The Municipal Art Society of New York
MASNYC

CALL FOR COMMUNITY PARTNERS (2025-2026)
The Enduring Culture Initiative
Application Deadline: May 18, 2025

How to Apply

Step 1: **Review** this document for eligibility and program requirements.
Step 2: **Use** the **Sample Application** on page 3 to draft your proposal and gather support materials.
Step 3: **Complete** the **Budget Template** on page 4 and **upload** it with your online application.
Step 4: **Complete Your Application** at **www.mas.org/enduring-culture**
Questions? Email: enduringculture@mas.org

About The Enduring Culture Initiative

The Enduring Culture Initiative (ECI) is a multi-year effort that aims to expand New York City's approach to preservation, and to protect and celebrate more of the places, cultural activities, and histories that make our neighborhoods and communities unique. Learn more at www.mas.org/enduring-culture.

The Enduring Culture Initiative's Goals:
- Lay the groundwork for an expanded field of historic preservation that is more inclusive, equitable, and supportive of multivocal perspectives.
- Support community-based organizations in their efforts to tell and preserve their stories and sites.
- Elevate sites of cultural significance connected to underrepresented histories.
- Advocate for legislation, policies, and programs that will help preserve and maintain sites of historic and cultural significance, while contributing to citywide climate and housing goals.

About the Municipal Art Society (MAS): For 130 years, MAS has advocated for a more livable city from sidewalk to skyline. MAS envisions a future in which all New Yorkers share in the richness of city life—where growth is balanced, character endures, and a resilient future is secured.

Call for Community Partners

**MAS seeks Community Partners from across New York City's five boroughs who are leading local cultural preservation efforts to join the 2025-2026 season of the Enduring Culture Initiative.
Seven (7) $10,000 grants are available to support Community Partners' ongoing work.**

MAS offers funding, mentorship, and technical assistance to support and grow these efforts. Community Partners and MAS will also collaborate to identify barriers in current preservation systems and advocate for citywide changes that are more inclusive and community-centered.

Key Dates:
- Virtual Info Session: May 9, 2025 - RSVP at www.mas.org/enduring-culture
- Application Deadline: May 18, 2025 (11:59pm)
- Grantees Notified: Early June 2025
- Orientation: Early June 2025
- Program Duration: July 2025 – September 2026

What Community Partners Receive:
- $10,000 grant (dispersed in two phases across 2025–2026)
- Mentorship and training in urban planning and preservation strategies
- Opportunities to present at MAS public forums
- Promotion through MAS outreach channels
- Peer learning and networking as part of a citywide cohort
- 2-year MAS Cosmopolitan Membership (2025–2027, $1,000 value)

Eligibility & Requirements

Who Can Apply:
- 501c3 community-based nonprofits and mission-driven, grassroots groups
- Groups without nonprofit status are welcome and encouraged to apply (must identify an individual or incorporated entity to receive funds, and manage applicable taxes)
- Active for 4 or more years
- Demonstrates prior experience with and commitment to community-driven solutions
- Supports underrepresented/underserved communities, cultural practices, or places
- An interest in urban planning, preservation, and policy

Guidelines for Proposals:
- Builds on an active community-engaged project or advocacy initiative
- Planned activities occur between July 2025 – July 2026
- Identifies a pressing need or challenge
- Aligns with ECI's goals

Types of Activities that may be Funded:
- Forums, panel discussions, workshops, focus groups
- Tours and cultural activations of sites and neighborhoods
- Mapping, archiving, or design projects
- Community surveys or data collection
- Advocacy and awareness campaigns

Participation:
- June 2025: Orientation & Announcement of Community Partners
- July 2025 – July 2026: Community Partner Projects, 1:1 mentorship hours & technical workshops
- August 2026: Community Partners' final report survey
- September 2026: Community Partner presentations at a MAS public forum

Final Reporting, a short survey that includes:
- Recap of successes and challenges
- Photo/video documentation
- Use of grant funds (budget report)
- Communities and audiences reached/served
- Future goals and needs

Use this document to prepare the following answers and materials for your online application.

Applicant Information	• Primary Contact: Name, Email, Phone # • Organization or Group name • Street Address, Phone #, Website • Incorporation Status (Nonprofit or other) • Years Active • Mission Statement	Text Fields
Past Project Example	Briefly describe 1-2 projects that you have completed that align with the Enduring Culture Initiative goals.	300 words, link to website or upload (.jpg /.pdf) optional
Project Proposal	Provide a description of the project or initiative you will pursue with this grant. • Describe the place(s) and/or cultural activities your project supports. • Is there a specific issue you would like to address or problem you would like to solve? • What types of activities will you organize? If these will be part of programs you already have planned, explain how the ECI grant will enhance them. • Provide the names of key staff members or collaborators who will be part of this project and their roles.	1,000 words. Link to website or upload (.jpg / ,pdf) optional
Project Impact	What communities or groups of people does your project serve? Note: This can be demographic information, as well as groups or people united around a shared interest, need, or goal. Would this grant support the creation of any public advocacy efforts or educational materials/tools as part of your outreach? If so, please explain what those would be. Would your project be tied to a specific site or neighborhood in New York City? Or does it engage across the five boroughs?	300 words. each
Project Timeline	When would your project activities occur? (Select Season) If you have specific dates or deadlines already in mind, share them here and let us know why this timing is important for you. Note: ECI supports ongoing research, community engagement, and advocacy that may have more fluid timelines; if this pertains to your proposal, please select "Flexiblle*	Seasons: July-December 2025 January-July 2026 Flexible 300 words.
Project Mentorship	What other types of support could your organization benefit from?	Technical Skills, Mentorship, Networking, Other
Project Budget	How will you use your grant funds? If the grant will enhance existing programs that are already funded, complete the "matching funds" field. Complete and upload the ECI Budget Template provided.	Upload ECI Budget Template

Complete this budget template and upload it with your online application.

Organization Name: Contact First & Last Name: Contact Email: **Desired Date to Receive First 50% payment of grant funds (after June 15, 2025):** *Please note: 75% of grant funds will be issued up-front to support programming, 25% upon completion of the ECI program and final report (September 2026).*		**If this grant enhances a currently funded program, what other funds or in-kind support are dedicated to your Enduring Culture project?**
LINE ITEM	**MAS-ECI AMOUNT REQUESTED**	**MATCHING SUPPORT**
1.0 Programming (speakers, tour guides, educators, artists, etc.)	$	$
This is for: Proposed names, ideas, how many.		
2.0 Operations (rentals, tech, production, staff hours, etc.)	$	$
This is for: What is needed to support ECI activities.		
3.0 Marketing (advertising, publications, website)	$	$
This is for: How you will get the word out, document, or share your project.		
4.0 Misc (other expenses)	$	$
This is for: If there are other ways you will use project funds.		
5.0 Contingency (10%)	$	$
Description: Reserve at least 10% of your overall budget in case unexpected expenses come up. If you do not have non-profit status you will need to increase this % to pay for applicable taxes.		
	TOTAL REQUESTED	**TOTAL MATCHING**
	$	$