

Delaware Performing Arts Presenters Initiative

2010-11

A partnership between the Delaware Division of the Arts and
Mid Atlantic Arts Foundation

MID ATLANTIC
ARTS FOUNDATION



Delaware
Division of the
Arts

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APPLICATION DEADLINE

April 12, 2010

Mid Atlantic Arts Foundation (“MAAF”), in partnership with the Delaware Division of the Arts (“DDOA”) offers a special initiative to support the presentation of touring performing artists at venues within Delaware and increase access to the arts. Nonprofit organizations that meet the eligibility criteria are invited to apply. Proposed artists must be located in the mid-Atlantic region but outside of Delaware (DC, MD, NJ, NY, PA, VA, WV, U.S. Virgin Islands) or from outside the United States.

Proposals should demonstrate an effort to expand or diversify programming and 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. Eligible projects must include a public performance. Support is available for programs taking place between July 1, 2010 and June 30, 2011.

Priority will be given to projects involving artists or performing arts genres with whom applicants have no prior presenting history or whose fees have been beyond applicant’s means in an effort to expand artistic programming and reach new audiences. Priority consideration will also be given to projects reaching underserved audiences.

ELIGIBILITY

Organizations applying for funding from the Delaware Performing Arts Presenters Initiative must:

- be based and chartered in Delaware as a nonprofit organization exempt from Federal income tax under Section 501(c)(3) or 501(c)(4) or 509(a) of the Internal Revenue Code at least one year prior to the application deadline; and
- an arts or community-based organization, college or university or government entity involved in presenting the performing arts. For the purposes of this program, a presenter is defined as an organization that selects and engages 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.

Projects must:

- include a public presentation of a touring artist from outside the Delaware but based in one of the other mid-Atlantic states or jurisdictions (DC, 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 Delaware Performing Arts Presenters Initiative will not fund:

- producing organizations that create artistic work or assemble artists to perform as ensembles for performances;
- programs or events in which the touring artist is not the primary focus of the performance;
- programs or events that exclusively or primarily serve a confined audience such as K-12 schools, university classes, summer camps, nursing homes, etc. (Complementary activities serving a confined audience but presented in tandem with a performance open to the public are acceptable);
- programs or events that are commercial in nature or in which the arts are not the primary focus (e.g. message oriented educational events or programs, information sessions, sidewalk sales, food festivals, fireworks displays, etc.);
- fundraising events;
- general operating expenses;
- projects with funding from Mid Atlantic Arts Foundation’s other regional touring programs, including, American Masterpieces, ArtsCONNECT, Jazz Touring Network, or Mid Atlantic Tours;
- projects involving artists from the PennPAT roster (applications for support of projects with these artists should be made directly to PennPAT).

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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 relationship of the proposed project to the organization's typical programming;
- Feasibility and readiness as defined by the extent to which the financial, human, and marketing resources allocated for the project are appropriate and reasonable.

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 from outside of Delaware based in one of the other mid-Atlantic states or jurisdictions (DC, MD, NJ, NY, PA, VA, WV and the U.S. Virgin Islands) or from outside the United States. Grant requests must be for a minimum of \$500.

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 and submit it with all required materials to:

Susan Salkin
Delaware Division of the Arts
820 North French Street
Wilmington, DE 19801.

All written materials must be received in the Delaware Division's office by Monday April 12, 2010. No materials will be accepted after the April 12, 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 Susan Salkin at 577-8287 or 739-4748 x182 or susan.salkin@state.de.us.

NOTIFICATION

Notification of awards will be made by May 10, 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.

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APPLICATION PROCEDURE

You must submit **TWO** 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:

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 information page
 - d. Certification & 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).
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 the marketing plan for the project;
 - d. brief explanation of how this project and artist enhance the organization's programming and how they relate or differ from the organization's typical artistic programming.
 - e. brief explanation of how your project will reach underserved audiences, if applicable.
4. **A work sample that best represents the proposed artist/company's work to be performed during this engagement and, preferably, one that documents a recent performance.** Promotional tapes 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. 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 materials not to exceed six items.** This material can include artist's promotional materials, brochures about the organization, previous presentations, reviews, and programs. If applicable, include letters of support from schools, social service agencies and any other community groups the presenter plans to work with as part of complementary activities.
6. **A copy of IRS Letter of Determination and Delaware Incorporation papers, if not currently on file with Delaware Division of the Arts.**