

GUIDELINES FOR DIGITAL GRANT PROCESS 2022-2023 ENTRY TO AOAP

DUE DATE: February 15, 2022, 5 p.m. EST

PLEASE NOTE THAT NO EXTENSIONS WILL BE GRANTED

GRANT ACTIVITY PERIOD: September 1, 2022 - August 31, 2023

Description

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

Organizational 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 consistent arts programming.
- An average annual revenue of more than \$200,000.

Entry to AOAP 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 to AOAP 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 an annual update application.

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.

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

PCA grant funds cannot be used for any of the following:

- Activities outside the performance period.
- Activities that have a religious purpose.
- Payments to lobbyists.
- Cash prizes and awards.
- Benefit activities.
- Hospitality expenses (i.e. receptions, parties, gallery openings).
- Capital expenditures, including equipment costing \$500-or more.
- Competitions.
- Performances and exhibitions not available to the general public.

Grant Payments

- Payments for grant agreements must be made on a reimbursement basis.
- To request payment, the Grantee shall submit an invoice and documentation of payment for eligible expenses (e.g., as applicable, paid invoices, staff payroll, cancelled

checks, debit slips, or other payment documentation) incurred during the performance period. Eligible expenditures include but are not limited to salaries, contractor fees, facility costs and capital expenses that support the Grantees artistic mission and programs.

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 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 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.
- Résumés 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.
- 990 Forms or Arts Program Board/Committee Approved Budgets for the last three completed fiscal years.

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 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 18-19 and 19-20 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 APPLY THROUGH Pennsylvania Department of Community and Economic Development's (DCED) Electronic Single Application (ESA) platform: <https://www.esa.dced.state.pa.us>

STEP 3 Select the "Entry to AOAP" application type

STEP 4 SUBMIT ONLINE by February 15, 2022 No hard copies are required

Need help?

- For technical and login questions, contact DCED customer service at: 800.379.7448
- For all questions, concerns and issues with Keystone Login call: 877.328.0995
- For questions about content and attachments contact Jamie Dunlap jadunlap@pa.gov