

# INVESTING in PROFESSIONAL ARTISTS

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ponsored by The Heinz Endowments and The Pittsburgh Foundation, *Investing in Professional Artists: The Pittsburgh Region Artists Program* is guided by a shared belief in artistic excellence, creative development, and the need for continuous career advancement. Professional artists' self-directed pursuit of new ideas, opportunities, and skills are essential to the region's cultural vitality. This program provides resources to professional artists for the breadth of the creative process, from concept to completion. While the program does not require presentation of a fully realized work, it challenges artists to seek to produce the artworks that will define our times, our region, and our lives.

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## The **GOALS** of the program

- To support the creative development of professional artists in the region;
- To create career advancement and recognition opportunities;
- To incentivize creative partnerships between artists and local cultural organizations; and
- To increase the visibility of independent working artists in the region's cultural life.

*Investing in Professional Artists* is composed of four major components:

**Creative Development Grants:** Professional artists in any discipline/media and at any career stage may apply directly for grants up to \$10,000 to further artistic and career goals.

**Residencies at Arts Organizations:** Arts organizations may apply for grants up to \$35,000 to host a residency with local, national, or international artists.

**Carol R. Brown Creative Achievement Awards:** Two awards of \$15,000 will be given annually to an established artist and an emerging artist in recognition of exemplary artistic achievements and promise for future work. Candidates are considered by nomination only.

**Greater Pittsburgh Arts Council Artist Opportunity Grants:** Artist Opportunity Grants advance the careers of individual artists by helping with expenses related to unique and concrete professional opportunities designed to impact an artist's work and professional development. Grants range from \$250 to \$2,500 and are distributed three times a year. The application and detailed guidelines can be found at <http://pittsburghartscouncil.org/aog>. For more information, contact Anne Mulgrave, Manager of Grants and Accessibility at [amulgrave@pittsburghartscouncil.org](mailto:amulgrave@pittsburghartscouncil.org) or 412-391-2060, ext. 238.

The foundations will also promote grantees through media outlets and special events to heighten community awareness of the importance and achievements of artists in the region.

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## APPLY Online Using SlideRoom

These guidelines define program eligibility and provide instructions for submitting applications to the 2016 Creative Development Grants and grants for Residencies at Arts Organizations. All applications and support materials must be submitted online via the program's SlideRoom page at: [www.Pittsburgharts.Slideoom.com](http://www.Pittsburgharts.Slideoom.com).

To begin, you will need to follow the steps to create a SlideRoom account. Once you have an account, you may start and complete your submission in the same session, or save your work and finish at a later time.

All applications must be submitted by 11:59 p.m. on Tuesday, January 19, 2016. Applicants will be notified of results in May 2016.

## Definition of **TERMS**

**PROFESSIONAL ARTIST:** A professional artist is defined as an individual who has devoted significant time and training to build a career creating or interpreting works of art. For example, our definition includes playwrights and choreographers, as well as those who bring works of art to life for audiences, such as stage directors, actors, dancers, or designers. Professional artists may be emerging, mid-career, or established. In assessing an artist's qualifications, we will take the following into consideration as appropriate to the art form and stage of career:

- Quality of creative work;
- Evidence of formal or informal training;
- History of exhibitions/performances/screenings, etc.; and
- Critical reviews or letters of recommendation from professionals in the field.

**ARTS ORGANIZATION:** An arts organization is defined as an IRS-registered, 501(c)(3) nonprofit corporation with a mission to produce or present work in dance, film/video, digital applications, literature, music, theatre, traditional/folk arts, visual arts, or interdisciplinary work. Eligible organizations may be of any budget size and must demonstrate the

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capacity to implement proposed activities. University arts departments, history museums, or other nonprofit cultural entities are also eligible if a strong track record and/or effective support system for working with creative artists can be demonstrated.

**RESIDENCY:** A residency is defined as an immersive period during which an artist has access to the resources of a host arts organization for the expressed purpose of developing artistic work. The artist does not need to reside continuously in the region, but both the artist and organization must engage each other in an active exchange that adds value to both the artistic work and the host organization.

**PITTSBURGH REGION:** Artists and arts organizations located in the following counties are eligible to apply for funding: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland.

## Creative Development Grants

### GENERAL GUIDELINES AND REVIEW PROCESS

Professional artists in any discipline/media and at any career stage may apply directly for grants up to \$10,000. Grants cover a one-year period. Applications will be reviewed and selection recommendations made to the sponsoring foundations by a peer panel comprised of local and national experts from a variety of artistic disciplines.

Competitive proposals will:

- Provide clear evidence of the range and quality of the artist's work;
- Articulate artistic and career development goals that would be achieved with grant support;
- Demonstrate the proposed activities' potential to advance the applicant's artistic growth and career;
- Present a focused action plan; and
- Appear feasible and appropriate as evidenced by the scope, timeline, budget and artist statement.

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Public presentation of a completed artwork is not required; however, grant funds must advance the applicant's artistic growth and career in demonstrable ways.

## ELIGIBILITY

Eligible applicants must be:

- Professional artists with a significant body of original works of art; at least 21 years of age or older; and a current resident of an eligible southwestern Pennsylvania county;
- Full-time students and previous grantees of this program are ineligible.

## PROPOSAL NARRATIVE

- 1 **PROJECT SUMMARY (LIMIT APPROX. 50 WORDS):** Provide a one-paragraph summary of the proposal including the amount of this request.
- 2 **ARTIST STATEMENT (LIMIT APPROX. 500 WORDS):** Discuss the philosophy/approach that drives your creative work (e.g. influences, processes, tools/medium choice, artistic goals, etc.) and your career trajectory to this point. You may ground your statement by referencing specific artworks or bodies of work.
- 3 **PROJECT DESCRIPTION (LIMIT APPROX. 1,000 WORDS):** Provide a description of the specific activities you wish to accomplish during the grant period. How will this opportunity contribute to your artistic development? What career advancement goals do you hope to achieve with the support of this grant? Why are these goals important at this point in your artistic career? Provide an estimated time frame for proposed activities.

*Media Uploads:* Each applicant is allowed a total of five (5) media uploads: Use one (1) media upload to submit your budget and one (1) to submit background materials. The remaining three (3) uploads are available to you to submit your work samples.

- 4 **DETAILED BUDGET (PDF):** Provide a balanced budget that itemizes revenues (including the requested amount of this grant) and expenses related to the activities you hope to accomplish. Please note that while grants from this program may not exceed \$10,000, requests for amounts less

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than \$10,000 are not more likely to be funded. Your budget should project realistic, well-researched expenses. Where appropriate, show calculations that make clear how you arrived at expense estimates. If the activities to be supported with this grant are part of a larger project, or if your project requires more than \$10,000 in funding, include a budget for the complete project with expenses and sources of revenue, indicating which additional grant sources are pending and which are confirmed. Contingency funds for ancillary expenses (taxes, fees, budget overruns, etc.) should be no greater than 10% of the total project budget. **Funds awarded to you through this grants program are not excludable from gross income and must be reported to the IRS. Please consult a tax professional to review the impact of this grant on your personal tax liability.**

- 5 **SAMPLE WORK (PDF, VIDEO, IMAGES, MP3):** Sample works receive considerable weight in the review process and, consequently, they should be of the highest quality possible and present your strongest artistic achievements to date. Panelists will review a maximum of ten (10) pages of written work or fifteen (15) images or a five-minute video or audio selection. To present multiple images, save them as a multi-page PDF and upload as a PDF document or upload a PDF image list with a link to an online gallery (personal website, Flickr, Tumblr, etc.). Multi-disciplinary artists may submit more than one type of media, but the overall amount of work submitted should roughly equal the single media work sample sizes described above. Be sure to label all work samples properly (title of work, medium, date created, size/length). If work is the product of a collaboration, include a description of your role in the work's creation. You may provide links to works available online (e.g., YouTube, Vimeo, SoundCloud) but should include instructions on where the video or audio files are to be cued to start the selection to be reviewed by panelists. Material must be accessible without a password in order for it to be viewed within the SlideRoom platform. If you require password protection, please submit a link and the password in a PDF document. Work samples over the limits described above will be viewed at panelists' discretion. Please indicate which samples are your primary work samples for review.

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**6 BACKGROUND MATERIALS (PDF):** Background materials that provide an understanding of your complete body of work, such as reviews, letters of support, résumés or curriculum vitae highlighting artistic training, performance/exhibition histories, etc., may be uploaded in the Media Section as a PDF document with a maximum of ten (10) pages.

## Residencies at Arts Organizations

### GENERAL GUIDELINES AND REVIEW PROCESS

Arts organizations may apply for grants up to \$35,000 to host a residency with local, national, or international artists. Residencies should last a minimum of three (3) months to a maximum of eighteen (18) months. Applications will be reviewed and selection recommendations made to the sponsoring foundations by a peer panel comprised of local and national experts from a variety of artistic disciplines.

Proposals will be judged according to the following criteria:

- Artistic quality and range of work of both the lead artist and cultural organization;
- Originality, feasibility and artistic strength of the residency concept based on the artist's goals and the organization's capacity to manage the described residency activities;
- Residency's potential to benefit the artistic career of the lead artist and infuse new perspectives into the work of the host organization; and
- Levels of creative support and collaboration between the artist and host organization as evidenced by the project description and plan.

Artists should work primarily as artists, not as teachers, art therapists, or in some other capacity. While residency activities may lead to work that has a social or educational benefit, priority will be given to projects that grapple with artistic challenges and questions. Artist and host organization must work together in developing the goals of the proposed residency. Competitive proposals will evidence an authentic dialogue and clearly describe available resources and the roles of both parties.

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*At least two-thirds of grant funds must be allocated to artistic costs.*

Each lead artist and organization must negotiate and agree upon the two-thirds/one-third breakout. Examples of artistic costs that might be included are the lead artist's fee; expenses incurred during creative or rehearsal periods; materials and equipment used in creation or presentation of the work; collaborating artists, designers, or technicians' fees; costumes; sets; etc. Organizations might consider applying the portion of the grant not allocated to artistic costs to project-related marketing and public relations, space rental, insurance (if needed), a proportion of key staffs' salaries, or documentation.

## ELIGIBILITY

- Any arts organization located in an eligible southwestern Pennsylvania county may apply. (See Definition of Terms.)
- Previous grantees of this program are ineligible.

## PROPOSAL NARRATIVE

- 1 **PROJECT SUMMARY (LIMIT APPROX. 50 WORDS):** Provide a one-paragraph summary of the proposal including the amount of this request.
- 2 **ARTISTIC STATEMENT (LIMIT APPROX. 500 WORDS):** Provide a statement that describes the vision and artistic goals for the residency. Where does this residency fit within the artist's and organization's artistic histories/interests? Describe meaningful past experiences with collaboration, the proposed discipline, subject matter, or process of inquiry to be undertaken during the residency. Does the residency provide the opportunity to chart new creative directions? Describe the organization's mission, artistic accomplishments, and resources to be devoted to the residency. How will the residency further the organization's artistic mission, infuse it with new perspectives, or provide the community with broader exposure to the creative process? Why is the proposed artist appropriate to the achievement of these goals?
- 3 **PROJECT DESCRIPTION (LIMIT APPROX. 1,000 WORDS):** Provide a description of the core activities of the residency. How will organizational resources support the work of the artist? Provide information describing the key artistic and administrative staff

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members who will lead and implement residency activities. Are there agreed-upon deliverables? Present a schedule for the core activities of the residency. When will important events take place?

*Media Uploads:* Each applicant is allowed a total of five (5) media uploads: Use one (1) media upload to submit your budget and one (1) to submit background materials. The remaining three (3) uploads are available to you to submit your work samples.

- 4 **DETAILED BUDGET (PDF):** All organizations must submit both project and operating budgets. Provide a balanced project budget that itemizes revenues (including the requested amount of this grant) and expenses related to residency activities described above. Where appropriate, show calculations that make clear how you arrived at the numbers you project. List any revenue sources in addition to this request, indicating which are pending and which confirmed. Separate residency costs from other organizational expenses. List the estimated value and use of in-kind donations separately. ***Artistic costs must equal at least two-thirds of the residency budget.***
- 5 **SAMPLE WORK (PDF, VIDEO, IMAGES, MP3):** Sample works receive considerable weight in the review process and, consequently, they should be of the highest quality possible and present your strongest artistic achievements to date. Panelists will review a maximum of ten (10) pages of written work or fifteen (15) images or a five-minute video or audio selection. To present multiple images, save them as a multi-page PDF and upload as a PDF document or upload a PDF image list with a link to an online gallery (personal website, Flickr, Tumblr, etc.). Multi-disciplinary artists may submit more than one type of media, but the overall amount of work submitted should roughly equal the single media work sample sizes described above. Be sure to label all work samples properly (title of work, medium, date created, size/length). If work is the product of a collaboration, include a description of the lead artist's/organization's role in the work's creation. You may provide links to works available online (e.g., YouTube, Vimeo, SoundCloud) but should include instructions on where the video or audio files are to be cued to start the selection to be reviewed by panelists. Material must be accessible without a password in order for it to be viewed within the

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SlideRoom platform. If you require password protection, please submit a link and the password in a PDF document. Work samples over the limits described above will be viewed at panelists' discretion. Please indicate which samples are your primary work samples for review.

- 6 **BACKGROUND MATERIALS (PDF):** Organizations must submit copies of their IRS 501(c)(3) Determination Letter, and the most recently completed Audited Financial Statement. Background materials that provide an understanding of the organization's capacity to host the residency and the artist's complete body of work, such as floor plans, reviews, letters of support, résumé or curriculum vitae highlighting artistic training, performance/exhibition histories, etc., may be uploaded in the Media Section as a PDF document with a maximum of ten (10) pages.

## More Information

For more information, visit  
[www.heinz.org](http://www.heinz.org) or  
[www.pittsburghfoundation.org](http://www.pittsburghfoundation.org) or  
contact Marilyn Coleman, Project Consultant,  
at [artistsfund@pghfdn.org](mailto:artistsfund@pghfdn.org) or 412-243-7070

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