

**Agency Mission**

To strengthen the cultural, educational, and economic vitality of Pennsylvania's communities through the arts.

**Overarching Value:**

**Diversity, Equity, and Inclusion**

Promote equitable access for all Pennsylvanians to participate fully in a creative life and in the diverse forms of arts and culture in the commonwealth.

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

# 2024-2025

# FOLK & TRADITIONAL ARTS PARTNERSHIP APPLICATION GUIDELINES

**DUE DATES:**

- **Letter of Interest:** April 1, 2024, 5 pm EST
- **Application:** April 16, 2024, 5 pm EST

**PLEASE NOTE THAT NO EXTENSIONS WILL BE GRANTED**

**GRANT ACTIVITY PERIOD:** September 1, 2024 - August 31, 2025

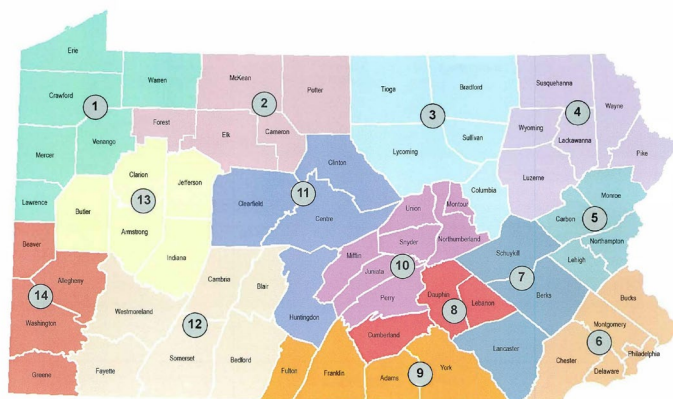
## Overview

The Pennsylvania Council on the Arts (PCA) fosters excellence and continuity in the folk and traditional arts throughout the Commonwealth. Folk and traditional arts are defined as those artistic traditions characteristic of specific ethnic, religious, linguistic, occupational, or regional groups. These arts are shaped and shared within families, neighborhoods, and communities. They are passed down from one generation to another and learned through ongoing participation in community-based activities, and through observation, practice, or apprenticeships with elders and master practitioners. Traditional artists, through their creativity, excellence, and dedication, reflect each community's history, practices, beliefs, and values. Their work thrives because it is a powerful expression of their community's experience.

## Description

The PCA Folk & Traditional Arts Partnership is a statewide system of local and regional organizations that form a mutually supportive network and specialize in, or include, a focus on folk and traditional arts. The partnership organizations collectively serve 40 counties and engage in work and present activities that enhance the visibility, access, and support of folk arts across Pennsylvania.

**The PCA is accepting letters of interest from the following regions for FY2024-2025: 2, 3, 5, 9**



## Program Goals

The goals of the Folk and Traditional Arts Program are to investigate, document, present, sustain and promote the folk and traditional arts of Pennsylvania in order to celebrate our diverse heritage. We accomplish our goals by engaging in the following activities:

- Promoting folk artists and the creation and documentation of folk arts.
- Engaging the public in understanding the quality, breadth, and diversity of folk and traditional arts across the state.
- Conducting critical discovery fieldwork in under-represented communities.
- Providing technical assistance and professional development opportunities for master artists, apprentices, teachers, administrators, and community leaders through workshops and gatherings.

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## Guidelines

These guidelines and forms are specific to organizations that are applying to become a PCA Folk & Traditional Arts (FTA) Partner.

## Submission Deadlines

**April 1, 2024, 5 pm EST - Letter of Interest** submitted via email to Dana Payne, [danpayne@pa.gov](mailto:danpayne@pa.gov).

*Based upon a review of Letters of Interest, select organizations will be invited to submit an application online using the Electronic Single Application (ESA) grants management system.*

**April 16, 2024, 5 pm EST - Application**

## Program Period

**September 1, 2024 - August 31, 2025**

*(All activities must take place during this period)*

*FTA Partners will maintain partnership status for a five-year period unless the organization fails to comply with the guidelines and Terms & Conditions and/or there are changes to the PCA budget.*

## Eligibility

- Interested applicants must submit a Letter of Interest (LOI) to the PCA and then must be invited to apply. *The Council has final authority in determining the PCA FTA Partners.*
- The applicant must be a nonprofit, tax-exempt organization or a government or public agency
- Applicants must have paid staff.
- Applicants must be located in the proposed service region.

## Grant Award

The PCA will make grant awards to FTA Partner organizations under one designation: FTA Partnership. Partnership funds support administrative and programmatic expenses that Partners incur and are meant to cover specific activities that include:

- Fieldwork to identify and document folk and traditional artists and artistic communities in the partner's region.
- Outreach for PCA Folk and Traditional Art Apprenticeships grant program and other opportunities.
- Travel related to fieldwork and outreach.
- Public activities that provide technical assistance and professional development to artists and/or serve to increase participation in, access to, and/or awareness of the folk arts.
- Administration of the grant, including reporting and required meetings with PCA staff.

## Matching Requirements

FTA Partnership funds may not be used as a match for any other PCA grant program matching requirement including but not limited to: Arts Organizations and Arts Programs (AOAP), Arts in Education residencies (AIE), Entry Track or Preserving Diverse Cultures Division (PDC). FTA Partnership grant awards do not require a match.

## 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; or
- Activities for which academic credit is given.

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

- Hospitality expenses (i.e., receptions, parties, gallery openings);
- Capital expenditures, including equipment costing \$ 500 or more;
- Competitions; or
- Performances and exhibitions not available to the general public.

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## FTA Partnership Requirements

The Council designates FTA Partners to provide FTA services across the Commonwealth. Partner organizations are required to follow the PCA's guidelines for the FTA Partnership and adhere to the terms and conditions in the grant award agreement. To be considered an FTA Partner, an organization must:

- Demonstrate commitment to and understanding of Folk and Traditional Arts.
- Have paid professional staff.
- Demonstrate that its Board of Directors is fully aware and supportive of its participation in the Folk and Traditional Arts Partnership.
- Demonstrate fiscal and managerial competence.
- Be invited to submit an application for partnership status after a recommendation by the advisory committee.
- Be recommended for full partnership status by the advisory committee and/or PCA staff after review of the partnership application.
- Have a vote of the Board of Directors approving the application to become a Folk and Traditional Arts Partner organization of the PCA and provide the PCA with the Board-approved minutes that confirm the vote.
- Be approved by the Council.

Once selected, an FTA Partner will be required to fulfill the following duties, organized into four categories of responsibility:

### Apprenticeships:

- Facilitate Folk and Traditional Art Apprenticeship applications in each of the counties in the designated service region.
- Publicize and conduct Apprenticeship program grant workshops and/or provide technical assistance in its service area for artists and community members.

### Fieldwork:

- Identify folk and traditional artists and document a new folk and traditional artist in at least three counties of their assigned region each year, and at least one new artist in each county in their region every three years.
- Develop, maintain, and promote a Folk and Traditional Artist Directory (specific to each regional organization).

### Infrastructure:

- Advocate on behalf of folk and traditional arts and promote folk artists and Partnership programming to regional constituents.
- Facilitate Folk and Traditional Arts Apprenticeship applications in the designated service region by connecting with other regional PCA Partner organizations and programs (Arts in Education, Pennsylvania Partners in the Arts, Preserving Diverse Cultures).
- Participate in Partnership meetings and events.

### Administrative

- Designate a staff person within the organization with the responsibility for the FTA Partnership program.
- Include the Partnership program for the designated region as part of the organization's long-range strategic plan and/or marketing plan.
- Inform the PCA of Partnership activities, including workshops, artist residencies, award ceremonies, etc.
- Notify PCA staff of any Partnership-related change in staffing.
- Collect, maintain, evaluate, and submit data regarding Partnership activities in a timely manner and/or upon request.
- Submit an annual work plan and final report to the PCA on the administration of the Partnership and Partnership funds.

## Crediting Requirements

FTA Partners must acknowledge, in a prominent manner, the PCA's support of Folk and Traditional Arts in its service regions in all materials and announcements and display, in a prominent manner, the PCA's logo in association with the acknowledgment. FTA Partners must incorporate the PCA logo in its programs, promotional materials, education materials, and posters relating to its PCA-funded activities. The PCA shall make available said logo to all grantees. In press announcements, FTA Partners must include acknowledgment of state arts funding support.

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## Possible causes for removal from the Partnership

In addition to termination pursuant to the provisions of the grant award agreement, possible causes for removal from the Partnership include:

- Failure to comply with the FTA Partnership guidelines.
- Repeated failure to participate in required Partnership meetings and professional development activities.
- Changes in the PCA's state allocation may affect the Partnership. Partnership awards are dependent upon the availability of funds and the state's annual appropriation to the PCA.

## Application Review Process

### Review Criteria

Applications should provide evidence that activities support the PCA's mission and the FTA Partnership guidelines and requirements.

### Management – of the applicant organization (40 points)

- Effective planning and implementation.
- Effective staff and board management.
- Effective fiscal management
- Evidence of the organization's approach to diversity, equity, and inclusion as related to board, staff, participants, audiences, and stakeholders

### Experience - in conducting related activities (40 points)

- Quality of folk arts programming and services and effective evaluation of those programs and services
- Evidence that evaluation leads to improvements
- Quality of marketing plan and materials
- Demonstrated knowledge of folk and traditional arts
- Demonstrated experience working with local, state, and/or federal government

### Capacity - to carry out Partnership activities in proposed service area (40 points)

- Effective outreach and community development
- Demonstrated knowledge of region and constituents
- Evidence of staff capacity and experience
- Evidence of financial capacity and development of varied revenue sources for related programming

## How to Apply

The PCA all-digital grant is a 100% electronic process from registration to payment.

The Pennsylvania Council on the Arts is pleased to partner with the Pennsylvania Department of Community and Economic Development (DCED). We have been working with DCED over the past several years to develop many PCA applications using DCED's Electronic Single Application for Assistance. (ESA)

Please note that in addition to the PCA's applications, DCED has a large number of programs available for non-profit organizations, local governments, and for-profit companies. In order to assist applicants with a list of the best possible program options for their organization/company, applicants can use the Program Finder. It will provide a list of potentially available programs based on eligibility and/or the use of funds, with a short program description including links to the program fact sheet and guidelines. To get to the program finder, you will have to create a new application.

### STEP 1. READ THE GUIDELINES

**STEP 2. REGISTER and APPLY THROUGH THE NEW ONLINE-ALL ELECTRONIC PROCESS FROM APPLICATION TO PAYMENT—** this is through the Commonwealth's Department of Community and Economic Development Electronic Single Application for Assistance:

<http://dced.pa.gov/singleapp>

ESA is best accessed through tested web browsers: Internet Explorer or Google Chrome.

Registration is only necessary if you have not yet created an account within ESA to submit an electronic single application. Any previous username and password from the e-Grants system [[pacouncilonthearts.egrant.net](http://pacouncilonthearts.egrant.net) or [ppa.egrant.net](http://ppa.egrant.net)] will not work. If you are uncertain

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as to whether you need to register a new account, please contact Customer Service at 833-448-0647.

All applicants will need to make sure that "User Settings" are updated within the Electronic Single Application prior to beginning a new application. If the "user settings" are not completely filled out, it is possible that applicants will not see the apply button for your program.

All fields noted with a red diamond are required within the application.

**STEP 3. SUBMIT ONLINE**

The completed application must be submitted online by **April 16, 2024**. No hard copies are required.

**NEED HELP?**

For Technical and Login or ESA questions, contact Customer Service at: 1-833-448-0647

For Program Specific (Narrative and Attachment) questions, contact Dana Payne at 717-525-5544 or [danpayne@pa.gov](mailto:danpayne@pa.gov)

**NOTE:** *Applicants will not receive an email upon successful completion, but rather a 12-digit Single Application ID# will be generated on the signature page once you click on "submit application."*