



**pennsylvania**  
COUNCIL ON THE ARTS

[www.arts.pa.gov](http://www.arts.pa.gov)

# GUIDELINES FOR NEW ALL-DIGITAL GRANT PROCESS 2018-2019

**ENTRY TRACK**

Due date: January 16, 2018

## **ENTRY TRACK DESCRIPTION:**

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

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

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

## **ENTRY TRACK ELIGIBILITY:**

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

## **ENTRY TRACK FEATURES:**

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

## **FUNDING PROCESS:**

- Applications are submitted online.
- Applications are reviewed by advisory panels. Panels evaluate each application based on published PCA criteria.

- The PCA uses a formula to determine funding for the Entry track. The formula simultaneously incorporates average fiscal size of organizations, assessment totals, and previous awards (if any) from the PCA.
- The Council annually reviews funding options and sets the parameters for the funding formula. 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.

## **HOW TO APPLY:**

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

### **STEP 2. DATA COLLECTION – PCA FUNDER REPORT FROM DATAARTS**

<http://culturaldata.org/>

The PCA Funder Report collects your financial and selected non-financial information for the last two years entered into DataArts. This form must be completed with the most up to date information possible. When finished you will need to download the PCA Funder Report. This will be uploaded as an ATTACHMENT in the Electronic Single Application (ESA).

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

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

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

The completed application must be submitted online by January 16, 2018. No hard copies are required.

**Important note: The Narrative, DataArts' PCA Funder Report and Attachments should all reflect the same most recently completed/audited fiscal years (for example, if the narrative describes the 15-16 and 16-17 fiscal years then all attachments and financial data should detail those same years).**

## **NEED HELP?**

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

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

## **GENERAL PROVISIONS**

### **Matching Requirements**

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

### **Funding Restrictions**

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

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

### **Additional Guidance**

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

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

National service organizations that are 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. Consult with the PCA Program Director.

The Council undertakes partnerships and initiatives on behalf of entire fields of the arts to seek opportunities and solutions to problems affecting the arts in Pennsylvania and to initiate projects that will serve a broad spectrum of artists and arts organizations throughout the state.

Generally, the PCA does not provide organizations with start-up money. There are some exceptions to this. If you have questions about starting an arts organization, contact the PCA.

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.

## **ARTS DISCIPLINE DESCRIPTIONS & SUPPLEMENTARY REQUIREMENTS**

### **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. This program does not fund public schools, school districts, intermediate units, other local educational agencies, or private, charter and parochial schools. However, these organizations may apply to the Arts in Education Division (AIE) for artist residencies, Long-Term Residencies (LTRs) and Teacher and Artist Partnerships (TAPs).

#### **Supplementary Requirement(s):**

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

**Other:** Sample curriculum/lesson plans. Educational assessment and/or evaluation tools.

### **Art Museums**

This program 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.

This program does not support organizations that provide only ongoing exhibition programs. Please refer to Crafts or Visual Arts depending on the focus of the exhibition series.

#### **Supplementary Requirement(s):**

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

**Other:** List of catalogues. Up to two catalogues (pdf) per year.

### **Arts Service Organizations**

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

#### **Supplementary Requirement(s):**

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

### **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.

#### **Supplementary Requirement(s):**

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

**Other:** List of catalogues/exhibition publications. Up to two publications (pdf) per year.

### **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 those projects which engage guest teachers and choreographers. Programs in which a professional performing organization is contracted by another organization to perform should apply to Presenting.

#### **Supplementary Requirement(s):**

**Schedule of Activities:** Include company repertoire.

**Video:** One complete piece, up to 20 minutes. Plus, one five-minute selection.

### **Folk and Traditional Arts**

Supports organizations that work to sustain and preserve folk and traditional arts rooted in ethnic, religious, linguistic, occupational, or regional groups. These arts are shaped and shared within families, neighborhoods, and communities and are often passed down from one generation to another. This program does not fund oral history programs that do not include traditions, or the production or marketing of historical crafts or other traditions that are not part of the living heritage of particular communities.

#### **Supplementary Requirement(s):**

**Images/Audio:** Choose two of the following: Images: Up to 20. Audio: 10 minutes maximum.

**Video:** One complete piece, up to 20 minutes. Plus, one five-minute selection.

**Other:** Two to three letters of support documenting the appropriateness and significance of your work. Up to three event programs (pdf), if applicable.

### **Literature**

Supports literary organizations and programs, publications, readings and other related activities that deliver programs and services to the public. This program does not fund scholarly writing, publications printing primarily student work or student-run publications, vanity press publications or self-publication, literary projects for which academic credit is given, or writing competitions, prizes or awards.

#### **Supplementary Requirement(s):**

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

**Other:** Up to two publications (pdf) per year. Up to three event programs (pdf), if applicable.

### **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 arts programs in a social service center, nonprofit organization or government agency. This program does not fund single-discipline arts organizations or programs.

#### **Supplementary Requirement(s):**

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

**Video (optional):** One five-to-20-minute selection giving an overview of the organization and its activities. Plus, one five-minute selection. **OR**

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

### **Media Arts**

Supports organizations and programs that create, produce, exhibit, broadcast or distribute media arts and provide educational programming. Media Arts includes film, audio, video, and digital work. This program does not fund: commercial, strictly institutional, promotional, benefit, fundraising, or archival projects; profit-making theatres/exhibitors; student organizations; or public television or radio.

#### **Supplementary Requirement(s):**

**Schedule of Activities:** Include programming schedule.

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

**Video/Audio:** One five-to-20-minute selection showing the media arts production of the organization (not a trailer).

**Other:** Programs/publications (pdf).

### **Music**

Supports nonprofit music organizations and programs whose primary purpose is public performance. This program does not fund music education programs for non-profit organizations. In that case, the applicant should apply to Arts Education Organizations. Programs in which a professional performing organization is contracted by another organization to perform should apply to Presenting.

#### **Supplementary Requirement(s):**

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

**Audio/Video:** 20-minute selection. Should illustrate highlights that show diversity and a variety of repertoire. Do not limit samples to pieces that only highlight guest artists.

**NOTE:** If choral, please include at least one a cappella selection; if opera, video is highly recommended.

**Other:** Up to three event programs (pdf).

### **Presenting**

Supports organizations and 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. This program does not fund: presenters of seasons of nonprofessionals, vocational, student or school-related faculty artists or ensembles; Pennsylvania

artists or ensembles in their self-produced home seasons or local performances (these are supported by the respective Arts Discipline Programs); or readings of poetry or fiction (these are supported by the Literature Program).

**Supplementary Requirement(s):**

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

**Other:** Up to three event programs (pdf).

**Theatre**

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

**Supplementary Requirement(s):**

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

Video (if allowed): One five-to-20-minute selection showing the production values of the organization.

One five-minute or less selection showing the production values of the organization.

**Other:** Up to three event programs (pdf).

**Visual Arts**

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

**Supplementary Requirement(s):**

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

**Other:** List of catalogues/exhibition publications. Up to two publications (pdf) per year.

**REQUIRED ATTACHMENTS FOR ALL APPLICANTS:**

- Answers to Narrative Questions in pdf fillable form supplied by PCA-link is in the new Electronic Single Application (ESA); actual questions on next page of this document
  - Schedule of Activities
  - Key Artistic and Managerial Staff
  - Board of Directors with Professional Affiliations
  - Marketing and Promotional Materials (pdf)
  - Supplemental Requirements
  - 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. Note: It is understood that this may not be the most recently audited numbers from the PCA Funders Report))
  - IRS Determination Letter confirming nonprofit 501(c)status
  - PCA Funder Report from DataArts
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# REVIEW CRITERIA & NARRATIVE QUESTIONS

## **REVIEW CRITERIA:**

### **Quality of Artistic Product/Process/Service - 35 Points**

- The degree to which the activities of the applicant advance the mission of the applicant.
- Demonstrated artistic success as evidenced by the quality of artists, activities, programs, services and artistic leadership and staff, as well as the quality of the work sample and supplemental materials.
- Effectiveness/results are supported in the narrative by data from the PCA Funder Report.

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

- Demonstrated effectiveness/results in serving audience/customers/clients and the general community.
- Degree of success in reaching new and non-traditional audience/customers/clients.
- Effectiveness/results in marketing and promoting activities.
- Demonstrated results in reaching underserved community(s) as the applicant defines underserved and evidence of provision of services or accommodations for persons with disabilities.
- Evidence of effectiveness/results of educational activities (including pre-K through 12th grade, if the applicant provides services to pre-K through 12th grade students).
- Effectiveness/results are supported by data from the PCA Funder Report.

### **Management - 30 Points**

- Effectiveness/results of the applicant's organizational structure in supporting activities that address the applicant's mission.
- Demonstrated success in the ability to plan and implement the plan.
- Demonstrated ability to evaluate and effectively address opportunities and challenges.
- Effective financial management as evidenced by data from the PCA Funder Report.
- Explain any year-to-year changes of 20% or more (if applicable).

## **NARRATIVE QUESTIONS:**

Below are narrative questions to be answered in the ENTRY application in ESA.

### **Important Notes:**

We don't expect these questions to apply to all applicants. We have tried to create questions that will assist you in capturing the data to tell your story in a complete and compelling way. We want to know about your success and challenges, your opportunities and obstacles, and how you addressed these. Surviving a crisis is as much an indicator of organizational strength as starting a new program.

The Narrative, DataArts' PCA Funder Report and Attachments should reflect the same most recently completed/audited fiscal years (for example, if the narrative describes the 15-16 and 16-17 fiscal years then all attachments and financial data should detail those same years).

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

**Guidance:** We share your passion for the transformational power of the arts. Great arts experiences are possible everywhere in Pennsylvania. We believe the higher the quality of the arts experience the greater the impact the arts will have on our fellow Pennsylvanians. We seek to assess the quality of what you offer and know the quantity of programs and services you provided to your community. We need you to help us understand the circumstances that either enabled or constrained you in providing your programs and services. We recognize that quality is subjective. We instruct the panelists to determine quality in the context of your mission and circumstances.

#### **A. Quality and quantity of primary programs and key program staff**

- Summarize your principal programs, artistic activities and/or services you provided.
- How many activities and/or services did you provide?
- Assess and summarize the quality of your principal programs, artistic activities and/or services that you provided.



- Describe the qualifications and achievements of your primary program staff and how these qualifications and achievements contributed to your mission.

**B. Evaluation of artistic quality and/or quality of services you provided**

- Provide examples of your programmatic successes and challenges.
- Describe how you evaluated your successes and challenges.
- In response to your evaluation, what actions did you take or changes did you make?
- What were the outcomes of these actions or changes?
- Support your narrative with your own specific data and references to the PCA Funder Report.

**ACCESS TO THE ARTS**

**Guidance:** We see our grantees as essential partners in bringing arts to all of the people of Pennsylvania in all of its geography, circumstance, ability, age, and diversity. Access has both a qualitative and quantitative dimension.

**C. Composition of your audience and community**

- Describe your primary audience/customers/membership and/or the community you served.
- Support your narrative with your own specific data and references to the PCA Funder Report.

**D. Access offered to your audience, community and general public**

- Assess and summarize the experiences you provided to your audience and the quality of their experience (examples: affordability, as well as enhancements to your programs such as talk back sessions, open rehearsals, web-based experiences). How did you add value to what you provided such as audience comfort, a sense of welcome, and opportunities for higher levels of engagement?
- Describe your market or audience research. What does your audience want from you?
- Describe your marketing, communications, advertising and outreach efforts.
- Support your narrative with your own specific data and references to the PCA Funder Report.

**E. Outreach to underserved communities**

- Summarize any outreach you provided to underserved communities, new or non-traditional audiences/customers/membership.
- Describe your successes and challenges in reaching new or non-traditional audiences, customers or members.
- Describe and quantify your services or accommodations for people with disabilities and older Pennsylvanians.
- Support your narrative with your specific data and references to the PCA Funder Report.

**F. Education programs for pre-Kindergarten to 12th grade**

- If you provide pre-K to 12th grade educational programs, arts in education and arts education activities, please describe and summarize the impact of these activities.
- Support your narrative with your specific data and references to the PCA Funder Report.
- If you do not offer pre-K to 12 activities, insert "N/A."

**G. Outcomes of efforts in providing access**

- Provide examples of your successes and challenges in providing access to your programs and services.
- How did you evaluate your successes and challenges?
- In response to your evaluation, what actions did you take or changes did you make?
- What were the outcomes of these actions or changes?
- Support your narrative with your specific data and references to the PCA Funder Report

**MANAGEMENT**

**Guidance:** As a state agency, it is paramount for the PCA to be a good steward of public funds. We know that good planning, evaluation, management and leadership are critical to safeguarding the investment of public funds in the work of our grantees. We also know that these attributes are essential to the long-term sustainability of the cultural sector.

**H. Organizational structure, management, governance, planning process**



- Describe your:
    - Management structure and managerial functions
    - Board structure and relations
    - Program management
    - Staffing and personnel
    - Market research
    - Fundraising
    - Public relations
    - Facilities management
  - Summarize your organization’s planning:
    - How you plan - method and process
    - Include community involvement
    - Major goals and objectives
    - Progress
  - What data did you collect and what information did you use? How did you use the data to develop options for your final plan?
  - Support your narrative with your own specific data and references to the PCA Funder Report.
- I. Your Institutional, Organizational or Program’s successes and challenges**
- List and describe examples of your institution’s, organization’s, or program’s strengths and weaknesses, successes and challenges.
  - What actions did you take or changes did you make based on the above?
  - What were the results of these actions or changes?
- J. Changes in Financial Position**
- Describe the changes in your financial position and evaluate your financial position at the end of the most recent completed fiscal year. If you had an operating surplus or deficit, what was it and how did you address it?
  - What, if any, other actions did you take in response to changes in your financial position?
  - How has your financial position affected your programming, organizational structure, staff complement, management, governance, and fiscal management?
  - Support your narrative with your specific data and references to the PCA Funder Report.
- K. Cash Flow**
- Over the last two years, what steps have you taken to manage your cash flow?
  - What was the impact on your overall financial performance?
  - Support your narrative with your specific data and references to the PCA Funder Report.
- L. Current Situation and Plans**
- How do the last two years affect your current situation and your plans? You may briefly describe activities before or after the last two years. Information about those activities will not be considered in the panel’s determination of points in their criteria review, but may provide clarity about the past two years.

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