Welcome!!
Thanks – Arizona Commission on the Arts
Thanks—Bob Booker, Executive Director of the AZ Commission and
Thanks—Jim Ballinger, Executive Director of the Phoenix Art Museum and member of the National Council on the Arts

Audience Questions:
  How many applied to the NEA?

  How many received NEA grants?
  Did you know that if you’ve received a grant from the Arizona Commission on the Arts, you may have indirectly received $$ from NEA?

  How many served on an NEA grant panel?

Today would like to share general information about:
  Â Who we are and what we do.
  Â Will guide you through NEA funding categories and,
  Â Share tips on preparing what we hope will be a successful application
Let’s begin with Who we Are:

NEA established as an independent federal agency by Congress 1965

Our Mission is to Advance:
Â Artistic excellence, creativity and innovation in the arts
Â For the benefit of individuals and communities

NEA is single largest national public funder of the arts.

Awarded more than $4 billion in grants since inception
Now,

I’d like to introduce full scope of NEA’s Signature Programs
NEA provides:

1. Financial awards to eligible organizations and,
2. We recognize artists and arts organizations through several programs.

We:
- Award Direct Grants
- Foster State and Regional Partnerships
- Maintain Leadership Initiatives
- Present Literature Fellowships

Recognition Awards
- Administer Lifetime Honorifics
Direct Grants constitute 60% of NEA’s grant funding.

We support projects of artistic excellence and artistic merit in a wide range of artistic disciplines.

In NEA’s current fiscal year, we have awarded 17 direct grants of $435,000 throughout the state of ARIZONA.

Grants are posted on our website, by year, by discipline and by state.
40% of grant funding dedicated to partnership agreements: 
50 SAAs, 6 jurisdictions and 6 multi-state RAOs

**Partnership extends NEA’s reach** beyond direct grants to local communities.

Grant to AZ Commission on the Arts announced April was $807,200. 
SAA and RAO grants must **be matched at least 1:1**—federal $$ leverage state $$.

Six RAOs non-profits comprised of SAAs. Grant programs are national/international

**MAAA**—Exhibits USA—for museums or other venues  
**MAAF**—US Artists International—Performance artists to int. festivals  
**NEFA**—National Dance/National Theater Project—creation, production and touring  
**South Arts**—Southern Circuit—tours national independent film makers/films.
NEA maintains several Leadership Initiatives:

National programs that highlight a specific artistic discipline
Always developed through partnership, always a strong educational component.

Poetry Out Loud:
National high school recitation competition.
365,000 students competed at state/regional and national levels.
$20,000 College scholarship is grand prize.
The Arizona Commission on the Arts makes this program possible in AZ

Shakespeare in American Communities—tours of professional theatre productions of Shakespeare to small and large communities

The Big Read—provides grants and resources to gather groups of people together (often through libraries or schools) to read one great piece of literature.
Literature Fellowships:

Only competitive award given to individuals

3 categories:
1) Poetry
2) Fiction & Creative Non fiction
These alternate every year.

3) Translation (into English)
Offered every year.

Next Deadline = March 2013
Lifetime Honors or Lifetime Achievement awards for artists who have made extraordinary contributions.

1. National Medal of Arts is the highest award, given by the President each year to artists, arts patrons, and organizations in a White House ceremony.

   This is poet and author Rita Dove, a 2011 recipient. Other notable winners include: actor Al Pacino, pianist Van Cliburn, Opera singer Jessye Norman, musician Quincy Jones.

2. Jazz Masters: musicians and composers (January ceremony at Lincoln Center)

3. Heritage Fellows folk & traditional artists (October awards ceremony and public concert)

Public may nominate—check our website
Now, particulars of our Direct Grant program.

Who’s eligible?
How are applicants reviewed?
What are the categories of funding available?
NEA funds non-profit, 501c3 tax-exempt organizations including:

Arts organizations;

Arts service organizations (membership organizations such as Dance USA or the Theater Communications Group);

Local arts agencies;

And, other 501c3 non-profits such as youth or senior centers.

We also fund official units of state or local government;

School districts NOT individual schools;

And Federally recognized tribal communities or tribes.
Two Additional Requirements:

Must have 3-year history of programming
- doesn’t need to be arts programming
- 3-year period not tied to when org received 501c3

1 to 1 match can be achieved in a variety of ways:
- Earned income (ticket sales)
- In kind contributions from a third-party (i.e. theater space)—can have all in-kind match but speak to specialist
- Donations
- Or a combination of these

APPLICANT requesting $20,000 must show total project expenses of at least $40,000
Activities we do NOT fund:

- General operating support
- Individuals
- Individual schools
- Facility construction, purchase, or renovation (yes on design, no on bricks and mortar)
- Commercial, for-profit enterprises
- Creation of new organizations
- Academic degrees
- Re-granting
- Projects that supplant existing in-school arts instruction

Or,

Re-granting (UNLESS A LOCAL OR STATE ARTS AGENCY)
HOW are Applications reviewed? 3 Steps in the process:

1. **Panel of experts** in the area of discipline recommends;
2. **National Council on Arts**, 18 members nominated by the President/confirmed by Senate recommends;
3. **Chairman of the NEA**, Rocco Landesman, has final review & approval

All awards are Criteria-Based and projects must demonstrate:

1. **Artistic Excellence**—professional stature of the artists, excellence of the production or exhibit quality
2. **Artistic Merit**—refers to Impact on community or field; **Capacity** (staff, budget, experience, partners)
Now, a quick description of the process:

After applications are reviewed for eligibility, first step in review process involves a panel of experts.

Panels are discipline-specific though panelists have variety of experience (for theater, not just directors but actors, stage managers, producers etc)

We REQUIRE geographic representation and gender and ethnic diversity. Always include a LAYPERSON

Panelists review, discuss, and eventually score applications/work samples based solely on artistic excellence/merit criteria.

Panels do not deliberate grant amounts.

Panel meetings are closed and confidential.

Applicants are encouraged to contact the NEA after decisions are made to request (unattributed) feedback from the panel.
We’ve talked about:

**WHO** may apply, **WHAT** the requirements are, **HOW** applications are reviewed

Now, **WHERE** to apply within NEA categories available for funding.

The bulk of NEA’s direct grants are accessed through **Grants for Arts Projects**, which includes:

- **Art Works**
- **Challenge America Fast-Track**
- **Our Town**
ART WORKS—Broadest Category of Funding for Direct Grants.

Projects must align with 1 of 4 NEA outcomes:

**Creation**: Projects that produce **new works** of art.

**Engagement**: Projects that provide the public with **direct experiences** with the arts

**Learning**: Projects designed to increase or improve the participants' **knowledge or skills** in the arts. (all ages)

**Livability**: Projects that **strengthen communities** through the arts

Applicants may request from **$10,000 to $100,000** in the Art Works category.
Art Works

Application Deadlines

**August 9, 2012**
Earliest Project Start Date: June 1, 2013

**March 2013**
Earliest Project Start Date: January 1, 2014

For Deadlines, check NEA’s Website:

*Art Works application deadlines are generally in March & August*

Not all projects are eligible at each deadline: (Refer to Guidelines and Guide to Programs)

For Example:

**March Deadline may support:**
*Creation* of art such as commissions and artists residencies or professional development projects.

**August Deadline may support:**
*Engagement* such as touring projects, or Lifelong Learning and Livability projects such as public art or festivals.
For Example: Arts Education projects are funded through Art Works.

Funding is available for **in-depth, curriculum-based arts education for children and youth** (generally between ages 5 and 18).

**August Deadline for school-based projects**
**March  Deadline for community-based projects**

Arts Ed Projects must include three components:

1. **Experience**—Participants will experience exemplary works of art and gain increased knowledge and skills
2. **Creation**—Participants will create art work
3. **Assessment**—Learning will be measured and assessed according to national or state arts education standards.
Challenge America: Fast Track

- Projects that extend the reach of the arts to **underserved populations**

- Four eligible project types:
  - **Arts event** featuring a guest artist
  - **Unified promotion** of community-wide arts activities
  - **Public art** projects developed with community engagement
  - **Design activity** for new or existing cultural spaces

- **$10,000** awards

*The next deadline will be May 2013.*

Challenge America Fast-Track category:

Primarily supports **small and mid-sized organizations**
Projects must extend the reach of the arts to **underserved communities** (those limited by geography, ethnicity, economics, or disability)

**Four eligible project types:**

1. **Arts event** featuring a guest artist
2. **Unified promotion** of community-wide arts activities
3. **Public art** projects developed with community engagement
4. **Design activity** for new or existing cultural spaces

**ALL awards are $10,000** (but still matched 1 to 1)

** Expedited application review and notification within approximately six months** after application

**The deadline is typically in May every year.**
Our Town grants focus is on Creative Placemaking.

These are Projects that:  
Strategically designed to shape the physical and social character of a community through arts and cultural amenities.

Intent is to transform communities into lively, beautiful, and sustainable places.

Applicants must demonstrate partnership between a nonprofit entity (art or cultural org) & govt (local, state, county)

3 Kinds of Projects:

ÂPlanning : early stages of place making. Last year, in first round of OT, International Sonoran Desert Alliance in Ajo, AZ received $100,000 to create a master plan for Ajo’s Plaza and Town Center.

ÂDesign (further along – have a plan already

ÂEngagement (bring people to a space that already exists): Tucson-Pima Arts Council in Tucson received $100,000 to support cultural asset mapping and community engagement for Tucson’s Historic Wharehouse District.

ÂOrganizations may request between $25,000 and $150,000
Now I’d like to turn to the mechanics of applying online.

All government grants must be submitted online.
Submit application **at least 10 days** before the deadline.

Why 10 days?

Online application process **has multiple steps and oppts. for errors.** **Leave yourself plenty of time.**

**Arts.gov should be your first stop. Step-by-step instructions particular to each discipline** are on arts.gov.

**From the NEA’s home page, Click “Grants” in the right hand column, and select “Apply for a Grant”**
Then select the specific discipline of your project:

We’ve chosen Dance.
Then choose your funding category:

Art Works, Challenge America, or Our Town
The application guidelines provide all of the information that you need to submit an application, including instructions for using Grants.gov.

How many of you have used Grants.gov before?

Grants.gov is the online government-wide electronic application system. APPLICATION THROUGH GRANTS.GOV IS MANDATORY.

If new to Grants.gov; registration process may take 2 weeks-a month. Leave plenty of time. Passwords expire every 90 days and must be reset.
Again, **Submit at least 10 days before the deadline.**

**Must obtain a DUNS number.** (Dun & Bradstreet)

**Register with CCR** (Central Contractor Registration) will soon be renamed **SAM (System for Award Management)**. Registration must be current to apply through the Grants.gov system.

**Select a Point of Contact who will be accessible and monitor e-mail.** Grants.gov sends e-mail notifications for errors and application validation.

Contact the **Grants.gov Help Desk** with technical questions:  
1-800-518-4726

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**Electronic Submission**

**TIPS**

- Submit at least 10 days before the deadline.
- Obtain a DUNS number.
- Register with CCR (Central Contractor Registration). CCR must be current to apply through the Grants.gov system.
- Select a Point of Contact who will be accessible and monitor e-mail. Grants.gov sends e-mail notifications for errors and application validation.
- Contact the **Grants.gov Help Desk** with questions:  
1-800-518-4726
Other Helpful Hints

- Complete your Grants.gov registration NOW.
- Read the guidelines carefully.
- Review previously awarded grants.
- Note the earliest allowable project start date.
- Double check math on project budget.
- Contact a discipline specialist with questions.
- Choose an appropriate work sample.

- Complete your Grants.gov registration early.
- Read the NEA Grant Guidelines CAREFULLY.
- Review previously awarded grants on our website.
- Note earliest allowable project start.
- Double check math on project budget.
- Contact a discipline specialist with questions.

Choose an appropriate work sample if dance, send dance. If proposing a guest artist, show work by that artist. All work samples are now reviewed electronically by panelists. Send your best video, audio, PDF-formatted samples. Follow our format instructions!!
Thank you for having me

Thank you for all you do to support the arts in your local community