

APPLICATION RECEIPT DEADLINE

March 22, 2010

PROJECT PERIOD

July 1, 2010 - June 30, 2011

INTRODUCTION

Mid Atlantic Arts Foundation ("Foundation") supports the richness and diversity of the region's arts resources and promotes wider access to the art and artists of the region, nation and world. The Foundation partners with the states and jurisdictions of Delaware, the District of Columbia, Maryland, New Jersey, New York, Pennsylvania, the U.S. Virgin Islands, Virginia, and West Virginia. Since its founding in 1979, the Foundation has been committed to serving artists, organizations engaged in cultural pursuits, audience members, and community residents through its programs.

Support for the presentation and touring of performing artists is central to the work of the Foundation. The following guidelines describe the ArtsCONNECT program, which supports collaborations among presenters to facilitate tours of artists involving all performing arts disciplines, including dance, jazz, music, opera, theater, and folk/traditional arts, across the mid-Atlantic region. This document contains important information about the purpose of the program, eligibility and review criteria, and instructions on submitting an application to the Foundation.

ArtsCONNECT is made possible through major funding from the National Endowment for the Arts' Regional Performing Arts Touring Program. Mid Atlantic Arts Foundation is supported by the National Endowment for the Arts, the region's state arts agencies and private donors.

PROGRAM OBJECTIVES

The purpose of ArtsCONNECT is to provide access to live performing arts engagements of excellence to audiences across the mid-Atlantic region and a deeper understanding of artists' work through support of tours incorporating public performances and activities that enhance the concert experience. The program supports a limited number of touring projects proposed by presenter consortia in the region that involve public performances and complementary activities that provide audiences with a greater appreciation for the art. It is the Foundation's intention that ArtsCONNECT tours will bring artists of the highest quality to underserved audiences throughout the region to the widest extent possible. Within these touring projects there is also the potential for presenters to share information, experiences and resources that can build strong networks for future presentations.

Through ArtsCONNECT, the Foundation seeks to encourage presenters to plan engagements that feature meaningful exchanges between artists, audiences and their communities. The Foundation will give the highest priority to projects that:

- Reach the broadest geographic distribution within the mid-Atlantic region;
- Support new or newly commissioned works;
- Target communities underserved by the arts. For the purposes of this program, an underserved community is one in which individuals lack access to the arts due to geography, economic conditions, ethnic background, disability, or age.

PROJECT PLANNING

Preparation for an application to ArtsCONNECT requires advance planning and time for project development. Presenters interested in forming a consortium for an ArtsCONNECT project must look for other presenters that are interested in the same artist. Often presenters do this through their statewide presenter organizations, if they have one, or other presenter networks in which they are active. Presenter meetings at the regional or national booking conferences are another way to learn about ArtsCONNECT projects that are forming. Artists, their managers, or booking agents are another important resource for presenters exploring project ideas. Planning for an ArtsCONNECT project requires communication between presenters and the artist or manager, and between the presenter partners to develop the elements of the touring project.

The Foundation distributes ArtsCONNECT *Projects in Development*, a publication featuring information on potential ArtsCONNECT projects gathered from presenters, in December and January prior to the application deadline to facilitate presenter communication and partnerships.

APPLICANT ELIGIBILITY

Only presenter consortia are eligible to apply to ArtsCONNECT. For the purposes of this program, the Foundation defines a presenter as an organization that selects and engages professional touring artists to perform work before audiences in their communities. Presenters manage all the local requirements for the performance and facilitate the interaction between artists and audiences. Producing organizations, which create artistic work or assemble artists to perform as ensembles for performances, are not eligible to apply to ArtsCONNECT.

- Each presenter partner in the consortium must be designated by the Internal Revenue Service as a 501(c)(3) nonprofit organization or a unit of government;
- The presenter consortium must include at least three presenting organizations from a minimum of two mid-Atlantic states. **Applications that include presenting organizations from three or more states within the region served by the Foundation will be given priority consideration.** Although tours may cross into other regions, the Foundation will only support engagements based in its region. States and territories in the Foundation's region include Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, the U.S. Virgin Islands, Virginia, and West Virginia;
- At least half of all presenter partners in a consortium must have a minimum of three years continuous history of offering multiple presentations by professional touring artists in a given season and managing the logistics in connection with those performances;
- Presenter partners must be in good standing with the Foundation at the time of application, with no overdue or outstanding required reports and/or grant documents.

PROJECT ELIGIBILITY

- ArtsCONNECT projects must utilize professional touring artists from performing arts disciplines, including dance, music, opera, theater, jazz, and folk/traditional arts that have been touring at least two years. Although projects may not utilize nonprofessional artists, resident faculty or students for the public performances, such artists may participate in complementary activities, if applicable. For the purposes of this program, a professional artist is someone who receives a significant portion of his or her annual income from artistic activities;
- The proposed artist must reside out-of-state for a majority of the presenters within the consortium;
- ArtsCONNECT projects must include a public performance in each community on the tour;
- The public performances should generally carry an admission charge. The Foundation believes that charging admission for performances not only provides presenters with a source of income but also promotes the value of artists working in a marketplace;
- At least one complementary activity must take place as part of the tour, although not necessarily in every community of the presenter consortia. For the purposes of this program, a complementary activity is defined as an activity that supports the public performance and enhances the audience's understanding of and appreciation for the artists' work. These may include, but are not limited to, exhibitions, lecture/demonstrations, master classes, residencies, workshops, and other creative approaches to engage the community. These activities might be provided by the contracted artists, presenter or another entity as long as the activity substantively enhances the performance experience.
- ArtsCONNECT tours are not required to be contiguous, nor does the artist need to perform the same work or repertoire at each site on the tour;
- Presenters may be a lead applicant or participant in a maximum of three ArtsCONNECT applications. ArtsCONNECT applications involving artists currently featured on the Foundation's 2010-11 Mid Atlantic Tours or American Masterpieces rosters are ineligible for support. Roster artists include Ailey II, Buika, Joe Lovano and John Scofield, Lar Lubovitch Dance Company, Step Afrika!, Trisha Brown Dance Company, Walnut Street Theatre, and The Waylin' Jennys.

The Foundation will not fund:

- Public performances that serve primarily a confined audience such as K-12 schools, university classes, summer camps, nursing homes, etc.

APPLICATION PROCESS

The Lead Presenter of a consortium submits the Application Form and accompanying materials developed with its presenter partners.

Lead Presenters

The Lead Presenter is responsible for coordinating the planning effort that leads to the development of an ArtsCONNECT project. They gather information about the proposed engagements in each community from their presenter partners, write a brief project description, and collate the information from presenting partners into a proposal package for the Foundation, ensuring that the application is complete and includes all required materials and requested information. Lead Presenters and their presenting partners should allow ample time to 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 submitted to the Foundation by the published deadline.

The Lead Presenter does not serve as a fiscal conduit for a funded ArtsCONNECT project. Each presenter (the Lead plus the Presenter Partners) participating in the funded project will receive a grant directly from the Foundation.

In acknowledgment of their special role in facilitating ArtsCONNECT projects, Lead Presenters of projects submitted to the Foundation will receive an administrative grant to partially compensate them for the work involved in coordinating the project and compiling the application. For projects that are funded, the Lead Presenter will receive \$100 multiplied by the number of Presenter Partners (excluding the Lead Presenter) involved in the project. For projects that are not funded, the Lead Presenter will receive \$50 multiplied by the number of Presenter Partners (excluding the Lead Presenter) involved in the project. Administrative grants are paid to Lead Presenters at the conclusion of the application cycle.

Presenter Partners

Although the Lead Presenter on an ArtsCONNECT project coordinates and compiles information for the submission of application materials, presenters participating in an ArtsCONNECT project should understand that they are members of a consortium and their role is an important one. Each presenter is responsible for negotiating with the artist the terms of the engagement in their community and completing a Presenter Application for the proposed project. Lead Presenters depend on their partners to consider the ArtsCONNECT review criteria as they develop the engagements in their communities and to prepare materials for the proposal in a complete and timely manner. An ArtsCONNECT partnership allows for all the presenter partners to have a voice in the planning and development of the project.

Projects will be assessed on the individual and collective strength of each presenter application submitted as part of the consortia. An incomplete or weak Presenter Partner application can negatively impact or potentially disqualify a consortia request. At the same time, individual presenter partner requests may be denied funding while the remaining partners in a consortium are funded (providing that they and the project still meet the geographic requirements for eligibility).

APPLICATION REVIEW

Panels composed of experienced artists and arts presenters in the fields of dance, music, theater, and multidisciplinary presenting will review applications and make recommendations for support. Their recommendations for funding are forwarded to the Foundation's Board of Directors for final determination.

ArtsCONNECT applications will be evaluated based on the following three criteria. These criteria are not ranked or given specific weights.

- **Artistic Excellence of the Artist/Company**

The demonstrated quality of the artist/company and works of art to be performed;

- **Tour Readiness**

The selected artist/company's proven experience in touring;

- **Quality of the Engagements**

The potential to maximize the artist's visit to communities on the tour through public performances, well-designed complementary activities that provide a greater appreciation for and understanding of the artists' work, and the potential to reach populations underserved by the arts. Well-designed activities will reflect strong planning and thoughtfully conceived program design that encourages meaningful exchanges between artists, audiences, and communities.

Priority consideration will be given to:

- Applications that include presenting organizations from three or more states within the region served by the Foundation.
- Applications that support new or recently commissioned work.
- Applications that target communities underserved by the arts. For the purposes of this program, an underserved community is one in which individuals lack access to the arts due to geography, economic conditions, ethnic background, disability, or age.

GRANT AMOUNTS AND ELIGIBLE EXPENSES

ArtsCONNECT grant amounts typically will not exceed \$10,000 per presenting partner. Presenters must apply for a minimum of \$500 per engagement.

Grant amounts are based on a percentage of eligible costs for an engagement. Eligible costs include contracted artist fees (including commissioning fees, if applicable), travel and lodging. Presenters may request up to 50% of these eligible expenses. Contracted artist fees must be listed in the application budget and clearly outlined in the required Letter of Intent or contract submitted with the application

The Foundation seeks to award grants to each Presenter Partner in a funded ArtsCONNECT project. These grants will generally represent 30-50% of the artist's fee plus travel and lodging. However, non-competitive Presenter Partners, or those not meeting eligibility requirements may not be funded, even if the project and other Presenting Partner applicants within the consortia are funded.

The Foundation designates at least 40% of its presenting and touring resources to supporting dance projects to foster awareness of the art form, build audiences for dance, and increase dance touring efforts fostered by the National Endowment for the Arts.

PROJECTS INVOLVING PENNPAT ARTISTS

If an ArtsCONNECT project includes the tour of an artist on the Pennsylvania Performing Arts on Tour ("PennPAT") program artist roster, certain funding restrictions will apply. When presenters apply to both PennPAT and ArtsCONNECT for the same project, and if they are awarded grants from both programs, the Foundation will limit the amount of funding awarded to support the project to a maximum of 60% of the contracted artist's fee. Please note that there is no guarantee of funding from either program. Both programs have limited funds and the application review is a highly competitive process. For further clarification of this policy, please contact the Foundation at (410) 539-6656 or the PennPAT office at (215) 496-9424.

APPLICATION SUBMISSION

Applications for ArtsCONNECT must be received by Mid Atlantic Arts Foundation at the address listed below on or before the deadline listed in these guidelines. This is a RECEIPT deadline, not a postmark deadline.

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

Applications sent via electronic transmission (i.e., fax or email) will not be accepted for consideration.

Questions should be directed to Krista Bradley, Program Officer, Performing Arts at krista@midatlanticarts.org or 410/539-6656, ext. 110.

APPLICATION RECEIPT DEADLINE

Monday, March 22, 2010 for projects taking place between July 1, 2010 and June 30, 2011.

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. Applicants need to plan ahead to allow enough time to complete their electronic application submission, generate a hard copy application, and send it with all required materials to the Lead Presenter for a consortia submission.

AWARD NOTIFICATION

Applicants will be notified in writing on the status of their proposals by approximately June 4, 2010.

APPLICATION PROCEDURE AND REQUIRED MATERIALS

Panels comprised of experienced artists and arts presenters in the fields of dance, music, theater and multidisciplinary presenting will review applications and make recommendations for support. To assist the panelists in this process, it is important to adhere carefully to the instructions below.

Mid Atlantic Arts Foundation uses the eGRANT® online application system for the 2010-11 ArtsCONNECT program. To access the eGRANT® application, please visit the Foundation's website at: <http://midatlanticarts.egrant.net>

Please note, although some information for the ArtsCONNECT application is to be completed online, all of the following materials must be mailed to the Foundation and **received** in hard copy form by the Monday, March 22, 2010 deadline to be eligible for consideration. **(This is NOT a postmark or electronic submission deadline.)**

You must provide TWO COPIES of the following materials (in the order stipulated in application Checklist):

1. ArtsCONNECT eGRANT® application signed by the authorizing official of the organization in **blue** ink. 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 grants. The ArtsCONNECT eGRANT® **application** downloaded from the eGRANT® Main Menu page includes the following:

- a. Project Summary Sheet (**should be completed by Lead Presenter only. Presenting Partner applicants can skip this section in their eGRANT application**)
- b. Application Information Sheet
- c. Project Information Sheet
- d. Project Budget Sheet
- e. Statistical Information Sheet
- f. Certificate & Statement of Assurances Sheet

2. Artist/Company Description (to be completed by Lead Presenter only. Presenting Partner applicants should not include this in their applications.) The following must be provided on 8-½ x 11 inch paper, using a 12-point font, black type, and 1-inch margins. Each page must be numbered and include the Lead Applicant's name and the name of the Artist/Ensemble as the heading of each page. The Artist/Company Description must:

- a. Describe the artist/company and the proposed work(s) to be performed on this tour, noting if any of the presenters will be presenting different works at their venue.
- b. Describe the artist/company's proven experience in touring and /or tour readiness.

3. Artist's promotional materials, including bios, photos, press notices, and other descriptive information (to be submitted by Lead Presenter).

4. Application Narrative. All of the following must be provided on 8-1/2 x 11 inch paper, using 12-point font, black type and 1-inch margins. Please use the lettered headings as referenced in the list below in your narrative. Each page must be numbered and include the Lead Presenter's name and the Artist/Company as the heading of each page. There is a four-page maximum length for the application narrative. The application narrative must describe the activities at your site and each of the following:

- a. a description of your organization's history and/or relationship with the proposed artist/company.
- b. a description of the scope of public performances related to the project, any complementary activities taking place in addition to the performances, and how such activities were selected.
- c. a statement about how the project provides audiences with a greater appreciation for and understanding of the artists' work.
- d. a description of how this project will enable your organizations to reach underserved populations in your community.
- e. a description summarizing your organization's relationships with other presenting partners included in the application, if any.
- f. a summary of any joint planning with partners to realize and implement the proposed engagements. Explain the role of the artist/company and /or agent in the development of this tour and complementary activities.

g. describe how you plan to market this public performance and any complementary activities. If you are a college or university, describe how your institution will reach out to a broader community beyond your campus.

5. **Presenter Programming Profile** downloaded from the eGRANT® application Required Materials tab.

6. **Presenter Project Outline** downloaded from the eGRANT® application Required Materials tab.

7. **Signed Letter of Intent or Letter of Agreement between each presenting organization named in the application and the proposed artist.** The letters must include **specific dates of the engagement, fees, a list of performances and complementary activities, the title of the works to be performed** (if known), **and a brief description of the facilities.** The presenters and the artist or agent must countersign their letters.

8. **Completed Work Sample Narrative Sheet** downloaded from the eGRANT® application Required Materials tab with **two recent work samples (submit two copies of each sample).** Work samples should be different from each other and should best represent the proposed artist/company's work to be performed on this tour and, preferably, document recent performances. Work samples must be CDs or DVDs. No other formats will be accepted. Please refer to the Work Sample Sheet for more detailed information about how to prepare your work sample. 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 the Foundation.

In addition, include the following information with your application:

9. **A copy of the applicant's tax-exempt ruling under Section 501(c)(3) of the Internal Revenue Code or a letter on organizational letterhead signed by an authorizing official confirming the applicant's status as a unit of government.**

10. **Two copies of the Presenter's brochure from their most recent season.**

Checklist

Provide two copies of the materials listed below, collated in the order listed and without staples.

LEAD PRESENTER:

- Project Summary Sheet (downloaded as part of the ArtsCONNECT eGRANT® application)
- Artist/Company Description (see page 7 for instructions)
- Completed Work Sample Narrative Sheet downloaded from the eGRANT® application Required Materials tab
- Two artist's work samples (see page 8 for instructions on work sample submissions). Include a self-addressed envelope with sufficient postage if you wish to have the work samples returned
- Artist's promotional materials including bios, photos, press notices, and other descriptive information

LEAD PRESENTER AND ALL PRESENTER PARTNERS:

- ArtsCONNECT Application (downloaded as part of the ArtsCONNECT eGRANT® application with original signatures in blue ink. 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 grants.
- Presenter Application Narrative (see page 8 for instructions)
- Presenter Programming Profile (downloaded from the eGRANT® application Required Materials tab)
- Presenter Project Outline ((downloaded from the eGRANT® application Required Materials tab)
- Letter of Intent or Letter of Agreement between Presenter and the artist/agent. Letters must include specific dates of the engagement, fees, a list of performances and residency activities, the title of the works to be performed (if known), and a description of the facilities. The presenters and the artist or agent must countersign their letters.
- Copy of the applicant's tax-exempt ruling under Section 501(c)(3) of the Internal Revenue Code or a letter on organizational letterhead signed by an authorizing official confirming the applicant's status as a unit of government
- Season brochures