

2019-2020 GUIDELINES

Commonwealth of Pennsylvania
Tom Wolf, Governor

Preserving Diverse Cultures (PDC)



arts.pa.gov

Council on the Arts Members

Jeffrey A. Parks, Chair, Bethlehem
Jeffrey W. Gabel, Vice Chair, Gettysburg

Emmai Alaquiva, Pittsburgh
Dennis L. Astorino, AIA, Pittsburgh
Natalee Colón, York
Susan H. Goldberg, Philadelphia
Hon. William F. Morgan, Warren
William Lehr, Jr., Palmyra
Sen. Charles T. McIlhinney, Jr., Doylestown
Rep. Tina Pickett, Towanda
Rep. Brian Sims, Philadelphia
Norman E. Stull, Spinnerstown
Sen. Christine M. Tartaglione, Philadelphia
Catzie Vilayphonh, Philadelphia
Tim Warfield, Jr., York
James A. West, Jr. Pittsburgh
Jen Holman Zaborney, New Cumberland

Karl Blischke, Executive Director

Funding Restrictions

PCA funds cannot be used for the following:

- 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;
- Cash prizes and awards;
- Benefit activities;
- Hospitality expenses, i.e. receptions, parties, gallery openings;
- Payments to lobbyists;
- Competitions;
- Performances and exhibitions not available to the general public.

DIVISION DESCRIPTION

The Preserving Diverse Cultures (PDC) Division of the Pennsylvania Council on the Arts (PCA) 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, Latinx, Asian, Native American and Hispanic (ALANAH) perspectives. Additionally, the applicant's programs and staff are representative of those communities.

PDC PROGRAMS:

The PDC Division offers the following funding opportunities to individuals and organizations within ALANAH communities in Pennsylvania:

COMMUNITY-BASED ENGAGEMENT PROJECTS

This program aims to engage ALANAH communities in the development and implementation of community-based arts and culture projects. Applicants may apply for artist-initiated project support with a sponsor nonprofit organization. A complete description of this program follows on page 2.

Deadline to apply: January 18, 2019 (Letter of Interest)

STRATEGIES FOR SUCCESS

This program addresses and supports organizational development for groups in ALANAH communities. There are three levels of support within Strategies for Success: Basic, Intermediate, and Advanced. A complete description of the program and how to apply follows on page 4.

Deadline to apply: March 18, 2019

ADDITIONAL RESOURCES

When resources allow, PDC provides funding for technical assistance and short-term professional development and consultancy activities. Also, PDC offers virtual and on-site organizational development workshops and publications. See page 19 for more information.

Deadline to apply: Rolling

APPLICATION & FUNDING PROCESS - Page 11

HOW TO APPLY - Page 13

ADDITIONAL TERMS & CONDITIONS AND GENERAL PROVISIONS

These documents apply to all PCA grantees. Please read these documents to understand the legal requirements. You can find the documents on the PCA's website, here:

arts.pa.gov > Manage Your Award



**National
Endowment
for the Arts**
arts.gov

COMMUNITY-BASED ENGAGEMENT PROJECTS

ABOUT

Community-Based Engagement Project Support Grants are designed to engage ALANAH communities in the development and implementation of collaborative, artist-led community-based arts and culture projects. Applicants may apply for artist-initiated projects with a sponsor nonprofit organization. Community projects may include but are not limited to: exhibitions, performances, artist-in-community residencies, and murals.

Funding amount: Up to \$3,500 total for planning and programming.

Eligibility: Organizations currently receiving PCA funding are not eligible. Projects that are part of ongoing programming are not eligible. Applicants may receive project support for up to four years

Matching Requirements:

- First two years: No match required
- Third year: 50% match required
- Fourth year: 1:1 match required

APPLICATION PROCESS - Note: this is a two-stage process.

Stage 1 - Letter of Interest - Submission deadline: January 18, 2019

The Letter of Interest should be no longer than two pages and should contain the following information:

- A brief description of the proposed community-based project that includes an outline or general plan.
- The proposed timetable for the project (Note: the project must take place between 9/1/2019 - 8/31/20).

Required support materials:

- Anticipated cost of the project, including PCA funding and match (if applicable). Include on separate sheet of paper.
- A list of the project partners and community members who will participate in planning and implementation. Include on separate sheet of paper.

Review Criteria

Letters of Interest are reviewed using the following criteria to determine project readiness:

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

Applicants who are recommended to proceed to Stage 2 to submit a full application for funding will be notified on February 4, 2019.

Stage 2 - Project Application - Submission Deadline: March 18, 2019

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?
3. Who will be involved and how will they be involved?
4. What is the projected outcome of the project?
5. How will you evaluate the impact of the project in the community?
6. What avenues of communication will you use to promote the project?

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 that the process 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.

COMMUNITY-BASED ENGAGEMENT PROJECTS

LETTER OF INTEREST - INSTRUCTIONS & CHECKLIST Deadline: Postmarked by January 18, 2019

Complete the following information:

Lead/sponsoring organization: _____

What is your PA city, township or borough? _____

What is the name of your neighborhood/community? _____

Project contact's name: _____

Project contact's phone number: _____

Project contact's email: _____

Project contact's mailing address: _____

Include the following items in your packet (DO NOT USE STAPLES):

- Letter of Interest on lead/sponsoring organization's letterhead (2 copies)
- Support materials:
 - A list of the project partners and community members (2 copies)
 - Anticipated cost of the project, including PCA funding and match (2 copies)
- Lead/sponsoring organization's IRS tax exempt letter (1 copy)
- Include this page in your packet (1 copy)

Mail this page and the completed packet (POSTMARKED BY January 18, 2019) to:

Dana Payne, Program Director
CBEP - Letter of Interest
Pennsylvania Council on the Arts
Room 216, Finance Building
Harrisburg, PA 17120

**If you have questions, contact Dana Payne, Program Director,
PA Council on the Arts:
717-525-5544 or danpayne@pa.gov**



STRATEGIES FOR SUCCESS

ABOUT

Strategies for Success is a capacity building program that addresses and supports organizational development for ALANAH arts and cultural organizations through Implementation Awards, Technical Assistance and Professional Development workshops and conferences. Participation in the program is based on three levels of organizational readiness - Basic, Intermediate, and Advanced. Funding at each level is dependent on an annual evaluation. **Note:** Applicants to Strategies for Success are not eligible to apply for the Community-Based Engagement Project grant but may be eligible to apply to the PCA's PA Partners in the Arts (PPA) or Entry Track funding streams.

Application submission deadline: March 18, 2019

Unincorporated organizations must apply through a nonprofit, tax-exempt organization that will act as a fiscal sponsor.

BASIC LEVEL

This level is designed to support organizations that seek assistance with the development of a formal board structure, more consistent arts programming and the establishment of nonprofit, tax-exempt 501(c)(3) status. Once accepted into this level, organizations may be funded annually for a maximum of four years.

Funding Amount - the Basic Level awards up to \$7,000 per year in non-matching funds, which can be used as follows: up to \$4,500 to support programs and staff expenses; up to \$2,500 to pay consultant fees (as assigned by agreement/consent of the PCA).

Allowable Expenses:

- 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
- Other needs as determined by the assigned consultant(s)

Eligibility:

- Must be deeply rooted in and reflective of one or more ALANAH communities (African American, Latinix, Asian, Native American and Hispanic).
- Must have at least 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.
- Applicants must have an established board or community support group.
- Applicants must have an EIN number. Unincorporated groups must apply to the PCA through a nonprofit, tax-exempt (501(c)(3) organization that acts as a fiscal sponsor.
- Generally, applicants' annual budget may not exceed \$24,000.

Requirements:

- After two years of receiving Strategies for Success funding, applicant must provide proof of determination as a nonprofit, tax-exempt 501(c)(3) organization or a pending application.
- Participating organizations should discuss with their board of directors the impact that a consultant will have on the growth of the organization and plan accordingly. Participating organizations must have their organizational development consultant complete and submit a progress report on an annual basis.
- All Basic level participating organizations must participate in at least three virtual and/or in-person organizational development activities/workshops.
- Participating organizations should identify at least one representative who will participate in an annual orientation meeting with the Preserving Diverse Cultures Division Program Director.

Advisory Panel Review Process

Strategies for Success applications are reviewed by an advisory panel that convenes annually 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.

Basic Level - Review Criteria

Quality of Artistic Product/Process/Service - 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 defined by applicant)
- Evidence of the development of educational activities
- Evidence that activities are accessible to general audiences

Management - 30 points

- Appropriate design and content of materials
- Demonstrated ability to communicate with and connect to the community
- 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

**Note: Basic Level narrative questions follow on the next page.
Information about the Intermediate and Advanced levels of Strategies for
Success follows on page 7.**

STRATEGIES FOR SUCCESS

Basic Level - Narrative Questions

- I. *Quality of Artistic Product/Process/Service*
 - A. History - Provide a brief history of your organization. Focus on past projects, including those funded by the PA Council on the Arts, and other sources.
 - B. Development - specific activities:
 1. What role will Strategies for Success funding play in your organization's development?
 2. Describe the project and how the organization/program will use the requested funds.
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: \$4,500 for programmatic expenditures (artists' fees, printing, contracted services, space rental, etc.) and \$2,500 for consultant fees. List consultant funds in prioritized order, no more than three areas for technical assistance.*
 - C. Past & Current Strategies Grantees Only - How has past Strategies for Success funding impacted your ability to progress as an organization?
 - D. Artistic Success
 1. How does your organization define artistic success as it pertains to the community?
 2. Describe the need for your organization within the designated community/communities.
 3. Does your organization collaborate or partner with other community organizations to present programming or events? If so, please describe.
- II. *Access to the Arts*
 - A. Audience
 1. Summarize the arts/cultural service(s) and/or specific program(s) and activities that your organization/program provides to your community.
 2. Describe your organization's audience(s) and/or program participants. Provide attendance totals for workshops, performances, etc.
Example: *[Name of organization] offers approximately 20 dance workshops to 15 community-based organizations in North Philadelphia annually.*
 - B. Outreach -
 1. Describe the means by which you market/publicize your programs.
 2. Describe the facility/facilities that your organization uses to provide programming.
- III. *Management*
 - A. Organization
 1. List the key artistic and management staff/volunteers in your organization and their roles.
 2. Describe your organization's board of directors or advisory committee, and their roles and responsibilities in the organization.
 3. What support do they provide?
 4. Is there total board giving (financial and/or in-kind)? If so, please describe.
 - B. Planning - Summarize your organization's plans for expansion or stabilization of programming, facilities and administration.

STRATEGIES FOR SUCCESS

INTERMEDIATE LEVEL

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 position(s), specialized staff training, long-range planning and the creation of 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. Once accepted into this level, organizations may be funded annually for a maximum of four years.

Funding Amount - the Intermediate Level awards up to \$12,500 per year, which can be used as follows: up to \$7,500 for implementation or augmentation of up to two staff positions (**match required**); up to \$2,500 for programming; up to \$2,500 to pay consultant fees.

Eligibility:

- Federal I.D. Number and determination as a nonprofit, tax-exempt 501(c)(3) organization or a pending application.
- 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.
- An annual budget of approximately \$24,000-\$100,000.

Requirements:

- **Partial match required.** Grant award funds allocated to the implementation or augmentation of one or more staff positions must be matched on a dollar-for-dollar basis.
- Participating organizations should discuss with their board of directors the impact that a consultant will have on the growth of the organization and plan accordingly. Participating organizations must have their organizational development consultant complete and submit a progress report on an annual basis.
- All Intermediate level participating organizations must participate in at least 3 virtual and/or in-person organizational development activities/workshops.
- Participating organizations should identify at least one representative who will attend an annual orientation meeting with the Preserving Diverse Cultures Division Program Director.

Advisory Panel Review Process

Strategies for Success applications are reviewed by an advisory panel that convenes annually 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.

Note: Intermediate and Advanced level review criteria and narrative questions follow.

STRATEGIES FOR SUCCESS

ADVANCED LEVEL

The Advanced Level of Strategies for Success focuses on arts organizations that are viewed as institutions within their community/communities that provide 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. Once accepted into this level, organizations may be funded annually for a maximum of three years.

Funding Amount - the Advanced Level awards implementation grants of up to \$20,000 per year. Implementation grant funds can be allocated to all or one of the three following categories (staff, programming, consultant) for the project in question.

Eligibility:

- Minimum annual budget of approximately \$125,000.
- Federal I.D. Number and determination as a nonprofit, tax-exempt 501(c)(3) organization.
- Formal, structured board of directors with committee structure and regular meetings.
- At least two full-time, salaried staff members.
- Demonstrated use of volunteers.
- Formal bookkeeping system and annual audit, regular office hours and accessible place of business.
- Established long range plan (for at least three years in the future).
- Demonstrated marketing program.
- Evidence of structured annual fundraising activities.
- Established community support and awareness.
- Annual programming that is artistically significant and an effective presentation of cultural activities.
- A minimum of ten consecutive years of operation.
- Must meet all Intermediate Level eligibility criteria.

Requirements:

- **100% match required.** Grant award funds must be matched on a dollar-for-dollar basis.
- Participating organizations should discuss with their board of directors the impact that a consultant will have on the growth of the organization and plan accordingly. Participating organizations must have their organizational development consultant complete and submit a progress report on an annual basis.
- Participating organizations should identify at least one representative who will participate in an annual orientation meeting with the Preserving Diverse Cultures Division Program Director.

Advisory Panel Review Process

Strategies for Success applications are reviewed by an advisory panel that convenes annually 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.

Note: Intermediate and Advanced level review criteria and narrative questions follow.

Intermediate and Advanced Levels - Review Criteria

Review criteria align with the narrative questions on the following page.

Quality of Artistic Product/Process/Service - 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 defined by applicant)
- Evidence of the development of educational activities
- Evidence that activities are accessible to 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
- Effective evaluation process

STRATEGIES FOR SUCCESS

Narrative Questions – Intermediate and Advanced Level

Advanced Level ONLY – Implementation grants can request funding for any or all of the following categories (staff, program, consultant) for the project.

I. Quality of Artistic Product/Process/Service

A. Detailed description of activities – Address the following areas:

1. Specific activities:
 - a) Job description of the proposed staff position
 - b) Schedule of staff position - Full-time/Part-time, Number of hours per week or month
 - c) Schedule of program activities
 - d) Number of participants
2. Objectives of the project as they relate to your mission:
 - a) Identify the artist(s) working in the programs listed above
 - b) Describe the selection process for the artist(s) and staff
 - c) Describe the evaluation process for programs and staff
 - d) Describe the intended outcomes of the project and staff position

II. Access to the Arts

- A. Audience – Identify the target audience within the designated community.
- B. Outreach – Describe the means by which you will market/publicize the project.
- C. Outcomes/Collaborations – Identify collaborations and/or partnerships within and/or outside of designated community.

III. Management

A. Organization

1. Describe your organization's structure.
2. What are the desired outcomes of the staff position?
3. What is the level of volunteer involvement by the Board? Community?
4. Does the organization have a strategic plan for infrastructure and growth? If yes, provide a brief outline of key goals and objectives.
5. Did the organization complete any of the above goals and objectives in the strategic plan?

B. Planning – Describe the organization's planning process. Include an explanation to eliminate any deficit equal to or greater than 20% of your annual budget, if applicable.

C. Budget

1. Describe your organization's strategic plans to stabilize the budget.
2. What is the timetable to incorporate the staff position(s) into the general operating budget as an ongoing expense? *Not applicable for Advanced Level applicants if support for staff position(s) is not requested.*

D. 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 your organization doesn't charge an admission price or workshop fee, explain the rationale.

E. Development/Fundraising

1. What is the role that Strategies for Success will play in your organization's development?
2. Past and current Strategies grantees – What progress has your organization achieved due to prior Strategies for Success funding?

IV. Institutional (Advanced Level organizations ONLY)

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

APPLICATION AND FUNDING PROCESS

The following information relates to the application and funding process of the PCA, and to the subsequent procedures once an award has been made. Please read all guidelines carefully prior to submitting an application. **Please see page 13 for instructions on accessing and submitting your application using ESA, our new grants management system.**

Timeline

Community-Based Engagement Project

Letter of Interest Due Date:	January 18, 2019
Application Submission Due Date:	March 18, 2019
Grant Review Panel Sessions:	May 2019
Recommendations Made to Council:	July 2019
Applicant Notification:	August 2019 (Pending timely passage of state budget)
Program Period:	September 1, 2019 - August 31, 2020
Final Report Due Date:	September 30, 2019 (For FY2018-2019 grant recipients)

Application Process

The PCA uses an advisory panel review process to make recommendations for the Council's consideration in making final funding decisions. Membership on advisory panels rotates and applicants should not assume that the panelists have any prior knowledge of the applicant:

- The information provided in the application is the principal source of information for advisory panel review.
- Applications should be clear, complete, and concise in presenting all information.
- The responsibility for making a compelling case for PCA support rests entirely with the applicant.
- Only the information required by the PCA will be presented to the advisory panel.
- Applicants must adhere to the size limits on narrative pages, supplemental materials, and work samples.
- The advisory panel may recommend little or no support if information is missing, incorrect or unclear.

H\Y'7ca a cbk YU'h'cZDYbbgmj Ub]U'UbX'h\Y'BUh]cbU'9bXck a Ybh'Zcf'h\Y'5fhg'UfY'h\Y'gci fW'g'cZ'Z' bXg' Zcf' h\Y' D75'' H\Ymz' UbX' ch\Yf' U[YbVYgZ' \Uj Y' WfhU]b' fYdcfh]b[' fYei]fYa Ybhg'' Gca Y' cZ h\Y']bZcfa Uh]cb' fYei YghYX']g' i gYX' Zcf' fYdcfh]b[' di fdcgYg'' H\Y' D75' U'gc' Ug_g' Zcf' gca Y' XUHU' Zcf' fYgYUfW' di fdcgYgZ' dUfh]W' Uf'm]bZcfa Uh]cb' cb'h\Y'YVtbca]W]a dUW'h'cZ'h\Y'Ufhg''

NOTE: At any time the PCA reserves the right to request audit information from applicants to clarify or verify information presented in the application. Reference the Additional Terms and Conditions Governing Grants-in-Aid for more information at arts.pa.gov

: i bX]b['DfcWgg

The recommendations of the advisory panel are reviewed and approved by the Council prior to making all awards.

The Council does not obligate itself to make formal explanation of its awards. Program Directors are available to advise applicants. However, this advice does not represent the decision of the Council nor bind the Council in future determinations.

The PCA will notify the General Assembly of Council decisions prior to applicant notification.

Those receiving awards will be sent Ub' Ya U]' dfcj]X]b[']bgf]i W]cbg' Zcf' Vta d'Yh]b[Ub Award Agreement (contract) setting forth any conditions, restrictions, and changes imposed by the Council, and must return revised budgets, project descriptions, and any ch\Yf requested documentation in order for the award process to begin. The recipient will use the Award Agreement to specify how funds will be used. The use of funds is subject to PCA approval.

APPLICATION AND FUNDING PROCESS

Upon signing the Award Agreement, recipients certify that they will accept the terms, conditions, and provisions referred to in the Award Agreement. Recipients also agree to accept any conditions, restrictions or changes imposed by the Council unless the recipient objects in writing within 30 days of the mailing of the award letter. The PCA is required to verify that the recipient has complied with all terms of the contract.

Payment Process

Requests for payment are initiated by the PCA upon approval of the fully executed Award Agreement. Awards are subject to review by several state agencies. It can take two to four months for payment to be issued after the PCA approves the Award Agreement. Often PCA funds will not arrive by the start date of the project or funding year. The PCA does not issue payment. Payments are issued by the Pennsylvania Department of the Treasury and do not arrive at the same time each year. The issuance of payments is dependent on the timely passage of the state budget. Applicants should be aware of this and plan their cash flow accordingly.

Appeal Process

The PCA recognizes that errors may occur in its application process. The PCA is committed to acknowledging any errors and responding to rectify the effects of an error. The appeals process enables applicants to identify these errors and omissions, and bring them to the attention of the Council. Appeals of the Council's decision may result in an increase in the PCA award amount if the applicant can satisfactorily document that the application was misrepresented or improperly reviewed through no fault of the applicant. Appeals are awarded only if the Council believes that the error or omission had a substantial effect on the recommendation of the advisory panel.

Appeals are not intended to provide the applicant with an opportunity to challenge the recommendations of the advisory panel. Disagreement with the judgment of the advisory panel or the amount of the award are not grounds for an appeal.

Applicants considering an appeal should contact the PCA's Deputy Executive Director for advice and guidance. The appeal of an award decision must be made in writing within 30 days from the date of the PCA Award Agreement. Letters of appeal should be addressed to the PCA Executive Director. The letter should identify the error or omission and the effect such error had on the recommendation of the advisory panel. If the appeal is supported by the Council, funds will be awarded only if they are available.

HOW TO APPLY FOR PDC FUNDING

With the exception of the Letter of Interest that begins the Community-Based Engagement Project application process, you must apply using the **Electronic Single Application (ESA)**.

1. Read the PDC Program Guidelines.

Proceed to #4 if you already have a Commonwealth Vendor Number.

2. Create a DUNS Number (see page 16 for instructions).

3. Register and create a Commonwealth Vendor Number (see page 18 for instructions).

4. Data Collection (see page 15 for additional information)

DataArts collects financial, organizational and programmatic data from applicants and creates a PCA Funder Report for the past two years. This report must be uploaded as an attachment in ESA.

5. Required Attachments (see page 15 for additional information)

6. Apply online using the **Electronic Single Application (ESA)**. ESA is accessible via the PCA website -> arts.pa.gov, then click on the "Electronic Single Application" icon in the middle of the homepage. Alternately, you may access ESA directly via esa.dced.state.pa.us.

PCA ELECTRONIC SINGLE APPLICATION (ESA)

The PCA is making its grants programs more accessible to you through the Electronic Single Application (ESA), a web-based system for use by PCA applicants. Once you register, the system takes you through the application process for the grant program of your choice and allows you to submit all components online. All applications to the PCA, as well as Grant Award Agreements (GAA) and Final Reports are submitted through ESA.

PREPARING TO USE ESA

- Before preparing an application, thoroughly review the program guidelines, including the eligibility requirements. The guidelines outline eligibility, program objectives and evaluation criteria.
- Check your browser compatibility. ESA works with Internet Explorer and Google Chrome. We recommend using the latest version of these browsers.
- Be prepared to complete and submit your application, in its entirety, by the deadline.

HELP WITH ESA

If you need help creating and/or accessing your account, or are experiencing technical issues within ESA, please contact the Customer Service Center: 1-800-379-7448 or ra-dcedcs@pa.gov

If you have questions about Preserving Diverse Cultures grant programs, including eligibility, application narrative, and required support materials, please contact Dana Payne, Program Director, at 717-525-5544 or danpayne@pa.gov.

PROGRAM/ARTS DISCIPLINE DESCRIPTIONS

Note: If you are an applicant to the Strategies for Success program, you must identify a discipline program that best describes your organization 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 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 (not folk arts) 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

REQUIRED ATTACHMENTS FOR ALL STRATEGIES FOR SUCCESS APPLICANTS

This list is provided to help you prepare the required elements of an application, which you will upload in ESA when prompted by the system.

- Key artistic and managerial staff and brief biographies
- Board of directors with professional affiliations and race/ethnicity
- Highlights of activities from last two completed years
- Consultant letter of interest/agreement
- Program specific attachments (see below)
- DataArts Funder Report (culturaldata.org) - Intermediate & Advanced Level applicants
- Annual budget from last completed fiscal year - Basic Level applicants

WORK SAMPLES - PROGRAM SPECIFIC REQUIREMENTS

Below are specific requirements per arts discipline. Work samples must be from the past two years and should be referenced in the narrative. You may provide work samples via PDF with URL links.

ARTS EDUCATION ORGANIZATIONS

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

Other: Educational materials; evaluation samples.

ART MUSEUMS

Images: 20; note: three images should show the physical site, i.e. galleries, exterior of exhibition space(s), etc.

Other: List of catalogs; up to two catalogs (PDF) per year. Note: at least one hard copy of one catalog also should be submitted.

ARTS SERVICE ORGANIZATIONS

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

CRAFTS

Images: 20; note: three images should show the physical site, i.e. galleries, exterior of exhibition space(s), etc.

Other: List of catalogs or exhibition publications. (PDF); up to two publications per year. Note: at least one catalog or exhibition publication also should be submitted as a hard copy.

DANCE

Schedule of Activities: Include company repertoire.

Video: One complete piece up to 10 minutes.

FOLK AND TRADITIONAL ARTS

Images/Audio/Video (choose two of the following):

Images: Up to 20; Audio: 10 minutes maximum;

Video: One complete piece up to 10 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: 20, showing the variety and range of arts activities and public participation.

Video: One five-to-ten minute selection providing an overview of the organization and its activities.

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

MEDIA ARTS (formerly Film & Electronic Media)

Schedule of Activities: Include programming schedule

Images: 20 showing the variety and range of arts activities and public participation.

Video/Audio: One five- to 10-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: 10-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 A Capella 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: 20 images showing the variety of the organization's range of arts activities and public participation.

Video (if allowed): One five- to 10-minute selection showing the production value of the organization.

Other: Up to three programs.

VISUAL ARTS

Images: 20; Note: three images should show the physical site, i.e. galleries, exterior of the exhibition space(s), etc.

Video: Up to 5-minute-long video is optional.

How to Register for a DUNS Number

ABOUT DUNS NUMBERS

Before accessing eGrant to apply for PDC funding, all grantees must secure a DUNS number, which is a unique, nine-digit identification, assigned by Dun & Bradstreet, for each physical location of a business. DUNS number assignments are **free** for all businesses and required in order to register for federal contracts or grants.

If you encounter difficulties registering for a DUNS number, contact govt@dnb.com.

HOW TO REGISTER

Step 1. Go to this web address: <http://fedgov.dnb.com/webform>

See below for what the page will look like. Once you are on the page, click on the blue link in the middle of the page that reads "Click here to request your D-U-N-S Number via the Web."



NOTICE: If you are attempting to join the Apple Developer Program please go to <https://developer.apple.com/support/D-U-N-S/>

[Begin D-U-N-S Search/
Request Process](#)

[About the D&B
D-U-N-S Number](#)

[Frequently Asked
Questions \(FAQ\)](#)

[D&B, SAM, Grants
Contacts](#)

[D&B's Privacy
and Data Policy](#)

[Accessibility](#)

**Welcome to the D&B D-U-N-S Request Service
for US Federal Government Contractors and Assistance Awardees**

Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business.

D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.

Click here to request your D-U-N-S Number via the Web. If one does not exist for your business location, it can be created within 1 business day.

For technical difficulties, contact govt@dnb.com

Spam-blockers and other security features on your computer or network could block our email responses which may include your DUNS Number. Please ensure that you are able to receive emails from govt@dnb.com. Adding govt@dnb.com to your address book may help prevent our emails from being inadvertently blocked.

Step 2. See below for a reference of what the next screen will look like. Select 'United States of America' in the drop-down box in the middle of the screen.



[Company Lookup >](#)

[D&B D-U-N-S Request
Home Page](#)

[About the D&B
D-U-N-S Number](#)

[Frequently Asked
Questions \(FAQ\)](#)

[D&B, SAM, Grants
Contacts](#)

[D&B's Privacy
and Data Policy](#)

[Accessibility](#)

Search

Please select the country or territory where your company is physically located, then click continue.

Please **DO NOT** enter any periods or special characters anywhere in the form, including a + or () in the phone number. Invalid characters include > < () # % { } + ;

For questions regarding the countries listed please contact Dun & Bradstreet at SAMHelp@dnb.com

How to Register for a DUNS Number

Step 3. See below for a reference of what the next screen will look like. Read the information, then click the blue arrow labeled 'Continue to Government iUpdate.'

The screenshot shows the Dun & Bradstreet Government iUpdate website. The header includes the Dun & Bradstreet logo and the text 'Government iUpdate'. A navigation bar contains 'Welcome Page', 'Webform Home', and 'FAQs'. Below the header, a breadcrumb trail reads 'Home > iUpdate - Webform Page > iUpdate - Webform Page'. The main content area features a white box with a blue border containing the following text:

Dun & Bradstreet (D&B) is pleased to announce that a new authentication security protocol, to further safeguard your business identity, has been added to the D-U-N-S Number request process for entities doing business with the US Federal Government.

Our updated site:

- Establishes an association between you and the business(es) you select
- Authenticates you "are who you say you are" by asking you to answer a few individual based challenge questions
- Still requires that you be a principal, owner, officer or responsible manager of the entity for which you are:
 - o Viewing an existing D-U-N-S
 - o Requesting a new D-U-N-S
 - o Requesting changes to an existing D-U-N-S

Authentication is a one-time process and once completed, you are given an ID and PW so you may easily re-enter the system when needed. If you should have any additional questions, please review the FAQ's or email us at govt@dnb.com. Click **Continue to Government iUpdate** to begin.

At the bottom of the white box are two blue buttons: 'Return to Webform' and 'Continue to Government iUpdate'.

© Dun & Bradstreet, Inc., 2000-2015. All rights reserved. FAQs

Step 4. See below for a reference of what the next screen will look like. Read the information presented, then click the box labeled 'Start Now' in the middle box titled 'Find DUNS or Request new DUNS.'

The screenshot shows the Dun & Bradstreet Government iUpdate website. The header includes the Dun & Bradstreet logo and the text 'Government iUpdate'. A navigation bar contains 'Webform Home'. Below the header, a blue box contains the following text:

Welcome to Government iUpdate - The easy way to manage Dun & Bradstreet's information on your company!

Government iUpdate provides non-publicly traded companies that are doing business with the US Federal Government convenient access to Dun & Bradstreet information on their business. Registered users can view, print, and submit updates to their Dun & Bradstreet record as well as request a new DUNS Number. DUNS Number assignment and modifications are done rapidly and free of charge.

Below this are three boxes, each with a blue header and a 'Start Now' button:

- Register to use iUpdate!**
Sign-up now to access your company's information. To safeguard your identity, registrants will be asked to answer a short authentication quiz. Click below to get started.
- Find DUNS or Request new DUNS**
Enter here to find your company's DUNS Number or request a new DUNS Number.
- Already Registered? - Sign-in to iUpdate**
iUpdate ID (Your Email Address)

Password

Start Now [Forgot your password?](#)

Step 5. Follow the system prompts on the following pages in order to find your existing DUNS number or request a new DUNS number.

Contact govt@dnb.com if you need assistance with registering.

Commonwealth of Pennsylvania Vendor Registration

ABOUT PA VENDOR REGISTRATION

Before accessing ESA to apply for PDC funding, potential grantees must register for non-procurement vendor registration with the Commonwealth of Pennsylvania. This process is free.

HOW TO REGISTER

Step 1. Go to this web address: <https://www.budget.pa.gov/Services/ForVendors/Pages/Vendor-Registration.aspx>

Select the bright blue text link that reads 'Grantee or Grant Recipient'

Step 2. Follow the site prompts, which will ask you to enter your organization's Employer Identification Number (EIN) or a selected individual's Social Security Number.

Step 3. The system will prompt you to enter the following Vendor Details for your organization:

- Legal Name
- Name of Person Creating the Registration
- Email Address
- Telephone
- Street Number and Name (or P.O. Box)
- City
- State
- Country
- County
- Zip Code

Step 4. Submit your Registration Form. The system will display your completed W-9 Form for Verification and Electronic Signature. Review the information to ensure accuracy, then follow the system prompts, which will have you confirm the electronic signature. Information will be displayed regarding next steps in the Vendor Registration process.

