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 BIPOC (Black, Indigenous and People of Color) art, culture, history and heritage. 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 BIPOC communities in Pennsylvania:

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

Deadline to apply: February 1, 2021 (Letter of Interest)

STRATEGIES FOR SUCCESS
This program addresses and supports organizational development for groups in BIPOC 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 3.

Deadline to apply: March 15, 2021

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 11 for more information.

Deadline to apply: Rolling

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COMMUNITY-BASED ENGAGEMENT PROJECTS

ABOUT
Community-Based Engagement Project support grants are designed to engage BIPOC communities in the development and implementation of collaborative, artist-led community-based arts and culture projects. The intent of this program is to provide opportunities to bring communities together through arts and culture, and collaboration. Applicants may apply for artist-initiated projects with a fiscal 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: Project must be led by a BIPOC artist or group of artists. 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-step process.

Step 1 - Letter of Interest - Submission deadline: February 1, 2021
Complete the Letter of Interest form by providing the following information:
- A brief description of the proposed community-based project that includes an outline or general plan. Who is the lead artist(s) and what role will they play?
- The proposed timeline for the project (Note: the project must take place between 9/1/2021 - 8/31/22).
- Anticipated cost of the project, including PCA funding and match (if applicable).
- A list of project partners and community members who will participate in the planning and implementation of the project.

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 Step 2 to submit a full application for funding will be notified by February 5, 2021.

Step 2 - Project Application - Submission Deadline: March 15, 2021
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 BIPOC representation and involvement of the BIPOC 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.
STRATEGIES FOR SUCCESS

ABOUT
Strategies for Success is a capacity building program that addresses and supports organizational development for BIPOC 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 15, 2021**
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; and up to $2,500 to support consultant fees.

**Allowable Expenses:**
- Staff development materials (fiscal management systems, publications, workshops)
- Conference costs (fees, lodging and transportation, not to exceed $750)
- Artists’ fees
- Equipment/facility rental (equipment 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 BIPOC communities (African American, Latinx, Asian, Native American and Hispanic).
- Must have at least two consecutive 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 two 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 that activities are accessible to general audiences
- Demonstrated ability to communicate with and connect to the community

Management – 30 points
- 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
- Ability to market and promote activities
- Appropriate design and content of materials
- 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 6.
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 PCA, and other sources.
   B. Development - specific activities:
      1. What is the role that Strategies for Success funding will play in your organization's development?
      2. Describe the project and how your organization/program will use the requested funds. Example: [Name of organization] requests acceptance into the Strategies for Success program at the 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 (board development, fundraising, fiscal management, etc.). List use of consultant funds in a prioritized order.
   C. PAST & CURRENT STRATEGIES FOR SUCCESS GRANTEE'S ONLY
      1. 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 identified community/communities.
      3. Does your organization collaborate or partner with other community organizations to present programming and events? If so, please describe.

II. Access to the Arts
   A. Audience
      1. 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.
      2. Summarize the arts/cultural service(s) and/or specific program(s) and activities that your organization/program provides to your community.
   B. Outreach
      1. Describe how you communicate with and connect to the community.

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.
      3. What support do they provide?
      4. Is there total board giving (financial and/or in-kind)? If so, please describe.
   B. Marketing
      1. Describe the means by which you market and promote your programs.
   C. Planning
      1. Summarize your organization’s plans for expansion or stabilization of programming, facilities and administration.
   D. Evaluation
      1. Describe your organization’s evaluation process.
**INTERMEDIATE LEVEL**

The primary focus of the Intermediate Level of Strategies for Success is capacity building. This level is designed for independent BIPOC 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; and up to $2,500 for consultant fees.

**Eligibility:**
- Federal Tax Identification 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 fundraising.
- 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 two 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 weighted criteria located on page 8 to an applicant’s past and current performance to determine a recommended award.

**Note:** Intermediate and Advanced level review criteria and narrative questions follow.
ADVANCED LEVEL
The Advanced Level of Strategies for Success focuses on BIPOC 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.
- 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, regular office hours, accessible place of business, and annual audit, compilation, or review of its financial statements prepared by a CPA (as applicable).
- 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.

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 that activities are accessible to general audiences
- Evidence of the development of educational activities

Management – 30 points

- 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 marketing and promotion of activities
- Appropriate design and content of materials
- Effective communication tools
- Effective evaluation process
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) 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 how you communicate with and connect to the community.
   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 fundraisievents, 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. Marketing
      1. Describe the means by which you market and promote your programs.
   F. 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.
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.

- Answers to narrative questions in PDF format. Narrative questions are included in this document.
- 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.
- Organizational development consultant letter of interest/agreement.
- Financial & Activity Report - **Intermediate & Advanced Level applicants**.
- Annual budget from last completed fiscal year - **Basic Level applicants**.
- 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.

**Images:** No more than 20 images highlighting the variety and range of arts activities and public participation.
**Video:** One five-minute selection showing a sampling of programs.
**Audio:** No more than two 5-minute selections highlighting the diversity and variety of your arts activities.
TECHNICAL ASSISTANCE & PROFESSIONAL DEVELOPMENT
Short-term, organizational Professional Development and Consultation (PD&C) awards of up to $2,000 in non-matching funds available to BIPOC organizations that may be ineligible to participate in the Strategies for Success Program.

PROFESSIONAL DEVELOPMENT FOR INDIVIDUAL ARTISTS
This program provides support to individual artists to attend conferences and participate in other professional development opportunities. In the past, artists have received funds to cover conference fees, non-credit career advancement activities, and promotional materials.

ORGANIZATIONAL DEVELOPMENT CONFERENCE & WORKSHOPS
Addresses the professional development of administrators through on-site and virtual workshops and conference opportunities offered in collaboration with local, regional and national partner organizations.

Contact PDC Program Director Dana Payne for information regarding program availability and the application process: danpayne@pa.gov or 717-525-5544.
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 14 for instructions on accessing and submitting your application using ESA, our online grants management system.

Timeline
Community-Based Engagement

- Project Letter of Interest Due Date: February 1, 2021
- Application Submission Due Date: March 15, 2021
- Grant Review Panel Sessions: May 2021
- Recommendations Made to Council: July 2021
- Applicant Notification: August 2021 (Pending timely passage of state budget)
- Program Period: September 1, 2021 - August 31, 2022 (For FY2021-2022 grant recipients)
- Final Report Due Date: September 30, 2022

Application Process
The PCA uses an advisory panel review process to make recommendations for the Council's consideration in making final funding decisions. Participation 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 character 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.

The Commonwealth of Pennsylvania and the National Endowment for the Arts are the sources of funds for the PCA. They, and other agencies, have certain reporting requirements. Some of the information requested is used for reporting purposes. The PCA also asks for some data for research purposes, particularly information on the economic impact of the arts.

Funding Restrictions
Grant funds cannot be used for any of the following:

- Activities outside of the grant award agreement program period;
- Activities that have a religious purpose;
- Payments to lobbyists;
- Cash prizes and awards;
- Benefit activities.

Unless authorized by the Council, grant funds cannot be used for any of the following:

- Hospitality expenses, i.e. receptions, parties, gallery openings;
- Capital expenditures, including equipment costing $500 or more per item
- Competitions;
- Performances and exhibitions not available to the general public;
- Activities for which academic credit is given.
**Funding Process**

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.

Those receiving awards will be sent an email providing instructions for completing a Grant Award Agreement (contract) setting forth any conditions, restrictions, and changes imposed by the Council, and must return revised budgets, project descriptions, and any other requested documentation in order for the award process to begin. The recipient will use the Grant Award Agreement to specify how funds will be used. The use of funds is subject to PCA approval. Upon signing the Grant Award Agreement, recipients certify that they will accept the terms, conditions, and provisions referred to in the Grant 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 Grant 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 Grant 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 the 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 or PCA staff review.

Appeals are not intended to provide the applicant with an opportunity to challenge the evaluation and assessment of the advisory panel or PCA staff review. Disagreement with the judgment of the advisory panel or PCA staff review or the amount of the award is 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 ten business days from the date of the notification of the award. 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 or PCA staff review. If the appeal is supported by the PCA's Council, funds will be awarded only if they are available.
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)**.

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 grants award funds 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 Dana Payne at danpayne@pa.gov or 717-525-5544.

1. **Read the PDC Program Guidelines.**

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

2. Create a DUNS Number (see page 15 for instructions).

3. Register and create a Commonwealth Vendor Number (see page 17 for instructions).

4. Required Attachments (see page 10 for additional information)

5. Data Collection (Financial & Activity Report - Strategies for Success applicants only)
The PCA Financial & Activity form collects financial, organizational and programmatic information from applicants. This form is available in the addendum section of the application in ESA. Download the form, save using an unique name, complete, save and upload back into the addendum section. (see page 10 for additional information)

6. Apply online using the **Electronic Single Application (ESA)**. ESA is accessible via the PCA website -> arts.pa.gov. Click on the "Electronic Single Application" icon in the middle of the homepage. Alternately, you may access ESA directly via https://www.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 best with Internet Explorer and Google Chrome. We recommend using the latest version of these browsers.
- Download the narrative and budget form, save using a unique name, complete, save and upload back into the addendum section.
- 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 Division grant programs, including eligibility, application narrative, and/or required support materials, please contact Dana Payne, Program Director, at 717-525-5544 or danpayne@pa.gov.
How to Register for a DUNS Number

ABOUT DUNS NUMBERS
Before accessing ESA to apply for PDC funding, potential 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."

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.
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.'

**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.'

**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.
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 Non-Procurement.

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.