

# 2017-2018 GUIDELINES

Commonwealth of Pennsylvania  
Tom Wolf, Governor

## Pennsylvania Partners in the Arts (PPA) Project Stream

**Due Date: June 20, 2017**  
(submitted online and postmarked)



**arts.pa.gov**

Jeffrey A. Parks, Chair, Bethlehem  
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Rep. Brian Sims, Philadelphia  
Lee Steadman, McKean  
Sen. Christine M. Tartaglione, Philadelphia  
Paula Vitz, Red Lion  
James A. West, Jr. Pittsburgh  
Jen Holman Zaborney, New Cumberland  
  
Philip Horn, Executive Director

### DESCRIPTION

PPA Project Stream provides grants of up to \$2,500 to eligible organizations and individuals to conduct arts projects.

The features of Project Stream are:

- Grants are awarded annually and applicants must reapply every year.
- Application is for projects that have not yet occurred. The activities period is from September 1, 2017 - August 31, 2018.
- Applicants may submit one (1) Project Stream application per PPA service region, per grant period.

### APPLICANT ELIGIBILITY

In general:

- Project must be an arts activity, take place in the PPA Partner's service region and have a public component.
  - In some instances, public access to the arts is limited by circumstances beyond the control of the applicant. Examples of this include programs for individuals who are institutionalized, incarcerated, or otherwise unable to access public programs. Applications for projects providing access to the arts in such environments will not be disqualified as a result of the public being unable or not allowed to attend.
- For profit organizations are ineligible.
- The applicant, if an individual, must be at least 18 years old.
- PPA Project Stream applicants may not apply to the following grant programs for the same grant period: PPA Program Stream, PCA AOAP Track, or PCA Entry Track.
- PPA Project Stream applicants may apply to the following PCA grant programs during the same grant period: Arts in Education Residencies; Preserving Diverse Cultures; and Citizens for the Arts in Pennsylvania's Professional Development and Consulting.

### FUNDING PROCESS

- Applications are submitted online to the PPA Partners through eGRANT and three (3) printed copies are mailed.
- Applications are reviewed by advisory panels who evaluate and assess each application based on the PCA criteria. The panels make recommendations to the PPA Partners' Boards for the Boards' consideration in making their funding decisions. The PPA Partners' Boards are not obligated to provide formal explanation of the awards.
- PPA Partners may notify appropriate legislators of the funding decisions prior to notifying applicants. PPA will notify applicants by email or postal service of funding decisions.
- Those receiving awards will be sent a Grant Award Agreement (GAA). Recipients must: log in to eGRANT; complete and submit the GAA online; print out copies of the GAA; get appropriate signatures; and mail them to the appropriate PPA Partner.
- Once the PPA Partner receives the GAA, the award process begins.

### Funding Restrictions

In general, grant funds cannot be used for any of the following:

- Capital expenditures, including equipment costing \$500 or more per item.
- Activities for which academic credit is given.
- Activities that have already been completed.
- Activities that have a religious purpose.
- Performances and exhibitions not available to the general public.
- Performances and exhibitions outside Pennsylvania.
- Cash prizes and awards.
- Benefit activities.
- Hospitality expenses, i.e., receptions, parties, gallery openings.
- Lobbyists' payments.
- Competitions.

### ADDITIONAL TERMS & CONDITIONS & GENERAL PROVISIONS

These documents apply to all PCA grantees. Please read these to understand the legal requirements. You can find these documents on the website: [arts.pa.gov](http://arts.pa.gov) > **Manage Your Award**

## ABOUT PENNSYLVANIA PARTNERS IN THE ARTS (PPA)

Pennsylvania Partners in the Arts (PPA) is a partnership between regional organizations and the PCA. Operating in all 67 Pennsylvania counties, PPA re-grants funds to support a wide variety of local and community arts activities.

### GOALS

- Expanding constituent access to the arts by:
  - (a) Making arts programs available to communities that may have been under served in the past by state arts funding, and
  - (b) Supporting a wide variety of arts activities in the community, developed in a variety local settings.
- Encouraging and supporting local decision-making in the re-granting of arts dollars.
- Increasing awareness of and advocacy for government support and funding of the arts at the local and state levels.
- Enabling the PCA to provide increased assistance to its broad constituency throughout the state.

PPA Project Stream grantees may qualify to transition to the PPA Program Stream. Program Stream offers ongoing support to arts organizations and arts programs with an established history of PPA support. To qualify for Program Stream, applicants must have multiple years of Project Stream funding, be a non-profit organization, have consistent arts programming, and good assessments from the Project Stream review panels. Organizations are notified by the PCA or a PPA Partner that they have met the eligibility requirements and are invited to apply to PPA Program Stream.

### PPA REGIONAL PARTNERS

#### **Berks Arts Council**

(Berks, Lancaster, Schuylkill)  
Nan Reinert, Program & Administration Manager  
**610-898-1930**  
**nan@berksarts.org**

#### **Bradford County Regional Arts Council**

(Bradford, Columbia, Lycoming, Sullivan, Susquehanna, Tioga, Wyoming)  
Kelly White, PPA Program & NTPAIE Coordinator  
**570-268-2787**  
**ntpaie@bcrac.org**

#### **Community Partnerships RC&D**

(Juniata, Mifflin, Montour, Northumberland, Perry, Snyder, Union)  
Sharon Leon, Program Manager  
**717-248-4901, x 303**  
**sleon@cpartnerships.com**

#### **Cultural Alliance of York County**

(Adams, Franklin, Fulton, York)  
Jennifer Glassmyer, Campaign Director  
**717-812-9255, x 100**  
**jennifer@culturalyork.org**

#### **Elk County Council on the Arts**

(Cameron, Clarion, Elk, Forest, Jefferson, McKean, Potter)  
Michelle Brooks, Education & Grants Director  
**814-772-7051**  
**edugrants@eccota.com**

#### **Erie Arts & Culture**

(Crawford, Erie, Mercer, Venango, Warren)  
Melinda Meyer, Grants Manager  
**814-452-3427**  
**melinda@erieartsandculture.org**

#### **Galaxy, the Arts in Education Program of CIU 10**

(Centre, Clearfield, Clinton, Huntingdon)  
Kristen Baughman-Gray, Program Coordinator  
**814-342-0884, x 3569**  
**kgray@ciu10.org**

#### **Greater Philadelphia Cultural Alliance**

(Bucks, Chester, Delaware, Montgomery, Philadelphia)  
Tracy Buchanan, Dir. of Learning Programs  
**215-399-3525**  
**tracyb@philaculture.org**

#### **Greater Pittsburgh Arts Council**

(Allegheny, Beaver, Butler, Fayette, Greene, Lawrence, Washington)  
Anne Mulgrave, Manager of Grants & Accessibility  
**412-391-2060, x 238**  
**amulgrave@pittsburghartscouncil.org**

#### **Jump Street**

(Cumberland, Dauphin, Lebanon)  
Jeff Copus, Arts Education Director  
**717-238-1887, x 104**  
**jcopus@jumpstreet.org**

#### **Lehigh Valley Arts Council**

(Carbon, Lehigh, Northampton)  
Zachary Kleemeyer, Community Engagement Coordinator  
**610-437-5915**  
**ppa@lvartscouncil.org**

#### **Pennsylvania Rural Arts Alliance**

(Armstrong, Bedford, Blair, Cambria, Indiana, Somerset, Westmoreland)  
Rebecca Catelinet, Executive Director  
**814-472-3927**  
**director@praa.net**

#### **Pocono Arts Council**

(Lackawanna, Luzerne, Monroe, Pike, Wayne)  
Tassy Gilbert, PPA Coordinator  
**570-476-4460**  
**tassy@poconoarts.org**

Visit [arts.pa.gov](http://arts.pa.gov) > Programs > Pennsylvania Partners in the Arts > PPA Partner Organizations, for your Partner's current mailing address.

## **MATCHING REQUIREMENTS**

- First and second time PPA Project Stream recipients are not required to match the requested amount.
- Third time (and thereafter) recipients must show a 1:1 cash match of funds requested.
- PCA funds may not be used as match for other PCA funds.

## **APPLICATION REVIEW PROCESS**

PPA Partners use an advisory panel process to assess applications based on the review criteria and make recommendations to the PPA Partners' Boards of Directors for consideration in making funding decisions. Membership on advisory panels changes annually, so applicants should not assume that the panelists have any prior knowledge of the applicant or process.

- The information provided in the application is the principal source of information for the advisory panel review.
- Applications should be clear, complete and compelling in presenting all information. Responsibility for making a case for PPA support rests entirely with the applicants.
- Applicants may receive little or no support if information is missing, incorrect or unclear.

## **APPEALS PROCESS**

PCA recognizes that errors may occur in the PPA application process. The PCA is committed to acknowledging any errors and responding to rectify the effects of an error. The appeals process enables applicants to identify these errors and omissions, and bring them to the attention of a designated partner. Appeals to the board of a designated partner may result in an increase in the PPA award amount if the applicant can satisfactorily document that the application was misrepresented or improperly reviewed through no fault of the applicant. Appeals are awarded only if the designated partner and the PCA believes that the error or omission had a substantial effect on the recommendation of the advisory panel.

Appeals are not intended to provide the applicant with an opportunity to challenge the recommendations of the advisory panel. Disagreements with the judgment of the advisory panel or the amount of the award are not grounds for an appeal.

Applicants considering an appeal should contact their partner for advice and guidance. The appeal of an award decision must be made in writing ten (10) business days from the date of the notification of the award from the Partner. Letters of appeal should be addressed to your PPA Partner. Send a copy to Matthew Serio, Program Director, Pennsylvania Council on the Arts. The letter should identify the error or omission and the effect such error had on the recommendation of the advisory panel. If the appeal is successful, funds will be awarded only if they are available.

### **APPLICATION REVIEW CRITERIA**

The advisory panels assess applications based on the following criteria:

#### **Quality and Quantity of Artistic Product, Process or Service - 35 points**

- Quality of the project goals and measurable objectives that address the project goals. Project goals may include an artistic product (such as a performance, exhibition or other public event) or artistic process or service (such as classes, workshops, etc.).
- Quality of the artist(s) and others principally responsible for the project.
- Quality of the work represented by the work sample, support materials, and/or venue of activities (if applicable).

#### **Access to the Arts - 35 points**

- Demonstrated knowledge of target audience.
- Efficacy of plans to reach general public, including target audience.

#### **Management - 30 points**

- Appropriate budget.
- Evidence of developing other support, such as business support, in-kind support, and shared services (if applicable).
- Ability of staff, volunteers, and/or board to effectively manage and implement programming.

## HOW TO APPLY

### APPLICATION DEADLINE

Applications must be submitted electronically via eGRANT and postmarked on or before June 20, 2017. Late applications may not be accepted.

### APPLYING VIA eGRANT

1. Go to the Pennsylvania Partners in the Arts eGRANT at <http://ppa.egrant.net>.
  2. **FOR NEW eGRANT USERS:** You must create an account in eGRANT. You will provide general contact information and choose a login name and password. Please keep a record of your login and password.  
**FOR RETURNING eGRANT USERS:** Login using your previous login and password. If you do not remember your password you can follow the link and it will be sent to you. If you do not remember your login or the e-mail that was used previously, contact your PPA partner or the PCA for assistance.
- DO NOT CREATE A NEW LOGIN IF YOUR ORGANIZATION HAS PREVIOUSLY CREATED ONE.**
3. In the drop-down box labeled "Select a Grant Type," select 2017-2018 PPA Project Stream from the drop-down box and click "Create New Form."
  4. The new application will appear in your account menu. Click the corresponding green "Edit" button to begin working on the forms.
  5. **NEW THIS YEAR** - It is highly encouraged that all support materials be uploaded into eGRANT.
  6. When you have completed the eGRANT forms, submit your application electronically.
  7. Once you have submitted your completed Project Stream application, print the application by clicking the yellow "View" button from your account menu.
  8. In addition to the electronic submission, you also must mail the requisite number of signed hardcopy forms and the required supplemental materials (if you are unable to upload them) to your PPA Partner. The application is not complete until authorized and signed hardcopies have been received. **Note:** Visit [arts.pa.gov](http://arts.pa.gov) > Programs > Pennsylvania Partners in the Arts > PPA Partner Organizations, for your Partner's current mailing address.

Remember, if you have questions about the application process, please contact your PPA Partner. Before you begin, read the entire guidelines and application. Remember that the responsibility for making a compelling case for PPA support rests entirely with the applicant. Applications should be unbound (no staples please – paper clips are fine). Do not exceed the page limitations.

### APPLICANT INFORMATION

#### PPA Partner Project:

Select the PPA Partner that serves the county in which your project will occur. You may submit one application per Partner region, per grant period.

#### Federal ID:

Please enter your Federal ID or social security number. Note: The applicant's social security number or Federal ID number does not appear on the printed application.

#### Applicant Type:

Select your applicant type as Individual, Organization – Nonprofit, Government or Fiscal Sponsor.

#### Parent Organization or Fiscal Agent/Sponsor (if any):

List the name of parent organization if the applicant is a department, program or subsidiary of a larger "umbrella" organization such as a university, YMCA, or community center.

Or list the organization's fiscal agent/sponsor, which traditionally refers to an established nonprofit serving as an umbrella and contracting entity for charitable funds received by a new project/organization lacking a 501(c)(3) tax status. This fiscal sponsor receives and administers the grant funds and can charge an administrative fee

commensurate with the scope of the administrative services. Artistic control and proprietary rights rest exclusively with the applicant initiating and completing the project, not the fiscal sponsor. A project may not be advertised or listed as a project of the fiscal agent/sponsor.

Note: If a group or individual submits an application to the PCA through a fiscal agent/sponsor and the grant is awarded, the check will be written to the fiscal agent/sponsor.

## APPLICANT INFORMATION II

### Authorizing Signature:

The application must be signed by a person who is legally authorized to obligate the applicant, for example, the board chair, executive director or the individual who assumes responsibility for the funds and project activities. (Photocopied signatures are not accepted.)

### Legislative District Numbers:

To determine your legislative districts use the following site: [legis.state.pa.us](http://legis.state.pa.us) or call the League of Women Voters at (800) 692-7281. Philadelphia and Allegheny County constituents should contact their Board of Elections to determine legislative districts.

## PROJECT INFORMATION

### Project Location(s)/Venue(s) and County (ies):

List up to 5 Project Venues. Include the physical address of the venue. Do not use PO Box addresses. If no venue has yet to be determined, enter the applicant's physical address but explain why the venue has yet to be determined in your narrative.

### Project Title:

Please title your project. This is very important if your project is only part of your organization's overall programming.

### Project Artistic Discipline:

Select the artistic discipline that best describes your project. If your project has multiple disciplines, you should select Multidisciplinary.

### Venues funded by the PCA:

PPA Project Stream applicants are eligible to receive support for activities in these two categories:

- **Arts projects not conducted** with or in venues owned and/or operated by organizations or programs the PCA already supports through PPA Program Stream, Arts Organizations & Arts Program (AOAP) Track, or the Entry Track.
- **Arts projects conducted** with or in venues owned and/or operated by organizations or programs the PCA already supports through PPA Program Stream, AOAP Track or the Entry Track.

Limited funds are available. Statewide, at least 75 percent of the PPA Project Stream funds will support projects not conducted with or in PCA-supported organizations or programs. 25 percent of the funds will support projects that are conducted with or in PCA-supported organizations or programs. The level of competition for funding in the two project categories will vary among PPA service regions.

Note: Your PPA Partner, with PCA staff, will determine whether your project is conducted with or in a PCA-supported arts organization or program. If you would like a list of the arts organizations and programs currently supported by the PCA, please contact your PPA Partner.

### Regional Project:

If more than 50 percent of your project activities will occur in more than one county, check the "yes" box. If not, check the "no" box. This question is only required for projects in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.



## **PROJECT BUDGET**

### **Project Dates:**

List the beginning and end dates for your project activities. Funded project activities must take place between September 1, 2017 and August 31, 2018.

### **Project Income:**

List all sources of income for this project only. Potential income categories might include some of the following: admissions or ticket sales, concessions or merchandise sales, workshop or tuition fees, memberships, fundraising, host organization, individual, foundation, corporate, and federal, state or municipal government. If the project has multiple grants from foundations or corporations, please list each one separately. Do not include in-kind (non-cash) contributions.

If the income source is secured, e.g. donations or grants that you have received, check the box provided next to the line item.

Your total income, including your PPA request amount, must equal your total project expenses.

### **Project Expenses:**

List all expenses for this project only. Potential expense categories might include some of the following: artistic fees, marketing/promotion, space/facility rental, equipment rental, supplies, postage, printing, travel, insurance or other expenses. Do not list in-kind.

Your total project expenses must equal your total project income.

For a list of expenses that do not qualify for funding, please refer to Funding Restrictions on page 1.

## **PROJECT NARRATIVE I (Quality of Artistic Product/Process/Service)**

### **Project Description:**

Describe your project in detail, including when and where it will take place, who is involved, and the sequence of activities.

### **Goals and Objectives:**

What are your goals and objectives for this project? How will you know (or measure) if you have met them?

### **Artistic Qualifications:**

What are the qualifications or previous experience of the artist(s) and others involved in your project? Enclose with the application: résumé(s) and a work sample(s). If artist selection has not occurred for your project, please include a list of artists involved in similar projects in the past, if applicable.

## **PROJECT NARRATIVE II (Access to the Arts)**

### **Intended Audience:**

Describe the intended participants/audience for the proposed project. Include in the description the racial and cultural composition of the audience members. How did you decide to focus on this audience?

### **Reaching Intended Audience:**

Describe how the proposed project will be publicized and promoted to reach your intended audience.

### **Reaching General Public:**

How might you invite others beyond your intended audience to be involved in your project (e.g., parents, neighborhood groups, associations, local government officials, etc.).

### **Attendance:**

Provide an estimate of how many participants this project will serve. This number includes, but is not limited to, individuals who attend, perform, and/or teach. If you have past attendance figures for activities similar to your proposed project, please include a brief sentence supporting the estimated number.

## **PROJECT NARRATIVE III (Management)**

### **Budget:**

Provide a detailed explanation for key items in your budget, including larger expense items, fees to artists, or other items that you would like to clarify. Detail any in-kind support and/or other shared services that will be provided for your project.

### **Key Staff Qualifications:**

Identify and list the qualifications or previous experience for the key person(s) (e.g. staff, volunteer, boards, etc.) in charge of making sure the project proceeds as planned. Include others who are involved and in what capacity. Enclose with the application: résumé(s) of key people involved in the management of the project.

## WORK SAMPLES

### REQUIRED support materials:

- Résumé or biography (no more than one page each) of key artistic and administrative personnel involved in the project.\*
- If the project will be presented in a venue that is not controlled by you or your organization, submit a one-page letter, signed by the director of the venue where the project will be presented, indicating the venue's willingness to host your event.
- For organizations, a copy of IRS Determination letter (if applicable).
- For individual applicants, a letter(s) of intent, signed by all participating artists, indicating their commitment to participate in the project described in application.\*

\*Cannot submit application without these items.

### ADDITIONAL support materials (REQUIRED of second time and subsequent year applicants; strongly encouraged for first time applicants):

- Press clippings and/or other materials that support your application.
- Description of work sample(s).
- Two copies of the same work sample(s), if not submitted electronically.
- You may submit:

#### PDFs

- Maximum file size is 10MB

#### IMAGES:

- Must be .jpg and in the RGB color space
- The recommended size for images is 1240 x 1240 pixels

#### AUDIO:

- Must be .mp3 file format
- Maximum file size is 10MB
- Maximum of (2) audio files may be uploaded

#### VIDEO

- Must be one of the following formats: .mov, .mp4, .mpg, or .avi
- Maximum file size is 50MB
- Recommended size is a width of 480 pixels or more
- Maximum of two (2) video files may be uploaded

### ATTENTION:

- It is strongly encouraged that all work samples be uploaded into eGRANT, rather than submitted in hard copy form. eGRANT supports up to six (6) uploads, but no more than two (2) video or audio files. It is best to combine multiple photos into one file and press clippings into a separate file before uploading.
- If you are unable to submit work samples electronically, send a self-addressed, stamped envelope (SASE) if you wish to have hard copy work samples returned. Do not send originals or your only copy of the sample. Every attempt will be made to return your work samples (with SASE), however, PPA Partners cannot accept responsibility for lost or damaged work samples.

## PROJECT STREAM APPLICATION TIMELINE

**June 20, 2017:** Postmarked application due date (for funding period September 1, 2017 - August 31, 2018).

**August 2017:** Partner advisory panels meet to assess the applications.

**September - October 2017:** Applicants are notified and grantees are invited to attend awards ceremonies. Grant award agreements are due to PPA Partners.

**September 1, 2017:** Grant activity period begins.

**August 31, 2018:** Grant activity period ends.

**September 30, 2018:** Postmarked final report due date to PPA Partners.

Note: This time table is subject to change based on Commonwealth of Pennsylvania budgeting procedures and processes. Please note that grant funds may not be distributed by the start of the project or funding year. Applicants should be aware of this and plan their cash flow accordingly.

## GLOSSARY OF TERMS

### **In-kind (non cash) contributions**

Non cash contributions of goods, services, and/or transactions (such as use of venue), not involving money or measured in monetary terms.

### **Secured income source**

Project revenue that is confirmed the applicant has received or will be receiving on a date certain.

### **Shared services**

A way of organizing administrative functions among two or more organizations to optimize the delivery of cost-effective, reliable services to all participating organizations.

### **Advisory review process**

Panels of four to eight representatives from the Partner region (with knowledge of the arts and the community) review applications using published criteria and reach a consensus on how well each application makes the case for PPA support.

### **Match and cash match**

For every grant dollar awarded by the PCA through the PPA Partner, a third-time applicant must secure an equal amount in “matching” revenue through fund-raising, earned income, or their operational budget. In-kind (non cash) contributions and other PCA funds may not be used toward the match. First and second-time PPA Project Stream recipients are not required to match the grant amount.

### **Capital expenditures**

Funds spent by an applicant to acquire (or upgrade) fixed, physical, non-consumable assets, such as buildings and equipment. Projects funds may not be used for capital expenditures (including equipment costing \$500 or more per item).

### **Hospitality expenses**

Funds used for receptions, parties, gallery openings, etc. Funds can be used for the expenses of the project, such as rental space or installation costs for an exhibition.

### **Competitions**

Any event for which prizes or awards are given. Juried exhibitions are acceptable.

## **Project Stream Grantwriting Presentation Available Online**

For more information on how to complete the 2017-18 application and best practices on writing grant narratives for the PCA, join us online for a presentation that covers the basics. It is a step-by-step Prezi that you can view at your own pace. Look for the link on your regional PPA Partner’s website or on the PCA’s site: [arts.pa.gov](http://arts.pa.gov), under 'Video Spotlight.'