

NEW 2015-2016 GUIDELINES

Preserving Diverse Cultures

DUE DATE: MARCH 27, 2015 (submitted online and postmarked)



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FUNDING RESTRICTIONS

In general, The PCA does not fund the following:

- Capital expenditures, including equipment costing \$500 or more per item
- Activities for which post-secondary academic credit is given
- Activities that have already been completed
- Activities that have a religious purpose
- Performances and exhibitions not available to the general public
- Performances and exhibitions outside Pennsylvania
- Cash prizes and awards
- Benefit activities
- Hospitality expenses, i.e. receptions, parties, gallery openings
- Lobbyists' payments
- Competitions

DEFINITION:

Preserving Diverse Cultures (PDC) supports the creation, development and stabilization of organizations, programs and projects whose mission and artistic work are deeply rooted in and reflective of the African American, Asian American, Hispanic/Latino, and Native American (ALNAH) perspectives. The applicant's programs and staff are representative of those communities.

PROGRAMS:

COMMUNITY-BASED ENGAGEMENT PROJECTS NEW PILOT

Deadline: Letter of Determination – April 10, 2015

Description: This program is designed to engage the ALNAH communities in the development and implementation of community-based arts and culture projects. Applicants may apply for artist initiated projects with a sponsor non-profit organization.

Eligibility:

- Applicant will not submit an application to the Entry Track or PPA Project Stream

STRATEGIES FOR SUCCESS

Deadline: March 27, 2015

Description: This program addresses and supports organizational development for groups in ALNAH communities. Please refer to page 3 for complete eligibility requirements.

Note: Strategies for Success applicants are eligible to apply to PPA.

BASIC

Description: This level provides support for unincorporated ALNAH organizations seeking assistance in the development of a formal board structure, more consistent arts programming, and the establishment of 501(c)(3) IRS status. Eligible organizations have an annual budget or arts program budget of less than \$24,000.

INTERMEDIATE

Description: The primary focus of this level is increased capacity with strategic planning. It is designed for ALNAH organizations or programs interested in developing professionally staffed arts programs with active boards of directors. Eligible organizations must have a Federal I.D. Number, pending 501(c)(3) status, and an average annual arts/cultural budget or arts program budget between \$24,000 - \$125,000.

ADVANCED

Description: This level focuses on arts organizations viewed as established institutions in their community(s) that have consistent arts and cultural programming. It is designed to provide support for fundraising, long-range planning, program development, and a variety of other projects and initiatives. Eligible organizations must have a Federal I.D. Number, 501(c)(3) status, and a minimum annual budget of approximately \$125,000.

RESOURCES:

TECHNICAL ASSISTANCE & PROFESSIONAL DEVELOPMENT

Deadline: Rolling

Description: Organizational Short-Term Professional Development and Consultation

Eligibility:

- ALNAH Organizations and Individual Artists from ALNAH communities

PDC ORGANIZATIONAL DEVELOPMENT CONFERENCE, WORKSHOPS & PUBLICATIONS

Deadline: Rolling

Description: Addresses the professional development of administrators

COMMUNITY-BASED ENGAGEMENT PROJECTS NEW PILOT

Up to \$3,500 total for planning and/or programming

Description: Community-Based Engagement Project Support Grants are designed to engage the ALNAH communities in the development and implementation of community-based arts and culture projects. Community projects may include but are not limited to: exhibitions, performances, artist-in-community residencies, and murals. For example, the African American community in Harrisburg, Pennsylvania is planning a mural commemorating their civic leaders.

STAGE ONE: Letter of Determination **Deadline: April 10, 2015**

The letter of determination should contain the following information:

- A brief description of the proposed community project that includes outline or general plan
- The proposed timetable for the project (*The project must take place between January 2016 – December 2016*).
- Anticipated cost of the project, including PCA funding and match
- A list the partners and community members

Readiness Review Criteria:

Quality

- Soundness of plan
- Potential impact of project

Access

- Plan for community engagement

Management

- Management structure of partner organizations and artists to carry out the project

Funding Process: Notification in summer 2015 of approval to submit application for project funding.

STAGE TWO: Project Application **Deadline: October 9, 2015**

- Applicant's letter of determination has been approved
- Applicants may apply annually for a maximum of 4 years

Matching:

- First two years no match is required;
- 3rd year 50% match;
- 4th year 1:1 match.

Project Review Criteria:

Quality

- Quality of the artists, artistic product, process or service
- Evidence of diverse representation or involvement of the community
- Potential impact of the project and outcomes

Access

- Evidence the project is open to the targeted community
- Evidence of effective marketing and outreach plan in the community

Management

- Appropriate structure to accomplish the project.
- Appropriate project venue(s), supplies and materials
- Realistic project budget
- Plan for assessment of the impact of project within the community

Narrative Questions

Describe the project including the community participants, artists and partner organizations, number of participants, and timeline.

1. Describe the proposed project.
2. Why is this project needed in the community? Who will be involved and how will they be involved?
3. What is the projected outcome of the project?
4. How will you evaluate the impact of the project in the community?
5. What avenues of communication will you use to promote the project?

STRATEGIES FOR SUCCESS

Participation in the program is based on 3 levels of development: Basic, Intermediate and Advanced

BASIC

Description: Up to \$7,000 per year – EIN number, established board/community support group. Grant is restricted to: up to \$5,000 program/staff funds and up to \$2,500 consultant funds – annual application but no more than \$7,000 each year.

Basic Level addresses organizational development for ALNAH organizations seeking assistance in the development of a formal board structure, more consistent arts programming, and establishment of 501(c)(3) IRS status. The PCA awards up to \$2,500 in non-matching funds for consultants (as assigned by agreement/consent of the PCA), and up to \$5,000 in non-matching funds for programs for a maximum total of \$7,000. Eligible expenses include: staff development materials (fiscal management systems, publications, workshops); conference costs (fees, lodging and transportation not to exceed \$500); artists' fees; equipment/facility rental (not to exceed \$500); printing; and other needs as determined by the assigned consultants.

Eligibility:

- Must be deeply rooted in and reflective of one or more of these communities African American, Asian American, Latino/Hispanic and Native American (ALNAH) communities.
- Show evidence of two years of active arts and cultural programming
- Unincorporated ensembles, artists' cooperatives, organizations in need of restructuring or social service, community and non-arts organizations interested in cultivating professionally staffed arts programs

Advisory Panel Review Process and Review Criteria

Advisory panels convene every year to review applications and to make recommendations to the Council for support. The advisory panel will apply the following weighted criteria to an applicant's past and current performance to determine a recommended award amount:

Review Criteria: Basic Level

Quality of Artistic Product/Process/Services – 35 POINTS

- Quality of artistic leadership, artists, and venue of activities (if applicable)
- Quality of Work (as evidenced by work samples)
- Evidence that activities relate to mission
- Effective evaluation of the artistic product and/or service

Access to the Arts – 35 POINTS

- Addresses needs of target constituents or audience as applicant defines it
- Evidence of the development of educational activities
- Evidence that activities are accessible to general audiences

Management – 30 POINTS

- Appropriate design and content of materials
- Ability to communicate
- Ability to market and promote activities
- Creative effort in developing other support
- Evidence that structure of staff and board is effective
- Ability to plan and implement plan
- Evidence of growth or stabilization
- Effective evaluation process

Narrative Questions: Basic Level

A. QUALITY OF ARTISTIC PRODUCT/PROCESS/SERVICES

1. Mission:

- What is the mission of the organization?

2. History:

- Provide a brief history of the organization. Focus on past projects and/or funding for projects from the PCA and other funders.

3a. Development - Specific Activities:

- What is the role Strategies for Success funding will play in the organization's development?
- Describe the project and how the organization/program will spend the requested funds (An example of how the request should be worded is illustrated below.)

*Example: (Name of organization) requests acceptance into the Strategies for Success Basic Level. The request is for \$7,000 to be used for the following expenditures: \$4,500 programmatic funds for (artists' fees, printing, contracted services, space rental) and \$2,500 for consultant fees for (board development, fund raising, fiscal management, etc.). List consultant funds in prioritized order, **no more than three areas** for technical assistance.*

3b. Past & Current Strategies Grantees (only):

- What progress was your organization able to achieve from prior Strategies for Success funds?

4. Artistic Success:

- How does the organization define artistic success as it pertains to the community?
- Describe the need for your organization within the designated ALNAH community(s).
- Does your organization collaborate or partner with other community organizations to present programming or events?

B. ACCESS TO THE ARTS

5. Audience:

- Summarize the arts/cultural service or specific services your organization/program provides to ALNAH communities addressed by your activities.
- Describe the participants and/or audience. Provide the total number of participants/audience in workshops, performances, etc.

Example: The Greater Pittsburgh Arts Council offers accessibility workshops to arts organizations in their region annually.

6. Outreach:

- Describe the facility(s) the organization uses to provide programming.

C. MANAGEMENT

7. Organization:

- List the key individuals in your organizations and their roles.
- Why did they join your organization?
- What support do they provide?
- Is there total board giving (financial and/or in kind)?
- Describe your organization's board of directors or advisory committee, and their roles and responsibilities in the organization.

8. Planning:

- Summarize your organization's plans for expansion or stabilization of programming, facilities, administration

INTERMEDIATE

Description: Up to \$12,500 – Annual budget of about \$25,000 - \$100,000 – nonprofit incorporation, formal board of directors – Grant is restricted to: Up to \$7,500 for implementation or augmentation of up to two staff positions, up to \$2,500 for programming and up to \$2,500 consultant funds.

The primary focus of the Intermediate level of Strategies for Success is capacity building. This level is designed for independent arts organizations or arts programs within social service, community and non-arts organizations interested in developing professionally staffed arts programs with an active board of directors and professional staff. Grantees may need administrative and programmatic stabilization. In the past, areas of assistance have included support for staff, specialized staff training, long-range planning, and creating programmatic initiatives. The intent of the funded staff position is to assist the organization in developing professional staff who are committed to the growth of the organization. Accept applications annually for a maximum of 4 years.

Eligibility:

- Federal I.D. Number and pending 501(c)(3) status
- Formal board of directors with committee structure and regular meetings
- Formal bookkeeping system, regular office hours and accessible place of business
- Evidence of successful fund raising
- Demonstrated consistent community and audience support
- Annual programming that is an artistically significant and effective presentation of cultural activities;
- Three consecutive years of operation
- At least one staff position working a minimum of 20 hours per week.

ADVANCED

Description: Up to \$20,000 – Annual budget from about \$125,000 – in existence for ten years, considered to be an institution within the community. Implementation grants can request funding for all or one of the three categories (staff, program, consultant) for the project.

Advanced level focuses on arts organizations viewed as institutions within their community(s) that have consistent arts and cultural programming. Such organizations must document a track record of quality presentations and commitment to and from their community. Allowable projects include fund raising, long-range planning, program development, facility development, board development and expansion. Special programmatic initiatives in the planning stages of the proposed application should also address the long-term stability of the institution. Implementation Awards up to \$20,000 may be awarded. Recipients must present a budget that shows \$40,000 (\$20,000

PCA and \$20,000 match) of activity for a combination of staffing, program activity and/or consulting. Accept applications annually for a maximum of 3 years.

Eligibility:

- Minimum average fiscal size of approximately \$125,000
 - Federal I.D. Number and 501(c)(3) status
 - Formal, structured board of directors; a salaried staff of two or more with at least two full-time staff members
 - Demonstrated use of volunteers
 - Formal bookkeeping system and yearly audit; regular office hours and accessible place of business
 - Established organization plan (for at least three years in the future);
 - Demonstrated marketing program
 - Evidence of structured annual fund raising activities
 - Established community support and awareness program
 - Minimum of ten consecutive years of operation.
 - Must meet all of the Intermediate Level "Eligibility Criteria"
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Advisory Panel Review Process and Review Criteria

Advisory panels convene every year to review applications and to make recommendations to the Council for support. The advisory panel will apply the following weighted criteria to an applicant's past or current performance to determine a recommended award amount:

Review Criteria: Intermediate and Advanced Levels

Quality of Artistic Product/Process/Services – 35 POINTS

- Quality of artistic leadership, artists, and venue of activities (if applicable)
- Quality of Work Sample
- Evidence that activities relate to mission
- Effective evaluation of the artistic product and/or service

Access to the Arts – 35 POINTS

- Addresses needs of target constituents or audience as applicant defines it
- Evidence of the development of effective educational activities
- Evidence that activities are used by general audiences

Management – 30 POINTS

- Appropriate design and content of materials
 - Effective communication-tools
 - Effective marketing and promotion of activities
 - Creative effort in developing other financial and/or in-kind support
 - Evidence that structure of staff and board is effective
 - Ability to plan and implement plan
 - Evidence of growth or stabilization
-

Narrative Questions: Intermediate and Advanced Levels

A. QUALITY OF ARTISTIC PRODUCT/PROCESS/SERVICES

1. **MISSION:** What is your mission?

2. **Detailed Project Description:** Please address the following areas:

a. Specific Activities of the Project:

- Job description of the proposed staff position
- Work schedule of the requested staff position
- Schedule of program activities
- Schedule of staff position
- Number of participants

b. Objectives of the Project as it relates to your mission

- Identify the artist(s) working in the programs listed above
- Describe the selection process for the artist and staff
- Describe the evaluation process for programs and staff
- Describe the intended outcomes of the project and staff position.

B. ACCESS TO THE ARTS

3. **Outreach/Audience:** Identify the target audience within the designated community.

4. **Outreach:** How will you market/publicize the project? Identify collaborations and/or partnerships.

5. **Outcomes/Collaborations:** Identify collaborations and/or partnerships with community, outside the community.

C. MANAGEMENT

6. Organization:

- Describe your organization's structure.
- How will the implementation or augmentation of requested staff position assist in the organizations growth and/or stabilization? What are desired outcomes of the staff position?
- What is the level of volunteer involvement of the Board? Community?
- Does the organization have a strategic plan for infrastructure and growth? If yes, provide a brief outline of key strategies.
- Did the organization complete any of the above outlined points in the strategic plan?

7. Planning:

Describe your organization's planning. Include an explanation to eliminate deficit equal to or greater than 20% or plans for 20% or more surplus (if applicable).

8. Budget:

Describe the organization's strategic plans to stabilize the budget. What is the timetable to incorporate the staff position as an ongoing expense into the general operating budget? Explain any line item with a 20% or more change from one year to the next.

9. Stabilization: What is the time frame for stabilization? (List the schedule of fundraising events, pending foundation proposals, and earned income events for the proposed project year.) If you don't charge an admission price or workshop fee explain the rationale.

10. Development/Fundraising:

- What is the role Strategies for Success will play in the organization's development?
- **Past & Current Strategies Grantees:** What progress was your organization able to achieve from prior Strategies for Success funding?

D. INSTITUTIONALIZATION (Advanced Level Organizations Only)

11. Institutional Status: Describe the activities that cause the community to define your organization as an institution within the community.

RESOURCES

TECHNICAL ASSISTANCE & PROFESSIONAL DEVELOPMENT

Organizational Short-Term Professional Development and Consultation (PD&C) Professional Development and Consultation awards of up to \$2,000 non-matching funds are available to ALNAH organizations that may be ineligible to participate in the Strategies for Success Program.

PROFESSIONAL DEVELOPMENT FOR INDIVIDUAL ARTISTS

The Program offers individual artists up to \$500 to attend conferences and other professional development opportunities. In the past, artists have received funds to cover conference fees, non-credit career advancement, and promotional materials.

ORGANIZATIONAL DEVELOPMENT CONFERENCE & WORKSHOPS

Addresses the professional development of administrators through workshops and conference opportunities.

PUBLICATIONS

The Division's Publications – accepts submissions to the ALNAH e-bulletin.

Please contact the PDC Program Director, Charon Battles, cbattles@pa.gov or 717-787-1521 for information.

PROGRAM/ARTS DISCIPLINE DESCRIPTIONS

All applicants to the Strategies for Success Levels must identify a discipline program that best describes your organization and/or program.

Arts Education Organizations

Supports organizations and programs whose primary mission and activities involve arts education or arts in education and that include a significant public participation component.

Art Museums

Supports organizations and programs that exhibit, preserve, and interpret visual material through exhibitions, residencies, publications, commissions, public art works, conservation, and documentation, services to the field, education and public programs.

Arts Service Organizations

Supports organizations and programs whose primary mission is to provide services to Pennsylvania arts organizations and artists.

Crafts

Supports contemporary craft organizations that exhibit and interpret crafts through exhibitions, residencies, publications, commissions, public art works, education and public programs.

Dance

Supports dance organizations, dance companies and ongoing dance programs whose primary purpose is public performance. Dance schools, civic ballets, training institutions and non-professional dance companies' support is restricted to-funding guest teachers and choreographers.

Folk and Traditional Arts

Supports organizations who work to sustain and preserve folk and traditional communities whose artistic traditions are rooted in ethnic, religious, linguistic, occupational, or regional groups. These arts are shaped and shared within families, neighborhoods, and communities and are passed down from master to apprentice.

Literature

Supports publications, readings and other related activities that deliver programs and services to the public.

Local Arts

Supports organizations and programs that support, coordinate and provide a broad range of arts programs and administrative services based on the needs of the designated region or community. Applicants are generally multi-discipline art centers, arts councils, arts festivals,

and/or multi-discipline arts programs in a social service center, nonprofit organization or government agency.

Media Arts (formerly Film & Electronic Media)

Supports organizations or programs that create, produce, exhibit, broadcast or distribute media arts and provide educational programming. Media Arts includes film, audio, video, and digital work.

Music

Supports music organizations and programs whose primary purpose is public performance.

Presenting

Supports organizations/programs that present professional performing arts beyond primarily local artists. A performing arts presenting organization engages professional touring artists, pays their fees, handles the local presentation, promotion and ticket sales, and arranges for the facilities and technical support for the events.

Theatre

Supports theatre organizations who create, produce and present plays and explore new theatre forms for public performance.

Visual Arts

Supports contemporary visual arts organizations that exhibit and interpret visual arts through exhibitions, residencies, publications, commissions, public art works, education and public program.

REQUIRED ATTACHMENTS FOR ALL APPLICANTS

List of key artistic and managerial staff and brief biographies

List board of directors with professional affiliations and race/ethnicity

Highlights of activities from last two completed years

Consultant letter

Program specific attachments

Financial & Statistical Report form the Cultural Data Project or PDC F&S Report

PROGRAM-SPECIFIC REQUIREMENTS

Below are specific requirements per program/arts discipline. More instructions and details are in the actual eGRANT.

ARTS EDUCATION ORGANIZATIONS

Video: One five-minute selection showing a sampling of programs

Other: Educational materials; evaluation samples

ART MUSEUMS

Images: Twenty; *Note: three images should show the physical site, i.e. the galleries, exterior of the exhibition space(s), etc.*

Other: List of catalogues; Up to two catalogues (pdf) per year. *Note: at least one hard copy of one catalogue should also be submitted.*

ARTS SERVICE ORGANIZATIONS

Other: List of membership, dues, and benefits (if applicable)

CRAFTS

Images: Twenty; *Note: three images should show the physical site, i.e. the galleries, exterior of the exhibition space(s), etc.*

Other: List of catalogues or exhibition publications; Up to two publications per year. *Note: at least one catalogue*

or exhibition publication should also be submitted as a hard copy.

DANCE

Schedule of Activities: Include company repertoire

Video: One complete piece up to twenty-minutes

FOLK AND TRADITIONAL ARTS

Images/Audio/Video: Choose two of the following:

Images: Up to twenty; Audio: Ten-minutes maximum;

Video: One complete piece up to twenty-minutes; One five-minute selection

Other: Two or three letters of support demonstrating the appropriateness and significance of your work.

Up to three programs, if applicable.

LITERATURE

Schedule of Activities: Include a list of publications with production and distribution schedule in chronological order

Other: Up to two publications per year. *Note: at least one publication should also be submitted as a hard copy.*

Up to three Programs, if applicable.

LOCAL ARTS

Images: Twenty, showing the variety and range of arts activities and public participation

Video: One five to twenty-minute selection giving an overview of the organization and their activities

Other (optional): PowerPoint in pdf form, if applicable.

MEDIA ARTS (formerly Film and Electronic Media)

Schedule of Activities: Include programming schedule

Images: Twenty showing the variety and range of arts activities and public participation

Video/Audio: One five to twenty-minute selection showing the media arts production of the organization (not a trailer)

Other: Programs/publications

MUSIC

Schedule of Activities: Include a list of performances including the date, venue, repertoire and guest artists

Audio/Video: Twenty-minute selection. Should illustrate highlights that show diversity and a variety of repertoire.

Do not exclusively include pieces that highlight guest artists. *Note: If choral, please include at least one acappella selection; if opera, a video is highly recommended.*

Other: Up to three programs

PRESENTING

Schedule of Activities: Include the date, venue, and artist(s)

THEATRE

Images: Twenty images showing the variety of the organization's range of arts activities and public participation

Video (if allowed): One five to twenty-minute selection showing the production value of the organization

Other: Up to three programs

VISUAL ARTS

Images: Twenty images; *Note: three images should show the physical site, i.e. the galleries, exterior of the exhibition space(s), etc.*

Video: Up to 5 minute video is optional.

HOW TO APPLY FOR PDC FUNDING

Step 1: REQUIRED on-line application process

You must apply to the PCA on-line through [eGRANT](http://eGrant.net).

Step 2: Data collection (financial and statistical) summary

The PACDP form specifically for PDC collects information such as income and expense, investments, loans, physical capacity, attendance, program activity and staff numbers. This is a separate PACDP form to complete and the PDC Report must be printed to be mailed with the printed eGRANT.

Step 3: Print, sign, and mail

The completed application must be submitted online, printed, signed by the necessary members of your organizations and combined with the printed PACDP form that is for the Preserving Diverse Cultures Program.

Mail the application to the following address:

**Pennsylvania Council on the Arts
Preserving Diverse Cultures Division
Room 216 Finance Building
Harrisburg, Pennsylvania 17120**

