



ArtsCONNECT

Program Guidelines

DEADLINES

Last day to submit to Projects in Development listing: **Tuesday, May 24, 2022**

Final Application Deadline: **Tuesday, June 7, 2022**

PROJECT PERIOD

September 1, 2022 – June 30, 2023

ACCESSIBILITY

This publication is available in .PDF format and as an accessible Word file at www.midatlanticarts.org.

ABOUT ARTSCONNECT

Support for the presentation and touring of performing artists is central to the work of Mid Atlantic Arts. ArtsCONNECT provides funding support toward diverse and robust live performing arts engagements for all audiences and communities across the mid-Atlantic region. Active participation for presenters of all sizes is encouraged.

The program recognizes that offering funding support for a variety of well-coordinated, collective booking efforts increases routing opportunities, leverages access for smaller markets, and benefits the region. Acknowledging that collaborative planning during an ongoing global pandemic is challenging for presenters and artists alike, **the FY23 ArtsCONNECT program will reduce the number of required presenters to a minimum of two.**

Mid Atlantic Arts is committed to supporting diverse, equitable, inclusive, and accessible programming in our region. In addition, projects that demonstrate clear mission impact, strong artistry, well-rounded community and artist engagements, as well as thoughtful and inclusive efforts to cultivate diverse audiences are encouraged to apply.

CONSORTIUM REQUIREMENTS

ArtsCONNECT supports projects developed collaboratively by a consortium of presenters within the mid-Atlantic region, jointly booking a touring artist. Please note:

- Each consortium must include at least **two** presenters from **two or more** mid-Atlantic states or jurisdictions. Presenters based outside of the mid-Atlantic states or jurisdictions are not eligible to apply. See under Presenter Eligibility for list of mid-Atlantic states/jurisdictions.
- The majority of presenters in a consortium (or at least one presenter in a group of two) must have a minimum of three years continuous history of offering multiple presentations by professional touring artists in a given season.

Lead Presenter

One presenter of the consortium should be designated the Lead Presenter of the project. The Lead Presenter is responsible for coordinating any planning effort of the project, as well as completing additional questions in the application form on behalf of the consortium (e.g., artist description, work samples, etc.)

The Lead Presenter does not serve as a fiscal conduit for a funded ArtsCONNECT project. Each presenter (the Lead and the Presenter Partners) in a funded project will receive a grant directly from Mid Atlantic Arts.

Presenter Partners

Each presenter in the consortium, including the Lead Presenter, is responsible for:

- planning a performance engagement with the touring artist in their community;
- negotiating with the artist the terms of the specific engagement; and
- completing a full application for the engagement as part of the proposed consortium project.

PRESENTER ELIGIBILITY

To be eligible to apply to ArtsCONNECT, presenters must:

- be based in Delaware, the District of Columbia, Maryland, New Jersey, New York, Pennsylvania, the U.S. Virgin Islands, Virginia, West Virginia, and Native nations that share this geography;
- be a 501(c)(3) nonprofit organization or be a unit of state or local government or Federally-recognized Indian tribal government;
- be an organization that selects and engages professional touring artists to perform before general audiences as an ongoing and significant component of their organization's activity; and
- be in good standing with Mid Atlantic Arts at the time of application, with no overdue or outstanding required reports and/or grant documents.

Please note:

- Each presenter may participate in a maximum of two ArtsCONNECT consortia projects per annual application cycle; OR,
- Each presenter may participate in a maximum of three ArtsCONNECT consortia projects per annual application cycle if at least one of the projects the presenter participates in includes a minimum of three presenters from two or more mid-Atlantic states or jurisdictions.

- Presenters may not participate in a consortium to present an artist they have presented with ArtsCONNECT support within the past three years.
- Presenter applicants will be assessed in part on the risk of noncompliance with Federal statutes, regulations and the terms and conditions as provided by the applicant's Certification and Statement of Assurances in the submitted application and the results of previous audits including adherence to Single Audit requirements as set forth by Federal statutes.

ARTIST REQUIREMENTS

To request ArtsCONNECT funding, a consortium of presenters must jointly propose to engage an artist or ensemble for a tour. The tour is not required to be contiguous, nor does the artist need to perform the same work or repertoire at each site on the tour.

The artist can be based anywhere across the U.S. or around the world, including those based in the same state or jurisdiction as any of the applicant presenters. Mid Atlantic Arts does not offer an artist roster for this program – the presenter consortia will independently decide the artist they jointly propose to tour.

In addition, the following artists cannot be considered for an ArtsCONNECT project in the current round:

- Artists on Mid Atlantic Arts' active Performing Arts Global Exchange (PAGE) or Mid Atlantic Tours rosters. See midatlanticarts.org or reach out to the Program Officer, Performing Arts if you have questions about an artist's inclusion on an active roster.
- Organizations applying for support through the current grant round of ArtsCONNECT cannot apply to Mid Atlantic Arts' Special Presenter Initiatives program for funding to support the same artists and engagements.

PROJECTS IN DEVELOPMENT LISTING

The Projects in Development listing is a user-generated resource for presenters to connect with one another as they develop their ArtsCONNECT consortium. Presenter participation in the Projects in Development listing is required. A presenter must submit an artist's information to the listing by Tuesday, May 24, 2022. Cohort applications proposing artists that have not been submitted to the listing by Tuesday, May 24, 2022 will **not** be eligible for ArtsCONNECT funding.

Submit to the Projects in Development listing at the following link: <https://tinyurl.com/ArtsCONNECTPID>

This link is also available at midatlanticarts.org at the ArtsCONNECT page.

Presenters can seek potential presenting partners by submitting artist and project information to the listing and learn about other developing consortia.

Presenters are responsible for reaching out to one another directly through contact information provided on the Projects in Development listing if they are interested in discussing applying as a consortium.

Please note:

- We encourage presenters to submit to the listing as early as possible to allow ample time for consortium and project development.
- The purpose of the listing is to help applicants identify presenting partners. Content of the listing entry will not be reviewed by the grant panel.
- The listing must be submitted by a presenter; an artist (including the artist representative/manager) cannot self-submit to the listing.
- Only one presenter in a consortium should submit a Projects in Development listing.
- There are no penalties for any listing entries that do not successfully form into a full consortium.
- For more information, and the access to current listing, visit midatlanticarts.org.

PROJECT REQUIREMENTS

Competitive projects will demonstrate a series of meaningful and well-rounded activities that facilitate rich and equitable interactions between the artist, the presenting organization, and their communities.

Each presenter in the consortium is required to include the following activities in their respective engagements:

- At least one in-person or virtual performance with the artist that is open to the general public; **and**
- At least one community engagement activity. These may include exhibitions, lecture/demonstrations, master classes, panel discussions, pre or post-performance artist question and answer sessions, residencies, workshops, and interactive engagements over digital platforms.
- Mid Atlantic Arts defines a virtual performance as an online, public presentation of work by an artist or group of artists that is streamed live or pre-recorded.
- All eligible activities must take place between September 1, 2022 and June 30, 2023.

FUNDING RESTRICTIONS

- Producing organizations that solely create artistic work or assemble artists to perform as ensembles for performances are not eligible to apply. Producing organizations with significant and ongoing presenting programs should inquire with Mid Atlantic Arts staff regarding their eligibility.
- Fundraising events, either as part of the public performance or community engagement activity, are not eligible for support.
- Performances that primarily serve a non-public audience (such as K-12 schools, university classes, summer camps, senior centers, etc.) are not considered public performances, although they may be one of the community engagement activities that comprise an ArtsCONNECT

project.

APPLICATION PROCEDURE AND REQUIRED MATERIALS

Applications must be submitted through the online grant portal at midatlanticarts.org. No hard copies of any application material are required.

The ArtsCONNECT application consists of the following:

1. Information about the applicant and the artist
2. Narrative questions about the presenter and the artist, as well as plans for audience development/community engagement activities, and performances
3. Information about each planned activity
4. A project budget
5. Statistical & demographic information (for data reporting purposes only)

The following required materials are uploaded with the online application:

1. Countersigned letter of intent or letter of agreement between the presenter and the proposed artist. The letter must include the following:
 - a. Specific dates of the engagement
 - b. Artist fee for performance and community engagement activities
 - c. The title of the works to be performed (if known)
2. If presenter forms part of local or state government, one copy of a letter on organizational letterhead, signed by an authorizing official, confirming the applicant's status as a unit of local or state government.

Lead presenters are also responsible for completing an additional section of the online application that includes the following:

1. Narrative questions and other information about the proposed artist and pieces to be performed
2. Two links to recent work samples. Please refer to the application form for more information on work sample requirements

ARTIST CONSENT

We highly encourage applicant organizations to share the specific plans and activities of a proposal with the artist and the artist representative for purpose of transparency. Please plan your timing to share the information accordingly.

GRANT AMOUNTS AND ELIGIBLE REQUESTS

Each presenter may request a project support grant per application. The total grant award is a combination of two distinct components, structured as such:

- A fee subsidy amount up to 50% of the negotiated artist fee for the engagement, but not to exceed \$10,000, plus;
- A presenter capacity support amount of \$2,000 to support direct project expenses including program staff salary, direct technical personnel fees, audience development, marketing and promotional expenses, project-specific purchases or consulting related to increasing access for disabled artists, staff, audiences or community members, technical and equipment rental expenses for virtual or in-person engagements, artist travel/lodging expenses, and/or expenses related to public health measures for in-person engagements.

Regarding the funding request, please note:

- The negotiated artist fee must be listed in the application budget and clearly outlined in the required Letter of Intent or contract submitted with the application.
- Funding awarded by Mid Atlantic Arts is restricted to the specific, direct costs of the project, as detailed above, and may not be used for indirect costs, including funding for the presenter capacity support amount.
- Grants must be matched on a 1:1 basis. The match may not include Federal funds whether they are received directly from a Federal agency or indirectly, such as through a state agency or other entity. In addition, the Mid Atlantic Arts grant and the required match may not be used to match any other directly or indirectly received Federal funds.

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REVIEW

A panel composed of experienced performing arts professionals from across the U.S. will review applications and make recommendations for support using the following four criteria. These criteria are not ranked or given specific weights:

- **Mission Impact**
The project demonstrates artistic merit by fulfilling a clearly defined mission of the applicant organization, with feasible planning and significant potential for impact.
- **Artistry**
The project demonstrates artistic excellence as defined by its rigor in artistic practice as well as richness and depth in exploration of ideas and social relevance.
- **Community Benefit**
The project offers meaningful and equitable exchanges between the artist, the presenter, and local communities through its planned activities.

- **Access**

The project engages in thoughtful efforts and partnerships that help cultivate diverse audiences and alleviate barriers of participation.

Note: barriers of participation may include those due to age, class, disability status, gender, geographic location, race, sexual orientation, or other factors.

Projects will be assessed on the individual strength of each participating presenter.

PROJECT TIERS

Consortium projects will be reviewed in two tiers:

- Tier 1: Proposed negotiated artist fee for all consortia members averaged at or below \$8,000
- Tier 2: Proposed negotiated artist fee for all consortia members averaged above \$8,000

AWARD NOTIFICATION

All applicants will be notified by email on the status of their proposals by August 2022.

AWARD PAYMENTS AND FINAL REPORTS

If awarded, the initial payment of 90% of the grant will be released at the beginning of the grant period provided that the following items have been completed by the grant recipient:

- review and execution of a grant award agreement
- provide a copy of the counter-signed contract with the artist to Mid Atlantic Arts no later than 30 days prior to the engagement start date

A final report for a funded project is due no later than 30 days after the project completion date. The final report, made available in the online grant portal at the time the grant is awarded, requires a brief description of the completed project along with an accounting of expenditures of the funded activities. Final report instructions are provided as part of the grant award documents.

The final 10% of the grant is paid once a complete and satisfactory final report is approved.

QUESTIONS?

Contact Sarah Lewitus, Program Officer, Performing Arts & Accessibility Coordinator at slewitus@midatlanticarts.org or 410-539-6656 x 110.

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