

general information

Program Goal

The purpose of Pennsylvania Performing Arts on Tour (PennPAT) is to increase opportunities for professional Pennsylvania performing artists to obtain successful touring engagements.

Program Description

The PennPAT program, through a multi-layered approach, strives to support the diverse ecology of touring and presenting. Grants are available to presenters to support touring engagements with artists included in the PennPAT Artist Roster. In addition, PennPAT provides grants to approved roster artists for projects that enhance their marketing or tour management capabilities. Significant marketing support for roster artists and training sessions related to marketing and touring for all Pennsylvania performing artists are also provided.

PennPAT recognizes the integral role of presenters in linking performing artists with audiences. Touring grants are awarded on a competitive basis to presenters in DC, DE, MD, NJ, NY, OH, PA, VA, WV, and the US Virgin Islands to enable them to present the work of artists and companies approved for the PennPAT Artist Roster.

PennPAT Fee-Support Grants focus primarily on traditional presentations of Pennsylvania-based touring performing artists and short-term residencies by those artists.

PennPAT New Directions Grants are for more complex projects that fall outside the scope of traditional presenting models.

By offering grants to presenters for artist fee-support and project support, PennPAT helps presenters meet their programmatic goals while providing new opportunities for PennPAT roster artists.

PennPAT Presenter Travel Grants help presenters from across the U.S. to see work by PennPAT roster artists. Guidelines and application forms are available at www.pennpat.org.

The PennPAT Artist Roster lists Pennsylvania-based performing artists from all disciplines who are eligible for support through the PennPAT program. PennPAT roster artists are selected through a rigorous panel review process, considering artistic quality and touring readiness. PennPAT roster artists maintain the highest standards of artistic quality and professionalism. The roster is updated annually.

Terminology

Because many words have multiple meanings, definitions for the terms used in these guidelines are provided below.

Collaborators: People or organizations that work collaboratively with the applicant organization to plan, implement, promote and evaluate the project.

Presenter: An organization that selects, engages and pays touring performing artists to perform works created elsewhere by those or other artists, which will be performed in many locations. Presenters manage all local arrangements for the performance (providing space, local technical support, advertising/promotion) and facilitate the interaction between artists and audiences.

Public Performance: A performance that is marketed to and welcomes the community-at-large. For college, university and other school-based presenters this means reaching beyond the campus community. Performances taking place on weekdays during school hours will not be considered public performances unless the presenter can show a history of significant attendance by non-student audience members during similar programs.

Residency Activities: Activities that support the public performance and enhance the audience's understanding of the artist's work. These may include master classes, workshops, lecture/demonstrations and other creative approaches to engage the community. Residency activities may be conducted with participants of any age, either on-site at the presenter's facility or at other venues within the community. They may be offered by the roster artist and/or by other experts who can provide information or activities that will enhance understanding of the artist's work.

Return Engagement: If the roster artist named in the application was engaged by the presenter during the past two years, the project will be considered a return engagement. Return engagements should reach a different or expanded audience, involve different partners and/or different residency participants, or in some way build upon the previous engagement(s).

Touring Engagement: Any engagement outside the artist's home community. This includes both "run-out" performances and longer, multi-engagement tours.

Deadlines

There are three application deadlines this year:

February 16, 2010: For projects scheduled between June 1, 2010 and May 31, 2012.

June 15, 2010: For projects *requesting \$2,000 or less*, scheduled between September 1, 2010 and August 31, 2012.

October 15, 2010: For projects scheduled between February 1, 2011 and May 31, 2013.

To be eligible, all applications must be submitted through the eGrant process and must be postmarked on or before the deadline date, or hand-delivered to the PennPAT office prior to 5:00 p.m. on the deadline date. Late, incomplete, faxed or emailed applications will not be considered.

Presenters may apply at any deadline for both Fee-Support and New Directions grants. The June deadline is restricted to applications requesting \$2,000 or less.

Multiple Applications

Presenters may request funds for more than one artist at any deadline, however, they must submit a separate application for each separately contracted engagement.

Visit www.pennpat.org for:

- eGrant — an online application that allows you to save your work.
- audio and video samples of roster artists' work
- links to national and regional resource organizations including booking conferences, state arts agencies, presenter consortia, and national service organizations
- PennPAT news, press releases, and grant awards
- guidelines and application for PennPAT Presenter Travel Grants
- downloadable PennPAT logo and final report forms

Planning Your PennPAT Project

- Read the PennPAT guidelines carefully and call PennPAT staff if you have any questions.
- Review the PennPAT Artist Roster to select artists or companies you might be interested in presenting. Consider your organization's presenting history, mission and goals.
- Seek more information on those artists that interest you. Call the booking contact to get more detailed materials and references. Try to see the artist in person or on video. Talk with other presenters.
- Select an artist and begin planning your project with the artist and/or agent.
- Discuss fees, travel expenses, dates, number of performances, number and types of possible residency activities, technical needs, costs and any other relevant details.
- Plan residency activities together with the artist and any collaborating individuals or organizations. We strongly encourage you to have direct contact with the artist, whenever possible.
- Plan your marketing strategy for the project including attendance objectives and types of publicity, advertising and promotion.
- Plan how you will evaluate the project including goals, strategies and tools.
- Negotiate a tentative contract including a detailed description of all activities, dates/times, fees, travel arrangements, technical needs, etc.





Award Notification

Presenters will be notified in writing on the status of their grant application approximately two months after the application deadline.

Grant Payment Process

Successful applicants must return two signed grant agreements and a copy of the final signed contract between the artist and the presenter no later than six weeks prior to the project start date.

Grant checks will be issued and sent directly to the presenter prior to the start of the engagement, provided PennPAT has received all required grant materials in the time requested. Presenters are required to pay the artist the full amount of the contracted fee and travel expenses in a timely manner.

Mid Atlantic Arts Foundation relies on funding for the PennPAT program from the mid-Atlantic region's state arts agencies and private contributions. Payment of awards is contingent upon receipt of these funds and is payable to the grantee thirty (30) days before the project start date.

Project Changes

Grantees must notify PennPAT immediately, in writing, of any changes to the program design, scope or timing of a funded project. Changes must be approved by PennPAT before being implemented.

Final Report Requirement

Final report forms must be received in the PennPAT office within 30 days of the conclusion of the funded project. Forms may be accessed online at www.pennpat.org. If a final report is not submitted at the conclusion of a funded project, the presenter will not be eligible for future funding from Mid Atlantic Arts Foundation or PennPAT.

Funding Credit

All promotional materials and public notices relating to the funded project should credit the PennPAT program in the following manner: **This project is partially supported by a grant from Pennsylvania Performing Arts on Tour, a program developed and funded by The Heinz Endowments; the William Penn Foundation; the Pennsylvania Council on the Arts, a state agency; and The Pew Charitable Trusts; and administered by Mid Atlantic Arts Foundation.** In addition, grantees are strongly encouraged to use the PennPAT logo wherever possible in printed and electronic materials relating to the project.

Appeals

Grant decisions may be appealed in writing within sixty days from the date of the grant notification letter. Award appeals will be considered only if an organization can document specific examples that demonstrate that the application was misrepresented or improperly reviewed.

Notes



pennpat fee-support grant guidelines

Fee-Support Program Description

PennPAT Fee-Support Grants provide funding to presenters in support of touring engagements with artists approved for the PennPAT Artist Roster. Projects must include one or more public performances. Residency activities are strongly encouraged.

Fee-Support Program Goal

To increase opportunities for professional Pennsylvania performing artists to obtain successful touring engagements.

Eligibility Requirements

To be eligible for Fee-Support grants, the applicant organization must:

- be an IRS designated 501 (c) (3) organization or a unit of government and be located in Delaware, District of Columbia, Maryland, New Jersey, New York, Ohio, Pennsylvania, U.S. Virgin Islands, Virginia or West Virginia;
- meet PennPAT's definition of "presenter" (see definition on page 4);
- have a tentative contract with a PennPAT roster artist who lives or is based outside the presenter's community, for an engagement during the appropriate grant period;*
- include at least one public performance as part of the proposed engagement; and
- have submitted all final reports for PennPAT or Mid Atlantic Arts Foundation grants that were due on or before the application deadline date.

PennPAT will not fund:

- programs or events that serve primarily a confined audience such as K-12 schools, university classes, summer camps, nursing homes, etc.;
- Arts-in-education projects. For K-12, college and university applicants, projects must include substantive participation and attendance from outside the school population. This must be clearly described in the proposal;
- programs or events in which the roster artist is not the primary focus of the performance;
- fundraising events;
- programs or events that are commercial in nature or in which the arts are not the primary focus (e.g., sidewalk sales, food festivals, fireworks displays, etc.); or
- home-season engagements.*

** Because the geographic size of the artist's home community may vary, applications for engagements that are less than 50 miles from the artist's home community must explain why the project should be considered a touring engagement.*



Grant Amounts

Grants are available for up to 50% of contracted roster artist fees and travel expenses for a touring engagement with a PennPAT roster artist or company.

Because this is a competitive grants program, not all applications will be selected for funding. Presenters must provide funds to cover the balance of artist fees and program costs, but may not use grant dollars received from any PennPAT funding partner (see inside front cover) in support of the same program. The cumulative PennPAT award to any one presenter for engagements within a calendar year is \$50,000. Individual grants generally will not exceed \$20,000. Only one PennPAT grant will be awarded per project.

Grants are awarded as a percentage of the eligible expenses (contracted artist fees, travel and lodging), rather than a fixed dollar amount. Percentages are determined by the score assigned to the application by the panel. If the eligible expenses for a funded project decrease, the grant amount may be adjusted downward to reflect the approved percentage of eligible costs.

Roster artist fees for all activities such as performances, lecture/demonstrations, master classes, or other residency activities should be included in the artist/presenter contract for the engagement and may be funded up to 50%. Travel and/or lodging expenses that will be paid directly by the presenter must be stated in the contract in order to be eligible for up to 50% funding.

In rare instances, PennPAT may also fund up to 50% of any extraordinary technical production costs (ETPC) needed for an engagement (e.g., rental of extra lighting, a dance floor, other equipment or extra technicians, etc.). This funding is intended to help presenters that wish to hire an artist whose technical support requirements are beyond the presenter's normal capacity.

Mid Atlantic Arts Foundation (MAAF) also supports touring in the region through several other programs. Presenters may apply for both PennPAT and MAAF grants for the same project, but if funded by more than one program, the total amount awarded by MAAF/PennPAT to a single presenter will not exceed 60% of contracted artist fees and travel expenses for that engagement. For more information on other MAAF programs, contact MAAF at (410) 539-6656 or www.midatlanticarts.org.

Fee-Support Evaluation Criteria

Applications will be reviewed by a panel composed of professionals from the field of presenting and touring based on two criteria:

Quality of the Proposed Project

Indicators may include:

- Project enables the artist to reach a new audience and/or build on any previous engagements.
- Project clearly relates to the applicant's mission and goals for presenting.
- Project is thoroughly planned by all collaborators and includes a detailed description of planned artist activities, marketing of public events, project evaluation, financial and personnel support.
- Project includes, whenever possible, residency activities that serve to enhance the audience's understanding of the work.*
- Project includes, whenever possible, the development of collaborative opportunities with other community organizations, which maximize the artist's visit to the community and reach larger and more diverse audiences.*

** The inclusion of residency activities and collaborations with community organizations will significantly strengthen your application.*

Organizational Capacity/Presenting Skills and Sensibilities

Indicators may include:

- Proven fiscal and managerial ability to implement and evaluate the project.
- An established process for thoughtfully selecting the artists to be presented.
- A track record of successful presenting activity.
- Suitable facilities with appropriate technical support to uphold the artistic integrity of the work.
- A contract with the artist encompassing appropriate terms for the presentation of that artist.

pennpat new directions grant guidelines

New Directions Program Description

New Directions Grants support more complex projects that involve a long-term residency with a PennPAT roster artist. Projects should develop relationships among artists, presenters and community members through collaborative activities while presenting at least one public performance.

New Directions Program Goals

- To provide roster artists with the time and space to focus on their work, create new work and/or share the philosophical underpinnings, rationale and processes of their work with presenters and audiences.
- To promote greater understanding of roster artists and their work, resulting in stronger presenter-artist relationships and larger, more diverse and well-informed audiences.

New Directions Project Eligibility

To be eligible, New Directions project applications must meet the Eligibility Requirements described on page 8 and must also:

- be jointly submitted by one presenter and at least one PennPAT roster artist who is based outside the presenter's home community;
- provide the PennPAT roster artist with an extended residency (at least seven days) that will allow time and conditions conducive to the artist's personal creative development; and
- include activities that will promote greater understanding of the roster artist's work and/or increase or broaden audiences for the roster artist's public performance.

Grant Amounts

Grants will be awarded to a limited number of presenters for up to 50% of the total project costs. Eligible project costs may include artist fees and travel expenses, marketing/publicity, printing, space rental, technical costs and reasonable administrative costs for planning and implementing the project.

Because this is a competitive grants program, not all applications will be selected for funding. In some instances, grantees may receive less than 50% of the total project costs. Presenters must provide funds to cover the balance of project costs, but may not use grant dollars received from any PennPAT funding partner (see inside front cover) in support of the same project. The cumulative PennPAT award to any one presenter for engagements within a calendar year is \$50,000. Grants may be capped at \$30,000 or lower. Generally, a roster artist will not be funded for more than one New Directions project per year.



Defining Your Project Goals

Applications must be planned and submitted by Artist-Presenter partners. Together, the co-applicants need to define two or more goals for their New Directions project and describe how they plan to address these goals. All projects should include at least one goal related to the artist-applicant's creative development and at least one goal related to developing audience for the artist-applicant. When developing project goals, Artist-Presenter partners should look for ways that the community's interests and the artist's vision intersect and energize each other.

The examples listed below represent only a sample of the types of goals that might be applicable to a New Directions project. Artist-Presenter partners may have different, more specific, and/or additional goals depending on the project and the partners.

Creative development

Goals may include (but are not limited to):

- Providing an opportunity for the artist to create or learn new work while in residence at a particular community, perhaps in collaboration with other artists and/or community members.
- Allowing the artist to explore and/or further develop creative aspects of existing work or work in progress.
- Expanding the artist's knowledge, capabilities or creative growth through a process of exploration with other artists and/or communities.

Audience development

Goals may include (but are not limited to):

- Developing new audiences for the artist-applicant by reaching individuals who do not have a history of attending performing arts events.
- Developing culturally diverse or culturally specific audiences for the artist-applicant.
- Deepening existing audiences' understanding and appreciation of the artist-applicant's work.
- Providing opportunities for audience participation and/or engaging the artist-applicant as a community resource.



New Directions Evaluation Criteria

Applications will be reviewed by a panel composed of professionals from the field of presenting and touring based on two criteria:

Quality of the Proposed Project

Indicators may include:

- Project includes a clearly defined creative development goal that will advance the creative vision of the roster artist/company.
- Project includes a clearly defined audience development goal that offers the potential to increase, engage and/or diversify audiences for the roster artist/company.
- Project includes activities that will support the defined project goals.
- Project is thoroughly planned by all collaborators and includes a detailed description of planned artist activities, marketing of public events, project evaluation, financial and personnel support.

Presenter-Applicant's Organizational Capacity

Indicators may include:

- A track record of successful presenting activity.
- Proven fiscal and managerial ability to implement and evaluate the project.
- Suitable facilities with appropriate technical support for all project activities.

required application materials

Beginning this year, all Fee Support and New Directions applications must be submitted through the online eGRANT, or they will not be eligible.
www.midatlanticarts.egrant.net

Certain forms (Project Outline and Season Listings) may be reproduced on a computer, but they must be accurate replicas of the actual forms. For ease of review by panelists, all items must appear on the same page and in the same location and format as the forms available for download within eGRANT.

In addition, all of the following hard copy materials must be mailed to PennPAT, postmarked on or before the deadline, or the application will not be eligible:

1. eGRANT printouts

- Applicant Information/Summary page (2 copies)
- Project Budget- instructions/definitions are available within eGRANT, through a link near the top of the Project Budget page. (2 copies)
- Application Addendum (1 copy)
- Presenter Profile (1 copy)
- Certification, signed in blue ink by an official of the applicant organization with authority to commit the applicant to the legal and fiscal requirements of the grant. (1 copy)

2. Project Outline (2 copies)

Download the writeable Word form within eGrant. Read the instructions on the form carefully.

3. Narrative (2 copies)

You must submit a narrative that answers the following questions and addresses the evaluation criteria.

Please format your narrative as follows:

- No more than 2-3 typed, single-sided, 8.5" x 11" pages (New Directions applications may be longer).
- Use 10 point or larger type.
- Retype each question number and heading in bold, followed by the corresponding answer.
- Include a header on each page with your organization's name and the artist requested.
- **Do not staple — please use paperclips.**

1. Mission and Goals What is your organization's mission? What are your goal(s) for this project and why did you select this particular artist/group? Explain how this project will address your goal(s). (*For New Directions projects, be sure to include both creative development and audience development goals.*)

2. Community Describe your community, both the overall community in terms of geography, economics, population, etc. and the specific community you aim to serve, if different. Include demographic and other information that will help the panel understand why this project is relevant.

3. Proposed Project Describe project details beyond those listed on the Project Outline to provide a more complete understanding of your project. Include more detailed descriptions of roster artist activities, educational materials to be provided, target audience and/or residency participants, technical capacity of the facilities to be used, and other relevant information. If this engagement is part of an outdoor event, include your plans for inclement weather. If this is a return engagement, how will this project build on the previous experience(s) with this artist?

4. Personnel What is your organization's staffing structure? List administrative, artistic and technical personnel, both paid and volunteer, especially those who will be involved in this project, with brief information regarding their qualifications for the work they will do.

5. Curatorial Process How do you locate and select artists for your series or festival? What is the process? Who makes the selections? What are the selection criteria?

6. Collaborators Are there other organizations that will be collaborating on this project? Who are your collaborators? What are they doing in relation to this project? (Please read definition of "collaborators" on p.4.)

7. Project Planning List the steps you have taken to plan this project. How has the roster artist been involved in planning? Who else has been involved in planning and how have they been involved?

8. Project Marketing How do you plan to market this public performance and any residency activities? College/University or School-Based Presenters: How are you reaching out to a broader community beyond your campus? Quantify your successes in drawing non-campus audiences.

9. Project Evaluation How will you evaluate your success in reaching your goal(s)? Be specific — describe methods, tools and people involved in evaluation. How do you use evaluation data to shape future programming?

10. Technical Production Costs *Answer this question only if applying for funds to assist with extraordinary technical production costs.* What are the technical requirements for presenting this program and how does it exceed your normal production capacity?

4. Season Listings (2 copies)

Use the forms available online within eGrant, or you may replicate the grid on your own computer. This grid should include a listing of both your 2008-2009 season of performing arts events and your 2009-2010 season. Do not include rentals or events that do not feature touring performing artists/groups. For each engagement, list:

- Dates
- Name of performer/group
- Number of performances and attendance
- Capacity
- Number and type of residency activities and attendance

Use actual attendance figures when possible; indicate estimated figures with an asterisk.

At the beginning of each season listing, indicate the year and the total dollar amount of artist fees paid, or to be paid, for the season.

5. Statement of Expenses and Income (2 copies)

For your most recently completed fiscal year, submit a maximum of 2 pages, 8.5" x 11", detailing your actual expenses and income for public arts programming. If the applicant is part of a larger organization or college/university, submit only the appropriate departmental or total arts programming actual expenses and income. For a sample statement, contact the PennPAT office. Please do not submit budget projections or full audit reports.

6. Contract/Letter of Agreement (2 copies)

Submit a preliminary contract or letter of agreement that includes at a minimum:

- date(s)
- fees
- description of activities
- technical needs
- travel arrangements (Is travel included or extra? How many hotel rooms for how many nights? etc.)
- signatures from both the presenter and the roster artist or agent/manager

We do not need original ink signatures. PennPAT will accept contracts that are contingent upon PennPAT funding, if the artist is in agreement.

For New Directions projects, this letter/contract must state that the artist (not the agent/manager) has participated in planning the project and has read and agreed to the grant proposal and it must be signed by the artist. The letter should also include 1-2 paragraphs, written by the roster artist, that describe the project from the artist's perspective.

7. Support Materials (2 copies)

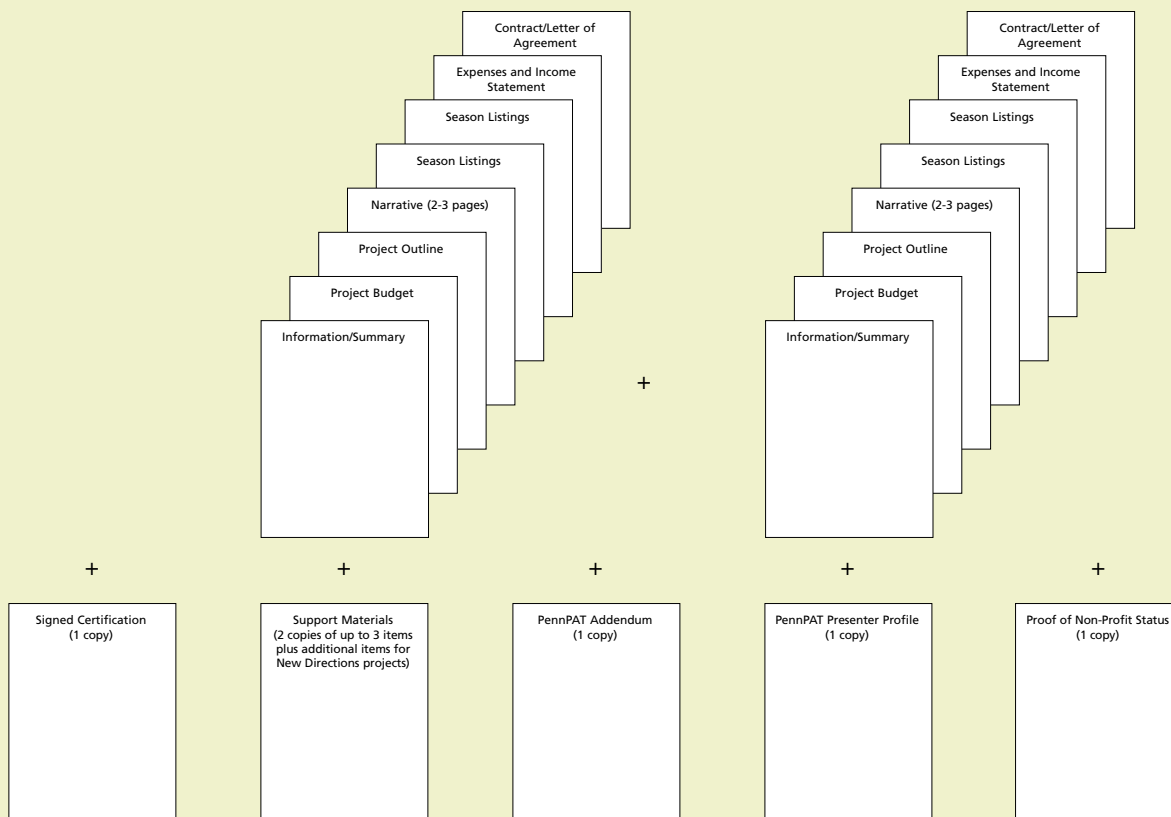
Submit 2 copies of up to three different pieces of printed support materials. These support materials should help panelists understand your marketing capacity, evaluation capacity and/or planned educational activities. Suggestions:

- most recent season or festival brochure, and/or other marketing pieces (send original printed materials, not photocopies)
- educational materials developed for this engagement
- evaluation instruments for this or a recent engagement
- If this project is a co-presentation, a letter of agreement/support from the co-presenter that describes roles and responsibilities would be helpful.

For New Directions projects only: If a non-roster artist is involved in the project, please also submit biographical information for that artist.

8. Proof of Non-Profit Status (1 copy)

One copy of either a 501 (c) (3) letter from the IRS or other appropriate proof of federal non-profit status. State tax exempt certificates are not acceptable.



Application Materials Checklist

To be eligible, you must submit all of the following materials. **Please do not staple them; do not bind them into binders; do not insert them into folders; do not double-side or print on non-white paper or paper larger than 8.5" x 11".**

Collate and paper clip together 2 sets of:

- Information/Summary page (eGrant)
- Project Budget (eGrant)
- Project Outline (form online or your own grid)
- Narrative (no more than 2-3 pages for Fee-Support applications)
- Season Listings for 2008-2009 and 2009-2010 (forms online or your own grid)
- Statement of Expenses and Income (no more than 2, 8.5" x 11" pages)
- Contract/Letter of Agreement with signatures from both presenter and artist or manager

Also submit, uncollated:

- Signed certification (eGrant — one copy)
- Support Materials (2 sets of up to 3 different pieces, plus additional items for New Directions projects)
- PennPAT Addendum (eGrant — one copy)
- PennPAT Presenter Profile (or eGrant — one copy)
- Proof of Non-Profit Status (one copy)

Grant Writing Tips

A strong proposal is one in which the project:

- has been thoroughly planned with all participants;
- is clearly and concisely described in writing; and
- meets the intent and criteria for the program.

Remember

- Submit all required materials
- Use a readable font or typeface.
- Leave reasonable margins.
- Proofread for typographical, spelling and grammatical errors.
- Make sure all copies of the application are readable.
- Answer all questions in the amount of space requested — be thorough, but concise.
- Do not submit additional pages or materials that were not requested.
- Ask someone from outside your organization to proofread the application for clarity. Remember that the panel reviewing your application may not be familiar with your organization or your community.
- If submitting multiple applications, be sure to tailor each proposal to the artist being presented.

MAIL APPLICATIONS TO:

**Pennsylvania Performing Arts on Tour
230 S. Broad Street, Suite 1003
Philadelphia, PA 19102**