

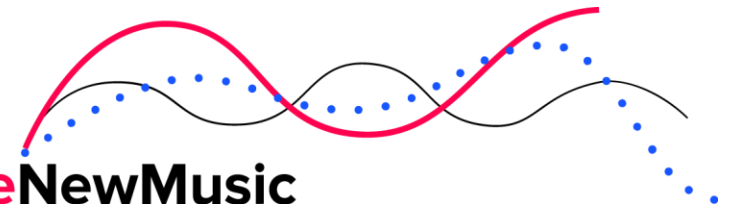
# NEWMUSIC USA

## Webinar: Application & FAQ

February 5, 2026, 1PM Central



**#WeAreNewMusic**



# Introductions and announcements

## People

Who is on the call

## Instructions

Please use the Q&A and not the chat function for your questions  
We have time at the end of the call to answer your questions

## Publishing

This webinar will be posted at [NewMusicUSA.org](http://NewMusicUSA.org) & on YouTube  
All Q&A will be answered and posted with the webinar

# Overview

About the program

Eligibility

Review criteria & process

Application requirements

Application system

What happens after I submit?

Deadlines and timeline

Q&A



Please use Q&A and  
not the chat for your questions

# NEW MUSIC INC

## About

New Music Inc. is an **incubator program** that

- helps **small- budget, artist-led** new music groups and organizations in Chicago
  - **generate new ideas,**
  - **strategies** and
  - **collaborations** at pivotal stages in their development.

The program provides each participating organization with

- **financial support** coupled with
- 18 months of **hands-on skill-building** in a
- **cohort environment** intended to foster collective learning and collaboration.



# NEW MUSIC INC.

## About

- New Music Inc. is open to **organizations, collectives, presenters, venues, labels, or groups** working in any music style.
- **We do not try to define what new music is** but rather consider creators and artists working in any music style or genre that are influencing the future of music creation and sound.
- The cohort will consist of a broad array of organizations **reflective of the breadth of creators and artists** who are contributing to Chicago's unique music community.



# NEW MUSIC INC

## About

- The program will explore themes and challenges identified by participating organizations in collaboration with our Program Coordinator and New Music USA staff.
- We anticipate that this may include topics such as
  - **audience development,**
  - **fundraising,**
  - **marketing,**
  - **board development,**
  - and other areas of strategic planning.



# NEW MUSIC INC

## Program Coordinator

Key to the success of the program is the appointment of a locally based Program Coordinator who will facilitate the program, working closely with participants to help them reach their goals.

The Program Coordinator for New Music Inc. – Chicago is brand strategist and arts executive Kori Coleman.



# Role of the Program Coordinator


- **Program Design and Support**
- **Cohort Meeting Facilitation**
  - Design, implement, and facilitate cohort learning sessions.
- **Program Participant Support**
  - Oversee participants' development of work plans
  - Support participants outside of the cohort meetings through 1:1 meetings.
  - Provide recommendations for resources to help them implement their plans.
  - Communicate with participants throughout the program as needed.
- **Peer Mentorship**
  - Help identify and secure appropriate mentors/peer advisors for participants.

## Successful applicants will:

- Be able to **track and articulate outcomes** and contribute strongly to the cohort
- Be **self-motivated and enthusiastic** to work with others
- Demonstrate **artistic merit and performance history**
- Have worked with any **music creators** who are influencing the future of music and sound
- Demonstrate **commitment to relationship building** and collaboration with artists, other organizations, and the community
- Show that they would **benefit from hands-on assistance** with strategic/ goal planning and networking
- Have the ability to **fully participate** in the New Music Inc program (i.e. commit time for participation across 18 months, have key person(s) that can represent the organization, etc.)
- Be **actively in the pursuit** of moving their organization to the next level (i.e. funding to pay themselves, solidify structures, build donor/fundraising base, increase reach, etc.).



## POLLS

 What type of organization/  
group are you?

- Collective
- Ensemble
- Festival
- Multidisciplinary
- Opera
- Orchestra
- Presenting/Performing
- Recording
- Venue
- Other: Prefer to self-describe

 What is your group's budget size?

- \$10,000-\$50,000
- \$50,001- \$100,000
- \$100,001- \$250,000



# New Music Inc. – Program Elements

Over 18 months, **New Music Inc.**

- engages 12 small-budget artist-led groups that create and/or present new music;
- provides hands-on capacity building support aimed at helping participants achieve strategic goals and bolster organizational sustainability;
- stimulates, through a cohort model, new relationships and potential collaborations within the region and between program cohorts in different regions.

The program contains four main elements:

- General support
- Cohort learning
- Peer mentorship/advisors
- Travel exchange



# New Music Inc. – Program Elements

## General Support

- Flexible financial support in the form of an **\$8K general operating grant each to 12 organizations.**
- Funds are intended to compensate participants for their time designing and implementing a work plan for the program

## Cohort Learning

- **8 cohort gatherings** (3 in-person)
- Mix of learning sessions and general/collaborative convenings.
- Guest speakers to provide insight on pertinent topics as dictated by participants' needs.
- Common areas of interest include audience development, fundraising, marketing/presentation, equity and inclusion, collaboration, and scenario planning.



# New Music Inc. – Program Elements

## Peer Mentorship/Advisors

- 4 to 6 meetings over the course of the program with a specific mentor/advisor.
  - Specific mentors can be requested by participants, and/or sourced from New Music USA's or Program Coordinator's network based on desired area of expertise.
- 5 1:1 sessions with Program Coordinator

## Travel Exchange

- Up to \$5,000 available to collaborate with peer organizations from other cohorts.
- Activities can include:
  - Research and development
  - Professional shadowing/learning opportunities
  - Additional opportunities to collaborate and exchange with alumni cohort members based in Baltimore, Los Angeles, or New York.



# Eligibility

## All Applicant organizations must:

- Must be based and regularly doing work in the city of **Chicago**
- Be an organization and NOT an individual artist
- Have a **minimum of three years** of performing, programming, and budget activity at the time of the application.
- Must not be a previous awardee of New Music Inc. - Chicago
- Have an **average annual budget between \$10,000 to \$250,000** over the past 3 years. We aim to build a cohort with a diverse range of budget sizes.
- Have a **dedicated organizational bank account**
- Have a commitment to producing, performing, and/or commissioning **the work of living, US/territories-based music creators** on a regular basis in Chicago
- Have the **organizational capacity to participate** in the program fully including participation from either a dedicated staff, volunteer, and/or Board liaison



# Review Criteria

## Artistry

- As demonstrated by the quality of the submitted music examples;
- Quality and breadth of the organization's programming, including creators and/or musicians involved.

## Impact

- History of performing or programming new music in Chicago
- Commitment to performing or programming music by living music creators
- Role in the applicant's community/borough/neighborhood that is reflective and responsive to the community they serve.

## Organizational Readiness and Capacity

- The importance of participating in this program at this stage of the organization's development: why now?
- The applicant's position to move to the next level through track record of gradually building audiences, growing their profile, financial growth, and developing their organization
- Demonstrated ability to fully participate in the program for the 18-month duration



# Application materials

- Information about your organization
- Narrative
  - Either a written narrative or video/audio narrative (choose only one)
    - Please note that narrative word limits ranged from 100 to 400 words each question.
    - Please limit any audio or video submissions to 5 mins/500MB or link
- Work Samples
  - Audio/video samples allowed
  - Past Programming information (text or upload)
- Finances
  - Current budget (upload)
  - Last year's budget/audit (upload)
  - Budget numbers over the last three years (text)
- Organizational Structure



## Application materials

### Information about your organization

- Provide a **brief history of the organization** (organization bio).
- Please provide your **organization mission and/or vision statements** and describe the beneficiaries of your work, including creators, artists, audiences, participants, partners, and the broader community.

### Narrative

- **Highlights of your upcoming programming** displaying your commitment to new music, the new music program planned, and any artist development opportunities.
- **Describe the 3 biggest challenges** for your organization at this time and explain why.



# Application materials

## Narrative

- This program includes a grant to be used to build the capacity of your collective/ organization. **Please summarize where the organization currently is in development and what you see as the next stage of, or area for growth.**
- **What do you hope to accomplish through the program?** How will this grant meet the challenges listed above?
- **Why is participation in the program important at this stage in your organization's development?** Why do you need a program like this? (elements include peer cohort learning sessions, collaboration, mentorship opportunities, travel grant, etc.)



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# Application materials

## Work Samples/Past Programming

### Work Samples

- Please provide 2 to 3 work samples; demonstrating the work of living creators
  - **Ensembles/collectives:**
    - please provide examples of recent performances that feature the work of different music creators
  - **Presenters/venues/other:**
    - please provide examples of recent performances of different artists featuring the work of music creators

### Past Programming

- **Programming list from your most recent season**, highlighting music by living creators. You can provide additional information about past seasons at your discretion (text, file upload, or link).
- Please feel free to upload any programs, brochures, documents, etc. that represent past programming (past three years only).



# Application materials

## Finances

- A budget/financial statement for your **current financial year**
- A budget/financial statement or audit for your **last financial year**.
  - This can be an audited statement, a QuickBooks report, 990, or an Excel sheet.
- Your organization's **budget totals over the last three years**.
  - This section requires you to provide a brief numerical response, the income total, and expenses total for each year.



# Application materials

## Organization Structure

- What year did your organization or collective begin?
- Is your organization a 501c3 (501c3 status not required)?
- Staffing
  - If applicable, how many board members does your organization have?
  - How many staff members does your organization have?
  - How many staff members are paid?
- Briefly describe how your organization makes decisions and divides the organization's work.
- If awarded, please describe who will be the primary person responsible for participating in the program activities.

ORGANIZATION STRUCTURE

What year did your organization or collective begin?

Is your organization a 501c3?  
 Yes  
 No  
 We are not currently a 501c3 but we want to become a non-profit

If applicable, how many board members does your organization have?

How many staff members does your organization have?  
 Full-time  
 Part-time  
 Volunteer



# Application System

Please apply at [https://newmusicusa.smapply.io/prog/new\\_music\\_inc\\_chicago](https://newmusicusa.smapply.io/prog/new_music_inc_chicago)

New Music Inc. - Chicago

New Music Inc. Program

Chicago

*Funding, mentorship, and cohort learning for small-budget, artist-led music groups and organizations.*

#### Our Definition of New Music

New Music USA's mission is to nurture a vibrant and inclusive community for artists and listeners. To us, that means supporting the many musical approaches and ideas being created and performed today. We welcome all artists/organizations who are curating compelling sonic experiences, influencing original musical creations and presentations, and contributing to the sounds of tomorrow.

#### About the Program

New Music Inc. is a city-specific incubator initiative supporting small-budget, artist-led new music groups and organizations through pivotal stages of organizational growth. Spanning 18 months, the hands-on program combines financial investment and peer-to-peer learning within a cohort environment that includes leaders who represent a range of music genres, neighborhoods, and backgrounds. A local Program Coordinator facilitates the initiative, working closely with participants to help them reach their goals.

Opens  
Jan 29 2026 11:00 AM (EST)

Deadline  
Feb 26 2026 11:59 PM (EST)



**You will be able to  
access the application  
once you answer the  
eligibility correctly.**



## Application System

There are multiple tasks to complete in the application. Scroll down to see them all.

- Contact
- Info about your organization
- Application narrative
- Work samples
- Past programming
- Finances
- Organization structure
- Demographics (optional)

< Back to application

New Music Inc Los Angeles  
christa testing3  
ID: NMI-0000000051

APPLICATION NARRATIVE

WORK SAMPLES

PAST PROGRAMMING

BUDGET

ORGANIZATION STRUCTURE

DEMOGRAPHIC INFORMATION

1 of 9 tasks complete

Last edited: Jul 2 2025 06:49 PM (GMT)

REVIEW SUBMIT

Deadline: Aug 1 2025 03:59 AM (GMT)

WORK SAMPLES

Task instructions Hide

Please provide 2 to 3 Work Samples

- Ensembles/collectives: please provide examples of recent performances that feature the work of different music creators
- Presenters/other: please provide examples of recent performances of different artists featuring the work of music creators

ATTACH FILE  
[Show accepted formats](#)

LINK TO VIDEO

Minimum: 2 | Maximum: 3

MARK AS COMPLETE



# Application System

New Music Inc Los Angeles  
christa testing3  
ID: NMI-0000000051

- ELIGIBILITY
- CONTACT INFORMATION
- ABOUT YOUR ORGANIZATION
- APPLICATION NARRATIVE
- WORK SAMPLES
- PAST PROGRAMMING

1 of 9 tasks complete

Last edited: Jul 2 2025 06:49 PM (GMT)

Deadline: Aug 1 2025 03:59 AM (GMT)

Filled in circle with check box means the task is completed

Half filled circle shows the task is in process

Empty circle shows the task has not been started

## FINANCIALS

Please upload a budget or financial statement for your CURRENT financial year. This can be a QuickBooks report, an Excel sheet, or whatever your organization uses to keep track of your projected budgets.

You may also use this optional budget template to provide the required financial information: [Budget Template](#)

Please upload budget/financial statement or audit for your LAST financial year.

This can be an audited statement, a QuickBooks report, 990, or an Excel sheet.

You may also use this optional budget template to provide the required financial information: [Budget Template](#).

When does your fiscal year start and end?

- January through December
- July through June
- Other,

please specify...



# What Happens After I Submit?

- Applications will be screened first by staff for eligibility and completeness.
- Applications will then move forward to a peer review process completed by panelists.
- Panelists will review each application against each review criteria providing a score
- The scores will then be averaged to create a ranked list from which a cohort of awarded organizations will be created.



# Deadlines & Timelines

Application deadline is February 26, at 11:59 pm Central

- Applicants will be notified of their selection in May 2026.
- Awardees will be announced by early June 2026.
- The program's convenings will begin in June 2026 and occur roughly every other month through November 2027.
- Attendance at every session will be required.



This webinar + the Q&A from the webinar will be posted to our website on the program page and on our YouTube channel

If we run out of time and don't answer all the questions on the call, please know we will work through your questions afterwards and post the answers shortly after this event.

**We are hosting another Q&A:**  
February 18, 1 pm Central.  
<https://tinyurl.com/CHIFEB18>



Please use Q&A and not the chat for your questions

Q & A



Please use Q&A and not the chat for your questions

# Information

Online application: [https://newmusicusa.smapply.io/prog/new\\_music\\_inc\\_chicago/](https://newmusicusa.smapply.io/prog/new_music_inc_chicago/)

Program page: [newmusicusa.org/program/new-music-inc/](https://newmusicusa.org/program/new-music-inc/)

Due to the high volume of applications, New Music USA is not able to:

- Accept applications after the stated deadline of February 26, at 11:59pm Central.
- Consider or inform applicants of incomplete or improperly submitted applications.
- Provide feedback on grant applications.

If you have a technical issue with the application site, email [grants@newmusicusa.org](mailto:grants@newmusicusa.org) with “Technical Issue” in the subject line.

Notifications about your application will be made via email from our application site. Please add [noreply@mail.smapply.net](mailto:noreply@mail.smapply.net) to your contacts to ensure you receive these communications.