

APPLICATION RECEIPT DEADLINE
February 10, 2012

PROJECT PERIOD
May 1, 2012 – August 31, 2013



PROGRAM DESCRIPTION

In partnership with the National Endowment for the Arts and the Robert Sterling Clark Foundation, Mid Atlantic Arts Foundation (“MAAF”) has initiated a pilot program, *Southern Exposure: Performing Arts of Latin America* (“*Southern Exposure*”) to bring exemplary contemporary and traditional performing arts from Latin America¹ to audiences in the United States that have little access to this work. The pilot program will invest in projects in which presenting organizations work with a variety of community partners to offer opportunities for significant engagement with the artists from Latin America. *Southern Exposure* continues the important tradition in the United States of the public and private sectors working collaboratively to support the arts.

Through a competitive grants process, the pilot program will support an array of projects that include extensive contextualization and complementary activities to connect visiting artists with a broad public. The initiative encourages arts presenters to reach new audiences, including communities with origins in Latin America that reflect the demographic changes that have taken place in the United States over recent decades. *Southern Exposure* seeks to help develop and deepen relationships between Latin American artists and communities and artists in the United States, and create opportunities for visiting artists to experience American culture through person-to-person dialogue. .

The pilot program will support the presentation of dance, music, and theater artists or ensembles. MAAF will provide technical assistance to organizations interested in submitting applications. In addition, subsequent to the grant awards, MAAF will create a platform for the exchange of ideas, information and best practices related to exchange with Latin America through the periodic virtual convening of *Southern Exposure* grantees.

PROGRAM OBJECTIVES

Southern Exposure will enable consortia of presenting organizations to bring works of excellence from Latin America to targeted audiences in the United States. The consortium structure of *Southern Exposure* will ensure that each participating artist/ensemble is presented in a minimum of three cities or towns. Each engagement will include public performances and complementary activities to provide audiences with a greater understanding of the artists’ work and of the cultures from which the work is derived. This pilot program seeks to create a network of sites that can share expertise and costs to offer meaningful exchanges between artists, audiences and their communities.

Over a longer term, the goals of *Southern Exposure* are to:

- Enrich community life in the United States by providing access to high quality performing arts from Latin America for audiences that have little opportunity to experience this work.
- Increase public participation in the arts through international cultural engagement projects with Latin American artists that include innovative partnerships with diverse sectors of the community.
- Strengthen and expand the network of organizations in the United States committed to presenting or exhibiting the work of artists from Latin America.
- Develop relationships with artists, arts professionals and cultural institutions from Latin America that will result in opportunities for future collaborations.
- Share lessons learned and develop best practices in international cultural engagement that can be adapted by others interested in programming artists from abroad.

¹ See Page 2 of the guidelines under Project Eligibility for the definition of Latin America for the purposes of the program.

APPLICANT ELIGIBILITY

Southern Exposure will support projects that are conceived and developed collaboratively by presenter consortia based in the United States and its territories. For the purposes of this program, MAAF defines a presenter as an organization that selects and engages professional touring artists to perform before general audiences in its community and manages the logistics in connection with those performances. For *Southern Exposure*, presenters will manage all the local requirements for public performances, develop contextual materials with their consortium partners, and coordinate complementary activities with their community partners. Producing organizations that primarily create their own artistic work or assemble artists to perform as ensembles for performances, are not eligible to apply to *Southern Exposure*.

- Each consortium must consist of a minimum of three and a maximum of five presenting organizations. Priority will be given to consortia that include at least one organization with little-to-no experience in presenting artists from outside the United States.
- Consortium partners must be based either in different states and/or federal jurisdictions or, at a minimum, outside of a 50-mile radius from one another. To ensure that engagements reach the widest possible audiences, priority will be given to consortia that are comprised of presenters from more than one state or U.S. federal jurisdiction.
- Presenters are limited to participation in one consortium application per application deadline.
- Each presenter in a consortium must be designated by the United States Internal Revenue Service as a 501(c)(3) nonprofit organization or be a unit of state or local government.
- All presenters in a consortium must have a minimum of three continuous years of experience offering multiple presentations by professional touring performing artists in a given season.
- Although only one presenter in a consortium can act as the visa petitioner for the selected artist/ensemble, all presenters in a consortium must be willing to accept this responsibility.
- Applicants must be in good standing with MAAF at the time of application, with no overdue or outstanding required reports and/or grant documents.

PROJECT ELIGIBILITY

- *Southern Exposure* projects must invite professional artists or ensembles from Latin America working in a contemporary or folk /traditional performing arts discipline, limited to dance, music, or theater. For the purposes of this program, a professional artist is defined as someone who receives a significant portion of his or her annual income from artistic activities. Each consortium may propose only one artist or ensemble for the project.
- For the purpose of *Southern Exposure*, Latin America is defined as Mexico, and the independent nations that comprise Central and South America, and the Caribbean (excluding Cuba) where the predominate languages are French, Portuguese or Spanish. The complete list of eligible countries is as follows:
 - Argentina
 - Bolivia
 - Brazil
 - Chile
 - Colombia
 - Costa Rica
 - Dominican Republic
 - Ecuador
 - El Salvador
 - Guatemala
 - Haiti
 - Honduras
 - Mexico
 - Nicaragua
 - Panama
 - Paraguay
 - Peru
 - Uruguay
 - Venezuela

PROJECT REQUIREMENTS

All *Southern Exposure* projects are required to include:

- At least one public performance that serves the general public in each community on a tour. For the purposes of this program, performances that primarily serve a confined audience such as K-12 schools, university

classes, summer camps, nursing homes, etc. are not considered public performances, although they may be one of the complementary activities that comprise a *Southern Exposure* engagement in a host community.

- At least one complementary activity in each community on a tour. For the purposes of this program, a complementary activity is defined as an activity that allows direct interaction with the artists and enhances the audience's understanding and appreciation for the featured work and the culture from which the work is derived. These may include, but are not limited to, lecture/demonstrations, master classes, residencies, workshops, exhibitions, panel discussions, interviews, and other creative approaches to engage members of the host community.

Complementary activities should include partnerships with other organizations in the presenter's community, such as educational or faith-based institutions, libraries, cultural centers, local radio and/or television stations, Sister Cities, Rotary or Lions clubs, among other possibilities. Presenters also may wish to encourage partners that could do ancillary programming associated with the country/culture of the artist (i.e. an exhibition, film showing/festival, literary activity of work from the country, etc.).

- Contextualization materials developed collectively by each consortium or independently and shared among the partners that provide information on the artists, art forms, and cultures featured in a tour engagement. Contextualization material may be provided in print and/or electronic formats.
- Documentation that will allow for the engagements to have value beyond the live events and benefit audiences other than those in the host communities. This may include recording of performances, webcasts, podcasts with featured artists, and artist blogs for placement on the presenters' websites or other Internet sites, among other options. (For funded projects, presenters will be responsible for securing all necessary releases, rights and licenses to record, broadcast and/or use images of artist/ensemble's work for archival and educational purposes.)
- Translation services, where necessary. Projected, transmitted or live translation should be considered for performances and community engagement activities as well as print materials that can be distributed at live events.

CONSORTIA MEMBER RESPONSIBILITIES

A *Southern Exposure* consortium is comprised of a Lead Presenter and at least two Presenter Partners. Each presenter has specific responsibilities in the development of an application as outlined below. All of the presenter partners must have a voice in the planning and development of the project.

Lead Presenters

The Lead Presenter is responsible for coordinating the planning effort that leads to the development of a *Southern Exposure* project, and for submitting the application on behalf of the consortium. The Lead Presenter gathers information from the presenter partners about the proposed engagements in their communities. The Lead Presenter compiles this information, along with information on its own proposed engagement, into an application package for submission to MAAF. The Lead Presenter ensures that the application is complete.

The Lead Presenter does not serve as a fiscal conduit for a funded *Southern Exposure* project. Each presenter (the Lead and the Presenter Partners) in a funded project will receive a grant directly from MAAF.

In acknowledgment of their special role in facilitating *Southern Exposure* projects, Lead Presenters of funded projects will receive, as part of the grant award, \$100 for each Presenter Partner in the consortium to partially compensate for the work involved in compiling and submitting the applications on behalf of the partners.

Presenter Partners

Each Presenter Partner is responsible for the following:

- negotiating with the artist or ensemble the terms of the engagement in its community;
- creating and/or sharing contextualization materials with their Presenter Partners;
- developing complementary activities with their community partners; and
- completing a Presenter Application for the proposed project.

Lead Presenters depend on their Presenter Partners to consider the *Southern Exposure* review criteria as they develop plans for the engagements in their communities and to prepare application materials in a complete and timely manner. Presenter Partners should complete their respective portions of the application so the Lead Presenter has enough time to compile all hard copy components into a single application package by the published deadline.

Projects will be assessed on the collective strength of the consortium and the individual strength of each Presenter Partner application. An incomplete or weak Presenter Partner application can negatively impact or potentially disqualify a consortium request. In rare cases, the request of an individual consortium partner may be denied funding while the remaining partners are funded, providing that the project still meets the program's requirements for eligibility.

Visa Process

Southern Exposure consortia will be responsible for securing non-immigrant work-related visas for the artists/ensembles participating in their respective projects. One presenter in each consortium (not necessarily the Lead Presenter) will be responsible for serving as the visa petitioner on behalf of its Presenter Partners. (Petitioners will be identified by their respective consortium partners after projects are selected for funding.) MAAF will provide *Southern Exposure* grantees with limited, free access to expert legal guidance on U.S. immigration law and procedures related to their specific projects as well as help in identifying the most appropriate presenters to serve as the petitioners for their respective consortia. A law firm specializing in visa issues will provide information and assistance through group and individual telephone consultations with consortia members.

APPLICATION REVIEW

A panel composed of experts in the field, including a layperson, who reflect a wide geographic, ethnic, and minority representation as well as diverse aesthetic and cultural points of view will review applications and make recommendations for support.

Southern Exposure applications will be evaluated based on Artistic Excellence and Artistic Merit. These criteria are not ranked or given specific weights.

Artistic Excellence

- The quality of the artist/ensemble as demonstrated by submitted work samples and record of achievement;

Artistic Merit

- **Readiness to tour:** The selected artist/ensemble's experience in touring and its potential to successfully fulfill project activities while in the United States;
- **Quality of the engagements:** The potential for meaningful exchange between artists, audiences, and communities through exemplary public performances, the development of robust contextualization materials, and well-designed complementary activities that provide greater understanding of the artists' work and culture by members of the host communities, and of the United States by the visiting artists.
- **Quality of documentation:** Well-conceived plans for documentation that can provide virtual opportunities for communities out of proximity of live project events to experience aspects of the engagements and have access to contextual materials that will enrich their experiences.
- **Impact:** Potential to engage new audiences in the community.

GRANT AMOUNTS AND ELIGIBLE EXPENSES

Southern Exposure grant amounts will not exceed \$25,000 per presenter participating in a consortium. No presenter request for less than \$5,000 will be considered for support. Grants are made directly to each presenter in a consortium whose project has been approved for support.

Grants must be matched on a 1:1 basis. Matches may be achieved through cash and/or in-kind contributions.

Eligible costs include contracted artist fees; artist travel-related expenses; presenter international travel related to the project; expenses related to the development of contextualization materials: translation services and/or materials; expenses related to community engagement activities; communications; marketing and promotion; shipping; space and equipment rentals; printing, postage; and visa application services. Presenters may request up to 50% of these eligible expenses (not to exceed \$25,000).

Artist travel to the United States or presenter travel to Latin America prior to their project engagement dates is eligible for program support as it provides both parties with opportunities for greater appreciation of each other's work, communities, and cultures as well as agreement on project design and objectives.

APPLICATION SUBMISSION

Applications for *Southern Exposure* must be received by MAAF at the address listed below on or before the deadline listed in these guidelines.

Southern Exposure
Mid Atlantic Arts Foundation
201 North Charles Street, Suite 401
Baltimore, MD 21201

Applications sent via fax or email will not be accepted for consideration.

Questions should be directed to Adam Bernstein, Deputy Director, Programs at adam@midatlanticarts.org.

APPLICATION RECEIPT DEADLINE

February 10, 2012 for projects taking place between May 1, 2012 and August 31, 2013.

This is a RECEIPT deadline, not a postmark deadline.

This is the receipt deadline for all hard copy application materials submitted by the Lead Presenter on behalf of the consortium. Hard copy application materials can only be generated after a successful electronic application submission by all Presenting Partners in a consortium, including the Lead Presenter. Presenting Partners need to plan ahead to allow enough time to complete their electronic application submission, generate a hard copy application, and send it with all other required materials to the Lead Presenter.

AWARD NOTIFICATION

All applicants, Lead Partners and Presenting Partners, will be notified in writing on the status of their proposals approximately 12 weeks following the application deadline.

PROGRAM PARTNERS

MID ATLANTIC
ARTS FOUNDATION



APPLICATION PROCEDURE AND REQUIRED MATERIALS

To assist the panelists in the application process, it is important to adhere carefully to the instructions below.

MAAF uses the eGRANT® online application system for *Southern Exposure*. To access the eGRANT® application, please visit: <http://midatlanticarts.egrant.net>

Please note, although some information for the Southern Exposure application is to be completed online, -ALL of the following materials must be completed and sent to MAAF in hard copy form. Presenter Partners must send their completed application materials to their respective Lead Presenters in advance of the deadline. The Lead Presenter is responsible for compiling the applications of their consortium partners and mailing them to MAAF for receipt by the application deadline to be eligible for consideration.

Unless otherwise indicated, Lead and Presenter Partners must submit TWO COPIES of the following materials. Please refer to the application Checklist and organize your materials in the order stipulated. Do not staple application materials.

1. **Southern Exposure eGRANT® online application** (to be downloaded from the eGRANT® Main Menu page) includes the following:
 - a. Consortium Project Summary Sheet (**to be completed by Lead Presenter only**)
 - b. Work Sample Narrative Sheet (**to be completed by Lead Presenter only**)
 - c. Application Information Sheet
 - d. Project Budget Sheet
 - e. Statistical Information Sheet
 - f. Certificate & Statement of Assurances Sheet*

*Note: The application's Certificate & Statement of Assurances page must be signed by an official of the presenting organization with authority to commit the applicant to the legal and fiscal requirements of the grant.

2. **Artist/Ensemble Description (to be completed by Lead Presenter only)**: (to be downloaded from the eGRANT® application Required Materials tab)
3. **Work Samples (to be submitted by Lead Presenter only)**. Submit two different work samples (**two copies of each sample**). Please refer to the Work Sample Sheet found on the eGRANT application for detailed information about how to prepare your work samples. Work samples will be returned only if the applicant includes a self-addressed, stamped envelope with the appropriate amount of return postage. Please note that work samples of funded projects are retained by MAAF.
4. **Six copies of artist's promotional materials (to be submitted by Lead Presenter only)**, including photographs (if available), press notices, and other descriptive information. Do not send screen shots downloaded from the artist/ensemble's website.
5. **Application Narrative (not to exceed five pages)**: (to be downloaded from the eGRANT® application Required Materials tab)
6. **Presenter Programming Profile** (to be downloaded from the eGRANT® application Required Materials tab)
7. **Presenter Project Outline** (to be downloaded from the eGRANT® application Required Materials tab)
8. **Signed Letter of Intent or Agreement between the presenter and the proposed artist**. The letters must include the specific dates of the engagement, contracted artist fees, a list of performances and complementary activities in the presenter's community, and the title of works to be performed (if known). The presenter and the artist or their authorized agent must countersign the letter.

In addition, include the following information with your application:

9. **One** copy of a letter on organizational letterhead signed by an authorizing official confirming the applicant's status as a unit of government, where applicable.

CHECKLIST

Unless otherwise noted, provide two copies of the materials listed below, collated in the order listed and without staples.

LEAD PRESENTER ONLY:

- Consortium Project Summary Sheet (downloaded from the eGRANT® application)
- Artist/Ensemble Description (downloaded from the eGRANT® application's Required Materials tab)
- Completed Work Sample Narrative Sheet (downloaded from the eGRANT® application)
- Two copies of two artist/ensemble work samples (Include a self-addressed envelope with sufficient postage if you wish to have the work samples returned)
- Six copies of artist's promotional materials

ALL PRESENTER PARTNERS (INCLUDING LEAD PRESENTER):

- Application Information Sheet (downloaded from the eGRANT® application)
- Application Narrative (downloaded from the eGRANT® application's Required Materials tab)
- Presenter Programming Profile (downloaded from the eGRANT® application's Required Materials tab)
- Presenter Project Outline (downloaded from the eGRANT® application's Required Materials tab)
- Project Budget Sheet (downloaded from the eGRANT® application)
- Signed Letter of Intent or Agreement between Presenter and the Artist/Agent
- Statistical Information Sheet (downloaded from the eGRANT® application)
- Signed Certificate & Statement of Assurances Sheet (downloaded from the eGRANT® application)
- One copy, if the applicant is a unit of government, of a letter on organizational letterhead signed by an authorizing official confirming the applicant's status as a unit of government