 and Albany County's arts and culture scene. We estimate we will be able to participate in approximately eight community events a year, sharing local music with Albany County residents and visitors alike.

Finally, we will provide an opportunity to increase tourism in Albany County with our own music festivals. Hosted each year at the Albany Clubhouse, they are a unique opportunity to share and amplify the voices of youth who participate in our program. Featuring music by area youth and other local artists, they are fun family events that includes food and a DJ. The goal for the September 2024 and 2025 festival is to have 300-350 people in attendance.

Overall, the proposed expansion to BGCCA's Lyricism 101 program includes a significant promotion of Albany County's Arts, Culture, and Tourism. It gives local artists opportunities to learn and express themselves and provides a vehicle to share their work with both community members and visitors to Albany County.

If an award is made, describe how the funds will help you to sustain your operations in Albany County.

Lyricism 101 is a program that cultivates and amplifies the powerful and formidable voices of Club and community members. Our goal is to both sustain and elevate our program. We would like to utilize this award to fund our staff, maintain and upgrade the Lyricism 101 RV, purchase program supplies and equipment, and most importantly, reach more community members. Lyricism 101 is an embedded BGCCA program that our youth rely on and which creates a positive impact on both participants and their family-units.

The award will allow us to continue to deliver the Lyricism 101 program at the Albany Clubhouse and expand to underserved areas via the mobile program. The beneficiaries of this program not only include Albany County youth, but also any community member who wishes to make use of our recording studios. In addition, the funds will sustain our ongoing participation in community events, including festivals, fundraisers, Boys & Girls Clubs activities, and block parties. Our own Lyricism 101 music festivals will benefit immeasurably from the new music and art that comes from an expanded program. Finally, the award will assist in our goal to retain the current staff, providing them with additional opportunities to share the young voices they mentor with Albany County and beyond.

Describe the extent to which the COVID-19 pandemic increased or decreased demand for your services. As an option, you may attach to this application any optional information that supports you're the service increase or decrease being described below.

The COVID-19 pandemic had a significant impact on both the Boys & Girls Clubs of the Capital Area and the Lyricism 101 program specifically. The mobile Lyricism 101 RV program was created due to the demand resulting from the COVID-19 pandemic to address problems inherent in gathering safely indoors, when opportunities for Albany County youth to socialize with their peers and community were severely curtailed.

As mentioned previously, the Lyricism 101 mobile program has reached over 1,000 youth since 2020. We have hosted music festivals, produced numerous songs, facilitated hundreds of lessons, visited close to a dozen

locations, participated in block parties, and played music for community fundraisers. Demand is still very high, but due to staffing capacity and budget constraints we are currently only able to offer a limited Lyricism 101 program, with minimal outreach to underserved communities that were highly impacted by the COVID-19 pandemic.

Please select the grant opportunity you wish to apply to

Arts, Culture, and Tourism (ACT) Promotion Grants (Up to \$100,000)

Project Information – Promotion Grants

Please select whether the proposed project is new or existing

Expands an existing initiative or project

Please provide a short summary of your proposed project including a project name, general description, total cost, reason(s) why you are pursuing the project and anticipated impact:

The proposed project, Lyricism 101, is a musical education program that provides youth in Albany County with a voice and a powerful opportunity to express themselves through performance. With two music studios, one at the Albany Clubhouse and the mobile Lyricism Bus, our Albany County youth have access to instruments, production equipment, trained musical mentors, and collaboration with peers. Lyricism 101 positions Club members as torchbearers and experts in the ancient oral poetic traditions that continue to thrive around the world. The program recognizes the power of the literary arts, giving teens an opportunity to tell their stories, build community, and express their artistic visions through the music of hip-hop culture and the culture of the cipher. Access to the recording studios and equipment is a free service available to any community member that wishes to take advantage.

The current cost of the proposed project is \$127,846 over a 2-year period. We are requesting \$100,000 from the Arts, Culture, and Tourism Promotion Grant. An additional \$27,846 has been secured via a private grant from the Music & Youth Initiative. Together, these funds will provide the Boys & Girls Clubs of the Capital Area with the opportunity to maintain and enhance our current Lyricism 101 program. With the award, we will increase the number of staff members available to serve the community, upgrade the mobile recording studio's technology, and purchase equipment for Albany County students from pre-kindergarten through high school. Maintenance costs include gas and insurance for the RV, along with general program supplies and funding for events.

The project will have a positive impact on Albany County via the youth we directly serve and the wider Albany County community. This includes increased youth participation in the Lyricism 101 program, specifically for populations in underserved areas, which often lack music programs and community centers. The ARPA award will be used to share the talent of Albany County with the community and its visitors via our own music festivals and participation in community events. Above all, the proposed project will give a voice to our young people and the Albany community.

What amount of funding is being requested?

\$100,000.00

Please describe the entity's capabilities to implement the project you propose including organizational structure, staff members involved, a summary of similar initiatives you have undertaken and the date they were completed:

The organizational structure of the Boys & Girls Clubs of the Capital Area consists of a 32 member board of directors which oversees the organization and serves three primary roles: trusteeship, planning, and resource development. The Boys & Girls Clubs is headed by our CEO, Justin Reuter, who oversees all our departments. The operations team is led by our Chief Operations Officer, James Bulmer. It is composed of over 125 staff members, including Program Managers, Universal Pre-kindergarten Directors, Community Liaisons, Youth Development Professionals, Food Service Coordinators, and Administration. The resource development department consists of six full-time staff members, including two grant administrators. Our chief Financial Officer, Adrian Sam, oversees the Club's financial matters.

As such, the Boys & Girls Clubs of the Capital Area has the necessary organizational infrastructure to complete the proposed project. Lyricism 101 at the Albany Clubhouse is an ongoing program and is currently run by David Gordon, who launched the program in 2018. He supervises the existing Lyricism 101 team, including all staff and volunteers. An invaluable member of the Albany County community and Boys & Girls Clubs, David is also the program manager of the Albany Clubhouse, supervising eight staff members for the Teen program. In 2020, he won the Maytag Dependable Leader Award and a \$20,000 grant to support a program to enhance or implement at the Boys & Girls Clubs. He chose the Lyricism 101 project.

Current costs for the Lyricism 101 program include payroll and the requisite benefit and taxes, along with program

supplies, the Lyricism 101 RV, and the necessary gas and insurance. If awarded, David Gordon will continue to oversee the project and proposed expansion. Throughout the reporting period, the resource development team will pursue funding opportunities for the Lyricism 101 program in order to ensure its sustainability. We have secured multiple grants for the program in past years and are confident in our ability to secure the necessary funding. Previous awards have included a multi-year \$45,000 grant from the Music & Youth Initiative (www.musicandyouth.org) and \$10,000 from the Troy Savings Bank Charitable Foundation. If the ARPA funds are awarded we will be able to utilize our existing recording studios, curriculum, and the expertise of our current staff to implement the proposed expansions.

Please describe, in detail, the impact your proposed project will have on Arts, Culture and/or Tourism in Albany County. Describe how your project will attract new visitors to Albany County. Where possible use metrics/estimates of impact (i.e. increased visitation etc.).

The award will produce a significant boost to Albany County's Arts, Culture, and Tourism. The Lyricism 101 program provides community youth with a premier musical education and an unduplicated outlet to create and share their art. In the five years since the program's launch, this has included the production of 80 songs, 100 instrumental scores, well over 100 music lessons and writing sessions, and approximately 10 music videos. Community members and businesses have recorded podcasts, audio books, voice-overs, foley (sound effects), and completed post-production activities for independent films. The award will allow us to continue to provide these free and unique services to Albany County. Additionally, the funds will expand the mobile aspect of Lyricism 101 considerably, providing equipment equal to that in the Clubhouse recording studio and ensuring we can reach underserved communities, including housing sites and schools. This specific impact on Arts, Culture, and Tourism in Albany county will be measured in several ways:

Overall youth participation: a yearly tally of new club members and quarterly attendance reports, with a goal of approximately 400 participants annually

Lyricism 101 mobile expansion: thrice weekly site visits to various locations in Albany County, with a goal of approximately 20 new locations visited annually

Community events: participation in at least eight events annually, with the goal of reaching 1,000 community members each year

Music festivals: two musical festival at the Albany Clubhouse in 2024 & 2025, with 300-350 guests (out of county visitors will be recorded)

Lyricism 101's valuable cultural contribution is shared with the wider Albany County community and visitors via several channels, including our website, social media, and community events. Our online presence will allow us to amplify both Lyricism 101 and Albany County's arts and culture scene. We will have at least three posts on social media for each event we attend or host in Albany County. Whenever possible, we will also partner with local artists, both to increase event participation and provide mentorship to our youth. The proposed project thus provides an incentive for tourists to visit Albany County and will attract new visitors, whether through the family members of our program participants, those eager to engage with the local music scene, or general art enthusiasts. It also provides our youth with a sense of social responsibility and trains the future civic leaders of Albany County, preparing them to be active in Albany's Arts, Culture, and Tourism boards and non-profits.

How will you track performance goals and define success? Include at least two key performance indicators and expected annual outcomes/impact during the reporting period (September 2023 - December 2026).

Lyricism 101 is a program designed to cultivate and amplify the powerful, formidable voices of Club teens. It gives teens an opportunity to tell their stories, build community, and express their artistic visions through the music of hip-hop culture and the culture of the cipher. It provides students with unique opportunities to increase their skills in creative writing, business practice, music production and studio engineering, and video production. A survey addressing these five skills is administered to program participants to assess whether their knowledge of the areas listed above has improved. This data is collected quarterly and will be shared in a final report. Specific to this award, performance goals will be measured in a number of ways during the reporting period, each of which is described below.

Performance Indicator: Overall youth participation

Expected Annual outcome: approximately 400 youth participants, (reported in November 2024 and December 2025), measured via quarterly attendance reports and the yearly tally of new club members

Performance Indicator: Lyricism 101 mobile expansion

Expected Annual Outcome: thrice weekly site visits and approximately 20 new sites visited

Performance Indicator: Community events

Expected Annual Outcome: participation in at least eight events, with the goal of reaching 1,000 community

members

Performance Indicator: September music festivals

Expected Annual Outcome: two music festivals at the Albany Clubhouse (2024 & 2025) with 300-350 guests (out of county visitors will be recorded)

What is the proposed project start date?

October 1st, 2023

What is the anticipated date of completion?

September 30th, 2025

Please provide key performance indicator(s) demonstrating anticipated results

Indicator	2024	2025	2026
Overall youth participation	~400 youth participants	~400 youth participants	
Lyricism 101 mobile expansion: site visits	~20 new sites visited	~20 new sites visited	
Community events	~ eight community events attended, 1,000 community members reached	~ eight community events attended, 1,000 community members reached	
September music festivals	300-350 participants	300-350 participants	

Please provide key project milestones inclusive of the anticipated timelines and descriptions

Milestone	Anticipated Timeline	Task Description
Hire new staff member	10/1/2023-10/31/2023	Hire new staff member to focus on mobile Lyricism 101 program expansion
Order and install technology	10/1/2023-12/31/2023	Purchase and install new technology for Lyricism 101 RV, purchase mobile equipment for middle and high schools and equipment for UPK students
Thrice weekly Lyricism 101 mobile outreach	11/1/2023-9/30/2025	Deliver the mobile Lyricism 101 program to Albany County three nights a week, visiting 20 new site in 2024/2025
Attend community events	11/1/2023-9/30/2025	Attend approximately 8 Albany County community events in 2024 & 2025
Host 2024 music festival	9/1/2024-9/30/2024	Host a music festival at the Albany Clubhouse, with 300-350 participants
Host 2025 music festival	9/1/2025-9/30/2025	Host a music festival at the Albany Clubhouse, with 300-350 participants
Final report	8/1/2025-9/30/2025	Produce final report detailing the numerical data for the proposed project, including attendance and skills data

If you are funding a multi-year initiative, please provide a breakdown of funding level per year below*:

2023	2024	2025	2026
\$62,390	\$37,610		

Is any upfront funding needed to successfully implement your proposed project?

No

Describe how the funding will support a sustainable Arts/Culture/Tourism initiative that will continue to serve Albany County residents after ARPA funds have been exhausted .

This funding will allow us to build on an existing Arts/Culture/Tourism initiative in Albany County. The Lyricism 101 program has served the Albany community since 2018 and has proven to be a successful and sustainable program in that time. BGCCA has demonstrated their ability to respond to the changing needs of the program throughout the years, building a new recording studio at the Albany Clubhouse location when it became clear the program had outgrown its single computer and microphone.

ARPA funds represent a significant opportunity to improve and more widely distribute our program to underserved areas in Albany County during the reporting period. The proposed project includes much needed technological upgrades to the mobile Lyricism 101 RV, which will continue to serve Albany County youth and the community after the grant ends. This award also represents an opportunity to provide additional staff to teach the Lyricism 101 curriculum, by teaching Albany pre-kindergarten, middle and high school students.

Ultimately, the Boys and Girls Clubs of the Capital Area has the infrastructure, personnel, and expertise to implement the proposed Lyricism 101 project. The Lyricism 101 program thus far has proven to be both a sustainable and valuable contributor to the Arts, Culture, and Tourism industry in Albany County. The BGCCA resource development team will continue to search for funding opportunities for the Lyricism 101 program throughout the reporting period to ensure its sustainability. Since 2018, we have received over \$70,000 in funding and are confident in our ability to secure future grants. An ARPA award will not only enhance our current efforts, but provide the resources to ensure that the program will continue after the grant ends.

Explain why ARPA Funds Are Needed to Complete the proposed program/project. Would the proposal be Possible Without ARPA Assistance? Describe how your proposal would be impacted if you are awarded a smaller grant than requested?

ARPA funds are needed to complete the proposed project as we currently lack the funds to hire additional personnel and purchase the technological equipment necessary to expand the reach of the Lyricism 101 program to underserved areas in Albany County, including housing sites and schools.

Additionally, we are currently not able to upgrade to the Lyricism 101 RV without further funding and thus those youth and community members who are unable to visit the Albany Clubhouse do not have access to the full array of recording equipment we offer. A smaller grant results in a scaled back version of the proposed project, reducing the length of time each year the Lyricism 101 program is available, given our staffing needs. Most importantly, we would not be able to complete the proposed amount of site visits and attend as many community events, severely limiting access to a music education program for many of Albany County’s most vulnerable community members.

Tax Information

Please upload Federal tax returns for 2019

- [2019-990-Tax-Return-FINAL.pdf](#)

Please upload Federal tax returns for 2020

- [2020-990-Tax-Return-FINAL.pdf](#)

Please upload Federal tax returns for 2021

- [2021-990-Tax-Return-FINAL.pdf](#)

If available, please provide your Unique Entity Identifier (UEI) from SAM.gov

TAJBYAABK4Q3

Risk Assessment

Has the entity adopted and/or implemented policies relating to: records retention, conflict of interest, code of ethics, and/or nondiscrimination policies?

Yes

If "Yes" above, please specify which policies have been adopted

Our Organization's Handbook includes policies addressing conflict of interest, code of ethics and nondiscrimination policies.

Is the entity properly insured?

Yes

If "Yes" above, please specify which types of insurance(s) are held and the limit(s).

Certificate of Insurance to the County of Albany: Commercial General Liability - \$3,000,000, Umbrella Liability - \$5,000,000, Abuse & Molestation - \$3,000,000

Does the entity have a financial management system?

Yes

If "Yes" above, please provide details about the financial management system.

We use Quickbooks for accounting and Paylocity for payroll. The organization engages a third-party accounting firm to manage our day-to-day accounting and book-keeping.

Has there been any change in the entity's key staffing positions in the last 2 years?

No

Has the entity previously done work for the Federal government (i.e. Is the entity experienced in managing Federal funds)?

Yes

If "Yes" above, please provide details on the Federal funds managed

Funds from U.S. Department of Agriculture: Thru NYS Department of Education Summer Food Program for Children (SFP), Thru NY Department of Health Child and Adult Care Food Program (CACFP). Funds from U.S. Department of Housing and Urban Development: Thru Albany Community Development Agency (CDBG), Thru Troy Community Development Agency (CDBG). Funds from U.S. Department of Justice: Thru Office of Juvenile Justice and Delinquency Prevention (OJJDP)

The County is careful about identifying and avoiding conflicts of interest, especially with grants awarded through the County. A conflict of interest arises when a person's self-interest and professional interest or public interest intersect. In this situation, there is the potential for biased professional judgment and lack of objectivity which creates a serious conflict when one of the interests can benefit financially or personally from actions or decisions made in the official capacity. A conflict of interest exists whether or not decisions are affected by a personal interest; there only needs to be the possibility of bias for a conflict. If your organization knows of a possible conflict of interest with your application for funds please disclose that information here. Otherwise write "None."

None

Certifications

US Treasury Reporting & Compliance Acknowledgment 1

- I Have Been Provided a Copy and Understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see link or PDF included at the top of page)

US Treasury Reporting & Compliance Acknowledgment 2

- Should the County Allocate ARPA Funds, I am Able to and Pledge to Adhere to ALL Compliance and Reporting Requirements of the U.S. Treasury as it relates to any State and Local Fiscal Recovery Funds

US Treasury Reporting & Compliance Acknowledgment 3

- I Understand the County Will Contact me if/when Additional Information is Needed and that Information will be Promptly Provided to the County to Support Reporting Requirements

US Treasury Reporting & Compliance Acknowledgment 4

- If for Any Reason I am Unable to Comply with the U.S. Treasury's Compliance and Reporting Requirements I will Immediately Notify the County in writing by email or letter

US Treasury Reporting & Compliance Acknowledgment 5

- All Information Submitted in this Application is True & Accurate

Electronic Signature Agreement

- I Agree

Type name

Suzanne Levy