

# 2018-2019 GUIDELINES

Commonwealth of Pennsylvania  
Tom Wolf, Governor

## Pennsylvania Partners in the Arts (PPA) Project Stream



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

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Sen. Christine M. Tartaglione, Philadelphia  
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Paula Vitz, Red Lion  
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;
- Performances and exhibitions not available to the general public.

### DESCRIPTION

PPA Project Stream provides grants of up to \$2,500 to eligible organizations and individuals to conduct arts projects.

The features of Project Stream are:

- Grants are awarded annually and applicants must reapply every year.
- Application is for projects that have not yet occurred. The activities period is from September 1, 2018 - August 31, 2019.
- Applicants may submit one (1) Project Stream application per PPA service region, per grant period.

### APPLICANT ELIGIBILITY

In general:

- Project must be an arts activity, take place in the PPA Partner's service region and have a public component.
  - In some instances, public access to the arts is limited by circumstances beyond the control of the applicant. Examples of this include programs for individuals who are institutionalized, incarcerated, or otherwise unable to access public programs. Applications for projects providing access to the arts in such environments will not be disqualified as a result of the public being unable or not allowed to attend.
- For profit organizations are ineligible.
- The applicant, if an individual, must be at least 18 years old.
- PPA Project Stream applicants may not apply to the following grant programs for the same grant period: PPA Program Stream, PCA AOAP Track, or PCA Entry Track.
- PPA Project Stream applicants may apply to the following PCA grant programs during the same grant period: Arts in Education Residencies; Preserving Diverse Cultures; and Citizens for the Arts in Pennsylvania's Professional Development and Consulting.

### FUNDING PROCESS

- Applications are submitted online to the PPA Partners through the PA Department of Community and Economic Development's Electronic Single Application (ESA) website ([esa.dced.state.pa.us](http://esa.dced.state.pa.us)).
- Applications are reviewed by advisory panels who evaluate and assess each application based on the PCA criteria. The panels make recommendations to the PPA Partners' Boards for the Boards' consideration in making their funding decisions. The PPA Partners' Boards are not obligated to provide formal explanation of the awards.
- PPA Partners may notify appropriate legislators of the funding decisions prior to notifying applicants. PPA will notify applicants by email or postal service of funding decisions.
- Those receiving awards will be asked to log in and complete a Grant Award Agreement (GAA). Recipients must: complete and submit the GAA online; and include appropriate electronic signatures.
- Once the PPA Partner receives the electronic GAA, the award process begins.

## ABOUT PENNSYLVANIA PARTNERS IN THE ARTS (PPA)

Pennsylvania Partners in the Arts (PPA) is a partnership between regional organizations and the PCA. Operating in all 67 Pennsylvania counties, PPA re-grants funds to support a wide variety of local and community arts activities.

### GOALS

- Expanding constituent access to the arts by:
  - (a) Making arts programs available to communities that may have been under served in the past by state arts funding, and
  - (b) Supporting a wide variety of arts activities in the community, developed in a variety local settings.
- Encouraging and supporting local decision-making in the re-granting of arts dollars.
- Increasing awareness of and advocacy for government support and funding of the arts at the local and state levels.
- Enabling the PCA to provide increased assistance to its broad constituency throughout the state.

PPA Project Stream grantees may qualify to transition to the PPA Program Stream. Program Stream offers ongoing support to arts organizations and arts programs with an established history of PPA support. To qualify for Program Stream, applicants must have multiple years of Project Stream funding, be a non-profit organization, have consistent arts programming, and good assessments from the Project Stream review panels. Organizations are notified by the PCA or a PPA Partner that they have met the eligibility requirements and are invited to apply to PPA Program Stream.

### PPA REGIONAL PARTNERS

#### **Berks Arts Council**

(Berks, Lancaster, Schuylkill)  
Contact: Karen Haver  
610-898-1930  
karen@berksarts.org

#### **Bradford County Regional Arts Council**

(Bradford, Columbia, Lycoming, Sullivan, Susquehanna, Tioga, Wyoming)  
Contact: Ranae Chamberlain  
570-268-2787  
ntpaie@bcrac.org

#### **Community Partnerships RC&D**

(Juniata, Mifflin, Montour, Northumberland, Perry, Snyder, Union)  
Contact: Kiernan Schalk  
717-248-4901, x 303  
kschalk@cpartnerships.com

#### **Cultural Alliance of York County**

(Adams, Franklin, Fulton, York)  
Contact: Jennifer Glassmyer  
717-812-9255, x 100  
jennifer@culturalyork.org

#### **Elk County Council on the Arts**

(Cameron, Clarion, Elk, Forest, Jefferson, McKean, Potter)  
Contact: Liz Scacchitti  
814-772-7051  
liz@eccota.com

#### **Erie Arts & Culture**

(Crawford, Erie, Mercer, Venango, Warren)  
Contact: Melinda Meyer  
814-452-3427  
melinda@erieartsandculture.org

#### **Galaxy, the Arts in Education Program of CIU 10**

(Centre, Clearfield, Clinton, Huntingdon)  
Contact: L. Renee McQuown  
814-342-0884, x 3569  
rmcquown@ciu10.org

#### **Greater Philadelphia Cultural Alliance**

(Bucks, Chester, Delaware, Montgomery, Philadelphia)  
Contact: Allie Vanyur  
215-399-3525  
allisonv@philaculture.org

#### **Greater Pittsburgh Arts Council**

(Allegheny, Beaver, Butler, Fayette, Greene, Lawrence, Washington)  
Contact: Anne Mulgrave  
412-391-2060, x 238  
amulgrave@pittsburghartscouncil.org

#### **Jump Street**

(Cumberland, Dauphin, Lebanon)  
Contact: Melissa Snyder  
717-238-1887, x 1103  
melissa.snyder@jumpstreet.org

#### **Lehigh Valley Arts Council**

(Carbon, Lehigh, Northampton)  
Contact: Zachary Kleemeyer  
610-437-5915  
ppa@lvartscouncil.org

#### **Pennsylvania Rural Arts Alliance**

(Armstrong, Bedford, Blair, Cambria, Indiana, Somerset, Westmoreland)  
Contact: Rebecca Catelinet  
814-472-3927  
director@praa.net

#### **Pocono Arts Council**

(Lackawanna, Luzerne, Monroe, Pike, Wayne)  
Contact: Tassy Gilbert, PPA Coordinator  
570-476-4460  
tassy@poconoarts.org

Visit [arts.pa.gov](http://arts.pa.gov) > Programs > Pennsylvania Partners in the Arts > PPA Partner Organizations, for your Partner's current mailing address.

## **MATCHING REQUIREMENTS**

- First and second time PPA Project Stream recipients are not required to match the requested amount.
- Third time (and thereafter) recipients must show a 1:1 cash match of funds requested.
- PCA funds may not be used as match for other PCA funds.

## **APPLICATION REVIEW PROCESS**

PPA Partners use an advisory panel process to assess applications based on the review criteria and make recommendations to the PPA Partners' Boards of Directors for consideration in making funding decisions. Membership on advisory panels changes annually, so applicants should not assume that the panelists have any prior knowledge of the applicant or process.

- The information provided in the application is the principal source of information for the advisory panel review.
- Applications should be clear, complete and compelling in presenting all information. Responsibility for making a case for PPA support rests entirely with the applicants.
- Applicants may receive little or no support if information is missing, incorrect or unclear.

## **APPEALS PROCESS**

PCA recognizes that errors may occur in the PPA 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 a designated partner. Appeals to the board of a designated partner may result in an increase in the PPA 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 designated partner and the PCA 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. Disagreements 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 their partner for advice and guidance. The appeal of an award decision must be made in writing ten (10) business days from the date of the notification of the award from the Partner. Letters of appeal should be addressed to your PPA Partner. Send a copy to Matthew Serio, Program Director, Pennsylvania Council on the Arts. 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 successful, funds will be awarded only if they are available.

### **APPLICATION REVIEW CRITERIA**

The advisory panels assess applications based on the following criteria:

#### **Quality and Quantity of Artistic Product, Process or Service - 35 points**

- Quality of the project goals and measurable objectives that address the project goals. Project goals may include an artistic product (such as a performance, exhibition or other public event) or artistic process or service (such as classes, workshops, etc.).
- Quality of the artist(s) and others principally responsible for the project.
- Quality of the work represented by the work sample, support materials, and/or venue of activities (if applicable).

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

- Demonstrated knowledge of target audience.
- Efficacy of plans to reach general public, including target audience.

#### **Management - 30 points**

- Appropriate budget.
- Evidence of developing other support, such as business support, in-kind support, and shared services (if applicable).
- Ability of staff, volunteers, and/or board to effectively manage and implement programming.

## HOW TO APPLY

### APPLICATION DEADLINE

Applications must be submitted electronically via DCED's Electronic Single Application (ESA) website ([esa.dced.state.pa.us](http://esa.dced.state.pa.us)) on or before June 20, 2018. Late applications may not be accepted.

### APPLYING VIA DCED's ESA

All first time ESA users must register through the ESA website ([esa.dced.state.pa.us](http://esa.dced.state.pa.us)).

For technical support about the website or registration process, contact the DCED Customer Service Center: 1-800-379-7448, 8:30 a.m. - 5 p.m., EST, Monday-Friday or [ra-dcedcs@pa.gov](mailto:ra-dcedcs@pa.gov).

For all other questions (eligibility, narrative, support materials, etc.) should be directed to PPA regional partner organization for your area, located on page 2.

**Remember:** If you have questions about the application process, please contact your PPA Partner (page 2). Before you begin, read the guidelines in their entirety. Remember that the responsibility for making a compelling case for PPA support rests entirely with the applicant.

## NARRATIVE QUESTIONS

### Quality of Artistic Product/Process/Service

#### Project Description:

Describe your project in detail, including when and where it will take place, who is involved, and the sequence of activities.

#### Goals and Objectives:

What are your goals and objectives for this project? How will you know (or measure) if you have met them?

#### Artistic Qualifications:

What are the qualifications or previous experience of the artist(s) and others involved in your project? Enclose with the application: résumé(s) and a work sample(s). If artist selection has not occurred for your project, please include a list of artists involved in similar projects in the past, if applicable.

### Access to the Arts

#### Intended Audience:

Describe the intended participants/audience for the proposed project. Include in the description the racial and cultural composition of the audience members. How did you decide to focus on this audience?

#### Reaching Intended Audience:

Describe how the proposed project will be publicized and promoted to reach your intended audience.

#### Reaching General Public:

How might you invite others beyond your intended audience to be involved in your project (e.g., parents, neighborhood groups, associations, local government officials, etc.).

#### Attendance:

Provide an estimate of how many participants this project will serve. This number includes, but is not limited to, individuals who attend, perform, and/or teach. If you have past attendance figures for activities similar to your proposed project, please include a brief sentence supporting the estimated number.

### Management

#### Budget:

Provide a detailed explanation for key items in your budget, including larger expense items, fees to artists, or other items that you would like to clarify. Detail any in-kind support and/or other shared services that will be provided for your project.

#### Key Staff Qualifications:

Identify and list the qualifications or previous experience for the key person(s) (e.g. staff, volunteer, boards, etc.) in charge of making sure the project proceeds as planned. Include others who are involved and in what capacity. Enclose with the application: résumé(s) of key people involved in the management of the project.

## WORK SAMPLES

### REQUIRED support materials:

- Project budget;\*
- Résumé or biography (no more than one page each) of key artistic and administrative personnel involved in the project;\*
- If the project will be presented in a venue that is not controlled by you or your organization, submit a one-page letter, signed by the director of the venue where the project will be presented, indicating the venue's willingness to host your event;
- For organizations, a copy of IRS Determination letter (if applicable);
- For individual applicants, a letter(s) of intent, signed by all participating artists, indicating their commitment to participate in the project described in application.\*

\*The ESA system will not let you submit your application without these items.

### ADDITIONAL support materials (REQUIRED of second time and subsequent year applicants; strongly encouraged for first time applicants):

- Press clippings and/or other materials that support your application.
- Description of work sample(s).
- Two copies of the same work sample(s), if not submitted electronically.
- You may submit:

#### PDFs

- Maximum file size is 10MB

#### IMAGES:

- Must be .jpg and in the RGB color space
- The recommended size for images is 1240 x 1240 pixels

#### AUDIO:

- Must be .mp3 file format
- Maximum file size is 10MB
- Maximum of (2) audio files may be uploaded

#### VIDEO

Must be one of the following formats:

- .mov, .mp4, .mpg, or .avi
- Maximum file size is 50MB
- Recommended size is a width of 480 pixels or more
- Maximum of two (2) video files may be uploaded
- Or URL to online video (e.g. YouTube or Vimeo)

### ATTENTION:

- All work samples must be uploaded to ESA. ESA supports up to six (6) uploads, but no more than two (2) video or audio files. It is best to combine multiple photos into one file and press clippings into a separate file before uploading.
- If you are unable to submit work samples electronically, you may mail a USB drive to your PPA partner organization (see page 2). Enclose a self-addressed, stamped envelope if you wish to have your USB drive returned. **Note:** Every attempt will be made to return your USB drive, however, PPA partner organizations cannot accept responsibility for lost or damaged USB drives.

## PROJECT STREAM APPLICATION TIMELINE

**June 20, 2018:** Postmarked application due date (for funding period September 1, 2018 - August 31, 2019).

**August 2018:** Partner advisory panels meet to assess the applications.

**September - October 2018:** Applicants are notified and grantees are invited to attend awards ceremonies. Grant award agreements are due to PPA Partners.

**September 1, 2018:** Grant activity period begins.

**August 31, 2019:** Grant activity period ends.

**September 30, 2019:** Postmarked final report due date to PPA Partners.

Note: This timetable is subject to change based on Commonwealth of Pennsylvania budgeting procedures and processes. Please note that grant funds may not be distributed by the start of the project or funding year. Applicants should be aware of this and plan their cash flow accordingly.

## GLOSSARY OF TERMS

**In-kind (non cash) contributions**

Non cash contributions of goods, services, and/or transactions (such as use of venue), not involving money or measured in monetary terms.

**Secured income source**

Project revenue that is confirmed the applicant has received or will be receiving on a date certain.

**Shared services**

A way of organizing administrative functions among two or more organizations to optimize the delivery of cost-effective, reliable services to all participating organizations.

**Advisory review process**

Panels of four to eight representatives from the Partner region (with knowledge of the arts and the community) review applications using published criteria and reach a consensus on how well each application makes the case for PPA support.

**Match and cash match**

For every grant dollar awarded by the PCA through the PPA Partner, a third-time applicant must secure an equal amount in “matching” revenue through fund-raising, earned income, or their operational budget. In-kind (non cash) contributions and other PCA funds may not be used toward the match. First and second-time PPA Project Stream recipients are not required to match the grant amount.

**Capital expenditures**

Funds spent by an applicant to acquire (or upgrade) fixed, physical, non-consumable assets, such as buildings and equipment. Projects funds may not be used for capital expenditures (including equipment costing \$500 or more per item).

**Hospitality expenses**

Funds used for receptions, parties, gallery openings, etc. Funds can be used for the expenses of the project, such as rental space or installation costs for an exhibition.

**Competitions**

Any event for which prizes or awards are given. Juried exhibitions are acceptable.

## ADDITIONAL TERMS & CONDITIONS & GENERAL PROVISIONS

These documents apply to all PCA grantees. Please read these documents, which apply to all PCA grantees, to understand the legal requirements. Find these documents here: [arts.pa.gov](http://arts.pa.gov) > Manage Your Award