

# D.C. Performing Arts Presenters Initiative

## 2010-11

A partnership between the D.C. Commission on the Arts and Humanities  
and Mid Atlantic Arts Foundation



# D.C. Performing Arts Presenters Initiative

## 2010-11

### APPLICATION DEADLINE

April 15, 2010

Mid Atlantic Arts Foundation (“MAAF”), in partnership with the D.C. Commission on the Arts and Humanities (“DCCA”) is offering a special initiative to support the presentation of touring performing artists at venues within the District of Columbia and to increase access to the arts. The initiative encourages efforts to expand and diversify programming and audiences and helps organizations undertake activities they would not otherwise be able to do. District-based nonprofit organizations that meet the eligibility criteria are invited to apply. Proposed artists must be from outside of the District of Columbia, but based in the mid-Atlantic region (DE, MD, NJ, NY, PA, VA, U.S. Virgin Islands, and WV) or outside the United States.

Proposals should demonstrate an effort to expand or diversify programming and a commitment to contributing to the development of the District of Columbia’s cultural landscape. Proposals should also demonstrate a commitment to reaching underserved audiences. 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. The initiative is primarily designed to help organizations with modest-sized project budgets where the grant(s) will make a significant impact on the organization’s ability to carry out the activity. Proposals should articulate the impact the grant will have on the project. Eligible projects must include a public performance. Support is available for projects taking place between July 1, 2010 and June 30, 2011.

Priority consideration will be given to projects involving artists based outside a 50-mile radius of the District of Columbia and involving artists or performing arts genres with whom applicants have no prior presenting history or whose fees have been beyond an applicant’s means, to organizations with an annual operating budget of less than \$500,000, and projects reaching underserved audiences.

### ELIGIBILITY

#### ***Organizations applying for funding from the D.C. Performing Arts Presenters Initiative must:***

- have their principal place of business located in the District of Columbia;
- be a cultural or community-based organization involved in the presentation of performing artists;
- be designated by the Internal Revenue Service (“I.R.S.”) as a 501(c)(3) nonprofit organization;
- have Federal (I.R.S) and D.C. tax exempt status **at least one year prior** to the application deadline; and
- currently be in good standing with the D.C. Commission on the Arts and Humanities and Mid Atlantic Arts Foundation.

#### ***Projects must:***

- include a public presentation of a touring artist from outside D.C. but based in one of the other mid-Atlantic states or jurisdictions (DE, MD, NJ, NY, PA, VA, WV, and the US Virgin Islands) or from outside the United States. Costs associated with complementary activities, in addition to the public performance, may be included for consideration. Complementary activities may include, but are not limited to exhibitions, lecture/demonstrations, master classes, residencies, workshops, and other creative approaches to engage the community.

#### ***The D.C. Performing Arts Presenters Initiative will not fund:***

- projects or events in which the touring artist is not the primary focus of the performance;
- projects or events that exclusively or primarily serve a confined audience, such as K-12 schools, university classes, summer camps, nursing homes, etc. Outreach events serving a confined audience but presented in conjunction with a performance open to the public are acceptable;
- projects or events that are commercial in nature or in which the arts are not the primary focus (e.g., sidewalk sales, food festivals, firework displays, home-season engagements, etc.);
- fundraising events;
- a series of performances by different artists or groups;
- colleges, universities, service organizations and D.C. Public and Charter Schools or other government agencies;
- general operating expenses;
- projects with funding from Mid Atlantic Arts Foundation’s other regional touring programs, including American Masterpieces, ArtsCONNECT, Jazz Touring Network, Mid Atlantic Tours, or Pennsylvania Performing Arts on Tour;

# D.C. Performing Arts Presenters Initiative

## 2010-11

### APPLICATION REVIEW

Applications will be evaluated according to the following criteria:

- Artistic excellence based on artist's credentials and work samples;
- Organizational capacity to present performing artists;
- Quality of the proposed project as defined by project planning and the extent to which the proposed project differs from and/or expands the organization's typical programming;
- Feasibility and readiness as defined by the extent to which the financial and human resources allocated for the project are appropriate and reasonable;
- Reach and access to underserved communities;
- Impact of grant on the proposed project.

### GRANT AMOUNTS AND ELIGIBLE EXPENSES

Applicants may apply for up to \$2,000 per project, for a maximum of two projects. A project is defined as the presentation of a touring artist or ensemble from preferably outside of a 50-mile radius of D.C. and based in one of the other mid-Atlantic states or jurisdictions (DE, MD, NJ, NY, PA, U.S. Virgin Islands, VA, and WV) or from outside the United States for a single engagement. Grant requests must be a minimum of \$500.

It is expected that applicants will provide funds to cover the balance of the project costs as a match for the grant.

Applicants may apply for up to 50% of the artist's fee plus travel and lodging expenses, marketing and production costs, and complementary activities associated with the engagement of the proposed touring artist.

### APPLICATION SUBMISSION

To apply, download and complete the electronic application form found at [http://www.midatlanticarts.org/funding/pat\\_presentation/spi/guidelines.html](http://www.midatlanticarts.org/funding/pat_presentation/spi/guidelines.html) and submit it with all required materials to:

**Victoria Murray**  
**D.C. Commission on the Arts and Humanities**  
**1371 Harvard Street, NW**  
**Washington, DC 20009.**

All written materials and work sample media must be received in the Commission Office by **Thursday, April 15, 2010 at 7:00 p.m.** No materials will be accepted after the April 15, 2010 deadline. This application must be typed. Handwritten applications will not be accepted.

If you have questions about project eligibility or the application process, please contact Victoria Murray at 202-724-5613 or [Victoria.Murray@dc.gov](mailto:Victoria.Murray@dc.gov).

### NOTIFICATION

Notification of awards will be made by May 14, 2010. Funding awarded for projects must be spent between July 1, 2010 and June 30, 2011. A final report will be due within 30 days of the completion of the project.

# D.C. Performing Arts Presenters Initiative

## 2010-11

### APPLICATION PROCEDURE

You must submit **FIVE** copies of the following materials (in the order they appear below). This includes work samples. One copy of the written application should include an original signature. Copies of written materials should be collated and binder clipped or stapled.

**NOTE: Applicants who apply for two projects must submit a separate application for each.**

1. **Application form, including:**
  - a. Applicant information page
  - b. Project budget page
  - c. Grantee statistical information page
  - d. Certification and statement of assurances page
2. **A narrative not to exceed one page (12-point type, single spaced), including:**
  - a. mission statement of the organization;
  - b. brief history and description of current programs and activities, especially presenting activity (a chronological list of artists presented by the applicant over the last three years may be included as an addendum to the application);
  - c. examples of the applicant's service to the community, particularly the underserved members of that community.
3. **A description of the proposed project, not to exceed two pages (12-point, single spaced type), detailing:**
  - a. information about the proposed touring artist, including state or country of residence and performance credentials;
  - b. the schedule and summary of the proposed project, including public performance and complementary activity, if applicable, with specific dates of the engagement; 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.
  - c. brief explanation of how the proposed project will reach underserved communities and the marketing plan for the project;
  - d. brief explanation of how this project and artist relates to or differs from the organization's typical artistic programming;
  - e. brief explanation of how the grant will impact the organization's ability to carry out the project.
4. **A work sample that best represents the proposed artist's work to be performed during this engagement, and preferably, one that documents a recent performance.** Promotional DVDs will not be accepted as they do not provide an adequate representation of an artist or ensemble's work. A work sample in another language should be accompanied by an English synopsis.

Submit work samples in a CD or DVD format only (no other format will be accepted). Projects involving theater or dance ensembles must include a work sample in DVD format. Each sample must be labeled with the artist's name and title of work. Please indicate which track or selection represents the work sample that should be reviewed. **Check to make certain that work samples are functioning properly. Work samples will be returned only if the applicant includes a self-addressed, stamped envelope with the appropriate amount of return postage.** Please note, work samples of funded projects are retained by the Foundation.
5. **Optional - Additional printed support material not to exceed six items.** This material can include artist's promotional materials, brochures about the organization, previous presentations, reviews, and letters of support from schools, social service agencies and any other community groups the presenter plans to work with as part of any outreach activities.
6. **A copy of IRS Letter of Determination and D.C. Tax Exempt Certificate.**