

# DC Performing Arts Presenters Initiative

## 2013-2014

A partnership between the DC Commission on the Arts and Humanities  
and Mid Atlantic Arts Foundation

Application Deadline: February 8, 2013

Project Period: July 1, 2013 to June 30, 2014

MID ATLANTIC  
**ARTS** FOUNDATION



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### APPLICATION DEADLINE

Friday, February 8, 2013

Mid Atlantic Arts Foundation (“MAAF”), in partnership with the DC Commission on the Arts and Humanities (“DCCAH”), offers a special funding initiative to support the presentation of touring performing artists/ensembles at venues within the District of Columbia that expand or diversify presenter programming and increase access to and appreciation for the performing arts. The initiative is designed to support performing arts engagements and related activities that would not otherwise be possible. District-based nonprofit organizations that meet the eligibility criteria are invited to apply.

Proposals should expand or diversify programming beyond what has been presented in recent years and demonstrate 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. This initiative is primarily designed to help small to mid-sized organizations and programs with modest-sized project budgets where the grant(s) will make a significant impact on the organization’s ability to carry out the activity.

Priority consideration will be given to the following:

- projects involving artists or performing arts genres with whom applicants have little or no prior presenting history or whose fees have been beyond an applicant’s means;
- organizations with an annual operating budget of less than \$500,000; and
- projects reaching underserved audiences.

**Support is available for projects taking place between July 1, 2013 and June 30, 2014.**

### APPLICANT ELIGIBILITY

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

- have their principal place of business located in the District of Columbia;
- be a cultural or community-based organization or college or university involved in the regular presentation of performing artists (For the purposes of this program, a presenter is defined as an organization that selects and engages touring artists to perform work before general audiences in its communities. Presenters manage all the local requirements for the performance and facilitate interaction between artists and audiences);
- be designated by the United States Internal Revenue Service as a 501(c)(3) nonprofit organization;
- have Federal (Internal Revenue Service) and DC tax exempt status **at least one year prior** to the application deadline; and
- be in good standing with the DC Commission on the Arts and Humanities and Mid Atlantic Arts Foundation at the time of application, with no overdue or outstanding required reports and/or grant documents.

### PROJECT REQUIREMENTS

***All projects must include:***

- a public performance by a touring performing artist/ensemble from outside the District of Columbia but based in one of MAAF’s other partner states or jurisdictions (DE, MD, NJ, NY, PA, VA, WV, and the U.S. Virgin Islands) or from outside the United States (Artists from Maryland or Virginia must be based at least 50 miles outside of the District of Columbia for consideration.); and
- at least one complementary activity that builds greater appreciation for the proposed artists and/or their art form; Complementary activities may include, but are not limited to exhibitions, lecture/demonstrations, master classes, residencies, workshops and other creative approaches to engage the community in the work of the artist(s) and/or art form(s) to be presented.

***The DC Performing Arts Presenters Initiative will not fund:***

- producing organizations that solely create their own artistic work or assemble artists to perform as ensembles for performances;
- projects or events in which the touring artist/ensemble is not the primary focus of the performance;
- projects 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 conjunction with a performance open to the general public are acceptable.);
- projects or events that are commercial in nature or in which the arts are not the primary focus (e.g., sidewalk sales, food festivals, firework displays, etc.);

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- fundraising events;
- a series of performances by different artists or groups;
- service organizations and DC Public and Charter Schools or government agencies;
- general operating expenses; or
- artists on MAAF's 2013-2014 American Masterpieces or Mid Atlantic Tours rosters.

Organizations applying for support through the current grant round of the DC Performing Arts Presenters Initiative cannot apply to MAAF's ArtsCONNECT or Pennsylvania Performing Arts on Tour programs for funding to support the same engagements.

### APPLICATION REVIEW

Applications will be evaluated according to the following criteria:

- artistic excellence of the artist/ensemble as evidenced by submitted work samples and records of achievement, including awards, honors, grants, and performance history;
- organizational capacity to carry out the proposed project as defined by the extent to which the financial, human and marketing resources allocated for the project are appropriate and reasonable;
- quality of the proposed project as defined by project planning and design; and
- demonstrated expansion or diversification of the organization's typical programming.

### GRANT AMOUNTS AND ELIGIBLE EXPENSES

Applicants may apply for up to \$2,000 per project for a maximum of two projects. Applicants may apply for up to 50% of the artist/ensemble's fee plus travel and lodging expenses, marketing and production costs, and complementary activities associated with the engagement of the proposed touring artist. Grant requests must be a minimum of \$500.

Grants must be matched on a one-to-one basis. Funding from federal agencies cannot be applied towards the match.

### APPLICATION SUBMISSION

Applications for the DC Performing Arts Presenters Initiative must be completed and submitted through the eGRANT® online application system using the Common Information Form found at <http://midatlanticarts.egrant.net>. Signed, printed copies of the Common Information Form must be submitted with all required application materials to:

**DC Performing Arts Presenters Initiative**  
**Mid Atlantic Arts Foundation**  
**201 North Charles Street, Suite 401**  
**Baltimore, MD 21201**

**Applications sent via fax or e-mail will not be accepted for consideration.**

### APPLICATION RECEIPT DEADLINE

All application materials and work samples must be received in the Mid Atlantic Arts Foundation offices by **Friday, February 8, 2013 at 4:00 p.m.**

**This is a RECEIPT deadline, not a postmark deadline.**

**This is the receipt deadline for all hard copy application materials. Hard copies of the Common Information Form can only be generated after a successful electronic application submission.** Applicants need to plan to allow enough time for completing and submitting the Common Information Form through the eGRANT® system, generating and signing a hard copy of the Common Information Form and sending it to MAAF with all other required application materials by the deadline. No materials will be accepted after the deadline. The full application must be typed. Handwritten applications will not be accepted.

If you have questions about project eligibility or the application process, please contact Michelle Grove, MAAF Program Officer, Performing Arts at [michelle@midatlanticarts.org](mailto:michelle@midatlanticarts.org).

### NOTIFICATION

Notification of awards will be made late-March 2013.

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### APPLICATION PROCEDURE AND REQUIRED MATERIALS

Mid Atlantic Arts Foundation and the DC Commission on the Arts and Humanities use the eGRANT® online application system for submission of the DC Performing Arts Presenters Initiative application. To access the eGRANT® application, please visit <http://midatlanticarts.egrant.net>.

Please note, although some information for the DC Performing Arts Presenters Initiative is to be completed online, all of the following materials must be mailed to MAAF and received in hard copy by the Friday, February 8, 2013 deadline.

You must submit **THREE** copies of the following materials (in the order they appear below). This includes work samples. One copy of the application should include an original signature. Copies of written materials should be collated and binder clipped. Please do not use staples.

**NOTE:** Applicants who apply for two projects must submit a separate application for each.

1. **Common Information Form eGRANT® application** signed by the authorizing official of the organization. The Common Information Form downloaded from the eGRANT® Main Menu page includes the following:
  - a. Organization and Engagement Information Sheets
  - b. Project Budget Sheet
  - c. Statistical Information Sheet
  - d. Certification & Statement of Assurances Sheet signed by an official of the presenting organization with authority to commit the applicant to the legal and fiscal requirements of the grant
2. **A narrative not to exceed one page (12-point type, single spaced), including:**
  - a. Brief history of organization and description of current programs and activities, especially presenting activity
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/ensemble including state or country of residence, a brief biography/history of the artist/ensemble, a description of the type of work they perform, and any records of notable achievements, such as award, honors, fellowships, grants, etc.
  - b. The schedule and summary of the proposed project, including public performance(s) and complementary activity(ies), with proposed dates of the engagements
  - c. A description of targeted audiences for the engagement and the marketing plan for the project
  - d. An explanation of how the proposed project will reach underserved or new audience
  - e. How the project and artist/ensemble expand and/or diversify the organization's programming
4. **A chronological list of artists/ensembles presented by the applicant over the last three years.** Do not include artists/ensembles that were rentals or were self-produced by the artists/ensembles.
5. **Three copies of a work sample that best represents the proposed artist's work to be performed during this engagement, and preferably, one that documents a recent performance.** Promotional DVDs will not be accepted as they do not provide an adequate representation of an artist or ensemble's work.

Submit work samples in a CD or DVD format only. Projects involving theater or dance 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 of the work sample 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.

6. **Three copies of additional printed support material not to exceed six items.** This material can include artist's promotional materials, brochures about the organization, reviews, and letters of support from schools, social service agencies and any other community groups the presenter plans to work with as part of any complimentary activities.

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### Checklist

Unless otherwise noted, provide three copies of the materials listed below, collated in the order listed and binder clipped without staples.

- ☐ Common Information Form (downloaded from eGRANT® system)
- ☐ Application Narrative
- ☐ Chronological list of artists/ensembles presented over the last three years
- ☐ Artist/ensemble work sample
- ☐ Additional printed support materials, including artist's promotional materials, organizational brochures, reviews, performance programs, and/or letters of support from partner organizations, if applicable.