



# GUIDELINES FOR ALL-DIGITAL GRANT APPLICATION PROCESS 2019-2020

## Entry Track

Due date: February 4, 2019

### **ENTRY TRACK DESCRIPTION:**

Entry track is the point of entry for organizations or programs to the Arts Organizations and Arts Programs track (AOAP). Entry track supports eligible arts organizations and arts programs that generally have a history of at least one year of consistent arts/cultural programming.

**ALL-DIGITAL PROCESS:** The Electronic Single Application (ESA), from registration to payment, has been developed for the PCA by the Pennsylvania Department of Community and Economic Development (DCED) <https://www.esa.dced.state.pa.us>. Benefits for applicants include:

- Paperless process.
- Electronic signatures.
- Faster processing and payment.
- Commonwealth-wide grant platform.
- Dedicated Customer Service team in addition to PCA staff.
- Enhanced security and reliability.
- Video links instead of files.
- Applicants can access the DCED Program Finder to search for any potentially-available state programs, based on eligibility and/or the use of funds, and review short program descriptions including links to program fact sheets and guidelines.

### **ENTRY TRACK ELIGIBILITY:**

- Must be nonprofit, tax-exempt corporation; a unit of government; or school district providing arts programming and/or arts services in Pennsylvania. Organizations are required to provide proof of incorporation and activity in Pennsylvania before applications are reviewed or funds awarded.
- At least one year of arts programming.
- An average fiscal size of more than \$200,000.

### **ENTRY TRACK FEATURES:**

- Full application every year.
- Application based on past performance.
- PCA Awards must be matched on a dollar-for-dollar basis in cash. In-kind goods and services may not be used to match PCA funds.
- Organizations or programs stay in Entry track until recommended for AOAP, based on panel review and assessment totals. Applicants must apply and be recommended to enter the AOAP track. The AOAP track provides ongoing support through a multi-year application based completely on the two most recently completed fiscal years.

**This year the PCA is implementing some additional changes. Some are required by other state agencies and some are being implemented by PCA to achieve more accountability and greater efficiency.**

#### ***New changes:***

- Application narratives and fiscal requirements are simpler.
- **“Article V. PAYMENT PROVISIONS”** of the Entry Track Grant Award Agreement will change. “The Council shall disburse the Grant once this Grant Agreement is fully processed” will be updated

to implement the Governor's Office of the Budget Management Directive (MD) 305.20. Part of this MD states, "Payments for grant agreements shall be made on a **reimbursement** basis"

- **Grantees will need to submit receipts and proof of payment of those receipts in order to be *reimbursed* for those expenses with the PCA grant.**
- **Final Reports will be simpler.**

#### **FUNDING PROCESS:**

- Applications are submitted online.
- Applications are reviewed by advisory panels. Panels evaluate each application based on published PCA criteria.
- The Council annually reviews funding options and sets the parameters for funding. Awards are generally approved at the July Council meeting.

Those receiving awards will be sent an electronic Grant Award Agreement (GAA). Recipients must log into <https://www.esa.dced.state.pa.us>, complete the GAA online & submit with electronic signatures. Once the PCA receives the GAA electronically, the award process begins.

### **GENERAL PROVISIONS**

#### **Matching Requirements:**

Unless otherwise specified in the guidelines, PCA awards must be matched on a dollar-by-dollar basis in cash. In-kind goods and services may not be used to match PCA funds. The PCA generally will support no more than 35 percent of a program or organizational budget, and usually considerably less.

#### **Funding Restrictions:**

In general, the PCA does not fund the following nor may these expenses be used as a match for PCA funds:

- Capital expenditures, including equipment costing \$500 or more per item.
- Activities for which 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.

#### **Additional Guidance:**

Awards are unlikely to support a program or the staff of an organization that has, as their primary purpose, therapy, recreation or amelioration of social problems. However, the award may support the use of artists of professional caliber in such organizations or programs. Artists with credentials and experience in therapy, recreation or social services are not automatically excluded from participation or support, but evidence of their professional credentials, as artists, will be a critical part of the PCA's evaluation of any application for support.

The PCA does support campus projects that involve the local community via planning, execution and participation. Activities that primarily serve the student body and faculty of a campus are supported by the PCA only in exceptional cases. Colleges and universities must demonstrate that their programming reaches the general public in addition to an academic audience. This can be shown from financial support from outside the school, from local corporations, businesses, individuals and foundations.

National service organizations headquartered in Pennsylvania may be supported for programs and services they offer to Pennsylvania artists or organizations.

In some instances, public access to the arts is limited by circumstances. Examples of this include individuals living in an institutional setting or with other barriers to participation. Organizations and programs that serve those in such environments may be considered eligible.

Unincorporated groups (and in some instances, individuals) must apply to the PCA through a nonprofit fiscal sponsor. The fiscal sponsor is legally responsible for the administration of the contract, including all reporting requirements and may charge a fee for their services. Applicants applying through a fiscal sponsor organization must meet the same requirements as other applicants except for nonprofit status. The fiscal sponsor, as well as the applicant organization, is responsible for any award. The fiscal sponsor receives the award check directly from the PCA and is responsible for ensuring the completion of the final reports. For further information on the role of a fiscal sponsor, contact the PCA office at 717-787-6883.

### **REQUIRED ATTACHMENTS:**

- Answers to Narrative Questions in PDF format. The narrative must be no more than 35,000 characters total (with spaces), which is approximately 5 pages long. The actual questions are included in this document:
- Schedule of Activities.
- Resumes of Key Artistic and Managerial Staff.
- List of Board of Directors with Professional Affiliations.
- Marketing and Promotional Materials.
- Most recent/current Treasurer's Report to the Board of Directors (This should be the Treasurer's Report from the most recent board meeting at the time of this application, showing your most up-to-date financial status.)
- IRS Determination Letter confirming nonprofit 501(c) status.
- Financial & Activity Report.

### **RECOMMENDED ATTACHMENTS:**

- VIDEO: One 5-10-minute selection showing a sampling of programs.
- AUDIO: One or two 5-minute selection which highlights the diversity and variety of your arts activities.
- IMAGES: No more than 20 showing the variety and range of art activities and public participation.

## **REVIEW CRITERIA & NARRATIVE QUESTIONS**

### **REVIEW CRITERIA:**

#### **Quality and Quantity of Artistic Product, Process or Service - 35 Points**

- Evidence that activities relate to and advance the mission
- Evidence that artistic activities or any art services meet organization's vision of success
- Quality of artistic leadership, artists, and activities
- Quality of work sample (if applicable)
- Quality of materials' design and content (if applicable)

#### **Access to the Arts - 35 Points**

- Effective resource in serving audience and community
- Impact on reaching new and non-traditional audiences
- Effort and impact in reaching underserved constituents
- Evidence of effective educational activities (if applicable)
- Impact of K-12 activities (if applicable)

#### **Management - 30 Points**

- Effective organizational structure to support activities and mission
- Ability to effectively plan and implement plan
- Ability to market and promote activities
- Ability to effectively evaluate and improve
- Ability to effectively address challenges
- Effective fiscal management
- Degree to which narrative and Financial & Activity Report correlate

## **NARRATIVE QUESTIONS:**

Below are narrative questions to be answered in the application, uploaded in ESA in PDF format. Your narrative must be no more than 35,000 characters total (with spaces) which is approximately 5 pages long.

## **Important Notes:**

Your application will not be reviewed based on answering every question but on how well you address each applicable bullet point of the criteria. Support your narrative with your own specific data and references to the Financial & Activity Report. The narrative, the Financial & Activity Report and attachments should reflect the same most recently completed/audited fiscal years (for example, if the narrative describes the 16-17 and 17-18 fiscal years then all attachments and financial data should detail those same years).

## **QUALITY OF ARTISTIC PRODUCT/PROCESS/SERVICE**

- A. Mission: Provide your mission statement. If you represent an arts program within a larger non-arts organization, provide the goals or summarize the plan of the arts program.
- B. Organization or Program Summary: Provide a brief overview and history of your organization/program for the two most recently completed fiscal years. Note any significant changes to the purpose or direction of your artistic activities or any services.
- C. Highlights: Summarize the highlights of your arts activities/accomplishments during the two most recently completed fiscal years. List key artists and artistic leadership or other key staff involved with your artistic product, process and/or services.
- D. Artistic Statement: Define artistic vision and success for the two most recently completed fiscal years. Include how artistic decisions were made and by whom and how the artistic activities support the mission. Describe your evaluation process of the organization's artistic product, process or service.

## **ACCESS TO THE ARTS**

- E. Audience: Describe the audiences and communities that participated in your organization's activities over the two most recently completed fiscal years. Include data such as a demographic snapshot of your audiences and attendance and program activity data. Briefly describe how you reached the audiences and communities and the steps you took to maximize participation in your activities.
- F. Community Activities: Describe your organization's community activities and outreach activities over the two most recently completed fiscal years. Include information on how you reached new, non-traditional and/or underserved audiences and increased participation of all audiences.
- G. Education: Describe how your organization has defined and measured educational success for the two most recently completed fiscal years. Include a summary of your organization's arts education, arts in education, and/or arts infusion activities that targeted school students (Pre-K through 12th grade) and the general public. If you do not offer arts education activities, please indicate.

## **MANAGEMENT**

- H. Organization: Briefly describe how your organization was managed over the two most recently completed fiscal years. Include the work of the board, committees, staff, and volunteers to support the activities and mission.
- I. Planning: Briefly describe your most recently completed planning process. Include dates, which areas were targeted (i.e. marketing, audience development, strategic, long range, etc.), who conducted the process, and how your community was involved. Indicate the goals and objectives that came out of the planning process.
- J. Marketing and Promotion: Describe how your organization marketed and promoted activities to your audiences and communities over the two most recently completed fiscal years. Include any innovative and/or successful strategies your organization used.
- K. Evaluation: Briefly describe how your organization evaluated your artistic programs, the effectiveness of your services to audience and community, and operations over the two most

recently completed fiscal years. Highlight how the information was used to improve these areas of your organization.

- L. Challenges: Present one or two primary challenges (internal or external) your organization faced over the two most recently completed fiscal years and how your staff and board addressed them.
- M. Financial Information and Other Data: Using the Financial & Activity Report as a guide, summarize the financial condition of your organization over the two most recently completed fiscal years. Address any issues regarding the financial information and other data in anticipation of any questions from the review panel, such as significant changes in the amounts of line items, deficits, multiple-year grants, etc. If there is an accumulated deficit, note plans to address it.

### **HOW TO APPLY:**

#### **STEP 1. READ THIS DOCUMENT**

#### **STEP 2. DATA COLLECTION – PCA FINANCIAL & ACTIVITY REPORT**

The PCA Financial & Activity Report is used to collect your financial and selected non-financial information for the last two years. This form is available for download in the Electronic Single Application (ESA) and must be completed with the most up to date information possible. When finished you will need to upload it as an ATTACHMENT in ESA.

#### **STEP 3. REGISTER and APPLY THROUGH ESA**

<https://www.esa.dced.state.pa.us>

#### **STEP 4. SUBMIT ONLINE**

The completed application must be submitted online by February 4, 2019. No hard copies are required.

#### **NEED HELP?**

For **Technical and Login questions**, contact Customer Service at: 866-466-3972

For **Narrative and ATTACHMENT questions**, contact Matthew Serio, ENTRY Track Program Director at: [mserio@pa.gov](mailto:mserio@pa.gov), 717-787-1523

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