



Folk and Traditional Arts Touring Network

2018-2019 Pilot Program Guidelines

Membership Application Deadline: March 30, 2018

Applications will be accepted by invitation only.



Folk and Traditional Arts Touring Network is a program of Mid Atlantic Arts Foundation made possible through the generous support of the National Endowment for the Arts.

ABOUT THE FOLK AND TRADITIONAL ARTS TOURING NETWORK

Established by Mid Atlantic Arts Foundation (MAAF) in 2018, Folk and Traditional Arts Network (FTAN) is a presenter based membership network designed to bolster the presentation of folk and traditional arts in the mid-Atlantic region. The program is supported in part by the National Endowment for the Arts.

FTAN is designed to impact communities and folk and traditional artists representing a range of traditional genres and cultural backgrounds. FTAN's presenter members will provide audiences and communities with direct access to folk and traditional arts and artists, increasing their community's appreciation and understanding of cultural practice and identity. FTAN Members will have the opportunity to establish new connections with cultural communities in their service areas through relevant programming and to nurture those relationships through collaboratively planned community residency projects.

MAAF will deliver high-quality folk and traditional art programming to presenters and their communities by providing members with tour options developed by a highly-knowledgeable curatorial committee. The curatorial committee will identify artists and tradition bearers that represent the breadth and diversity of folk and traditional arts across the United States, exhibit artistic excellence in their practice and demonstrate the desire to develop and expand their public presentation expertise and capacity for touring. By participating in the program, folk and traditional artists will receive career relevant professional development and industry standard marketing materials.

To facilitate audience, community, and presenter engagement and provide cultural context for performance and other activities, MAAF will identify a cultural specialist who will travel with the tour. Annually, MAAF will convene program participants for an in-person meeting for the purpose of tour coordination and project planning.

GOALS AND OBJECTIVES

The purpose of FTAN is to establish a dynamic network of presenting organizations from the nine jurisdictions in the mid-Atlantic region that have a strong desire to present folk and traditional arts and artists, and to engage those artists in performance and meaningful residencies within communities. In creating this network, MAAF has the following goals:

- to increase the number of regional presenters that are regularly and intentionally programming folk and traditional arts
- to create opportunities for folk and traditional artists to tour throughout the region
- to create opportunities for folk and traditional artists to impact communities through engagement experiences that will not only validate and celebrate their own cultural traditions, but will help strengthen cultural cohesion, and social understanding in the complex, culturally diverse communities of our region
- to increase access between presenter markets and folk and traditional artists

NETWORK MEMBERSHIP

New members are selected on an annual basis through a competitive application process. For the purpose of the 2018 pilot program, applications will be accepted by invitation only. Once selected, membership in the network is ongoing contingent upon meeting annual participation requirements.

MEMBER ELIGIBILITY

Organizations applying for FTAN membership must meet the following eligibility criteria:

- Organizations that present the performing arts are eligible to apply to FTAN. For the purposes of this program, MAAF defines a presenter as an organization that selects, engages and pays touring artists for public performances at their venues and within their communities
- Presenters that are legally incorporated nonprofit organizations with 501(c)(3) status as determined by the Internal Revenue Service, or a local or state unit of government
- Presenters located in Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, the U.S. Virgin Islands, Virginia, and West Virginia
- Presenters that primarily serve and market to the general public
- Presenters that have the desire to expand or enhance their existing folk and traditional arts presenting
- Presenters that have the capacity to present folk and traditional arts performances and collaborate with artists and folklorists to plan a community residency project
- Presenters that are in good standing with MAAF and are not delinquent in any MAAF reporting requirements

MEMBERSHIP REQUIREMENTS

All selected organizations are required to:

- Identify a representative with the appropriate programming expertise and knowledge of the organization's community engagement goals to serve as a network representative
- Participate in the annual artist selection process
- Attend the FTAN Annual Meeting in its entirety
- Host at least one FTAN tour including all required components annually
- Identify a local partner to participate in the residency project and execute a partnership agreement
- Execute contracts with artists that include mutually agreed upon dates, activities and artist fees
- For program participation, presenters are expected to spend between \$3,000 to \$5,000 annually in artist fees, travel/hotel, and residency project expenses
- Complete a final report for MAAF upon conclusion of each tour engagement

ARTIST SELECTION PROCESS

MAAF will annually establish a Curatorial Committee comprised of folk and traditional arts practitioners and professionals with experience working with mid-Atlantic presenters and regional artists. Each year, the established Curatorial Committee will be responsible for developing several tour packages reflecting the interests and priorities of FTAN Members. Tour packages will include at least one folk and traditional performing artist or ensemble paired with a folk and traditional artist or

tradition bearer of any discipline. Examples include: pairing an Appalachian string band with an instrument-maker from the same region; Cajun performers traveling with an expert Cajun cook; or American Indian dancers paired with a maker of traditional regalia. Cross-cultural residency activities might explore how similar values or concepts are expressed in the artistic traditions of disparate cultural communities. Recommended artists must be available for touring between January 1, 2019 and June 30, 2019 and able to attend the FTAN Annual Meeting in spring of 2018. In the event that an artist's schedule prohibits them from travelling to and attending the Annual Meeting in person, virtual participation will be arranged.

MAAF will present the Curatorial Committee's tour packages to FTAN members and facilitate a review and final selection process. MAAF will reach out to the selected artists to review the program requirements and confirm participation. Once artists are confirmed, MAAF Staff will work with the Curatorial Committee to identify a cultural specialist with relevant expertise and availability to tour with the selected artists.

TOUR DEVELOPMENT

MAAF will identify a FTAN Tour Advisor, a highly qualified individual or organization to provide full administrative coordination of the scheduling process, general tour management as well as preliminary tour engagement planning. MAAF will convene all program participants for an in-person meeting to establish a collective understanding of program goals and objectives and to build foundations for successful partnerships.

During the meeting, MAAF Staff and Tour Advisor will co-facilitate an initial planning session to identify connections between artists and communities that will guide the design of tour activities and selection of a local community partner. The local community partner may be a folk and traditional artist, tradition bearer, community scholar, arts or cultural organization or a community center and will directly engage with the artist during the residency project. Support will be available to presenters who request additional assistance conducting outreach to potential local partners.

Post-meeting, the Tour Advisor will continue coordination between the selected community partner, presenter and artists to ensure tour engagements are thoroughly planned and adhere to the specified program requirements. During the second phase of the planning process, the Tour Advisor will introduce the cultural specialist to program participants. The cultural specialist will assume facilitation of the engagement and community residency planning and will determine the best format and time to provide essential cultural context for the public performance(s). To ensure the success of FTAN engagements, the Tour Advisor will assist members in developing appropriate marketing and educational materials. Finally, the Tour Advisor will ensure that contracts reflecting mutually agreed upon dates, fees, and activities are executed between artists and presenters.

ENGAGEMENT REQUIREMENTS

All funded tour engagements must:

- Be scheduled for a minimum of two days and maximum of three days
- Include a public performance and/or public demonstration from the visiting artists

- Include a pre or post activity delivered by the visiting cultural specialist
- Include a community engagement project that directly engages the visiting artists with a pre-determined local community partner

FINANCIAL SUPPORT

The following support is available to members:

- A significant portion of travel expenses relating to attendance at the annual meeting are reimbursed by MAAF.
- FTAN Members are eligible for engagement grants up to 50% of the total eligible project expenses not to exceed \$3,000.00 in funding annually.

ELIGIBLE PROJECT EXPENSES

Total FTAN engagement expenses will be in the range of \$4,000 to \$8,000 per tour. Actual expenses will vary by presenter depending on their location, tour package selected, and planned residency project. The following are eligible project expenses:

- Artist stipends (negotiated with Tour Advisor)
- Travel and hotel for touring artists/ensembles (negotiated with Tour Advisor)
- Local partner stipend. It may be appropriate to provide the local partner with a stipend to assist with costs associate with the residency project. For example: marketing initiatives to recruit participants
- Residency Project Expenses (supplies, space rentals for residency activities)

GRANT PAYMENTS

The initial payment of 90% of the grant award will be released when the MAAF Grant Award Agreement has been signed by the FTAN Member's authorized official and approved by MAAF staff. The final 10% is paid once a complete final report is received from the FTAN Member representative and approved by MAAF staff. Payment of grant awards is usually made 30 days prior to the funded engagement.

FINAL REPORTS

Final report forms are issued with the grant contract. Final reports are due no later than 30 days after the funded engagement. Final reports require an evaluation of the performance and any additional activities, along with a brief accounting of expenditures.

MEMBER APPLICATION PROCESS

Membership applications for the FTAN pilot program will be accepted by invitation only. Applications must be submitted on or before March, 30, 2018. Invited applicants will receive detailed instructions on the application requirements and submission process.

NOTIFICATION & TIMELINE

Applicants will be notified in writing of the status of their applications in April 2018.

CONTACT US

For questions about the Folk and Traditional Arts Touring Network, contact:

Jess Porter
Program Officer, Performing Arts
410.539.6656 x 116
jess@midatlanticarts.org