

# INVESTING IN PROFESSIONAL ARTISTS // *The Pittsburgh Region*

## *Artists Program*

Sponsored 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.

The goals of the program are:

- 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.

**Artist Achievement Awards:** This program will be launched in 2012. 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 will be considered by nomination only.

**Greater Pittsburgh Arts Council Artist Opportunity Fund:** Grants from \$250 to \$1,500 are awarded to support expenses related to specific, extraordinary opportunities that significantly impact an artist's work and professional development. Funding supports travel to professional conferences, residency fees, exhibition/performance opportunities, etc. For more information call the Greater Pittsburgh Arts Council at (412) 391-2060 or visit [www.pittsburghartscouncil.org](http://www.pittsburghartscouncil.org).

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. For more information about *Investing in Professional Artists*, 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).

### **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.

## **DEFINITION OF TERMS (cont.)**

**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 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.

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;
- 21 years of age or older;
- A current resident of an eligible southwestern Pennsylvania county; and
- Not currently enrolled as a full-time student.

## **APPLICATION PACKET**

1. **Cover Sheet** (Limit one page): Provide applicant's full name and contact information with a one-paragraph summary of the proposal.
2. **Artist Statement** (Limit one page): Discuss the philosophy/approach that supports your creative work (e.g. influences, processes, tools/medium choice, artistic goals, etc.) and your career trajectory to this point.
3. **Project Description** (Limit four pages): 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? Include a timeline for implementation of these activities during the one-year grant period.

## ***Creative Development Grants (cont.)***

### ***APPLICATION PACKET (cont.)***

4. **Detailed Budget:** Provide a balanced budget that itemizes expenses related to the activities you hope to accomplish. Where appropriate, show calculations that make clear how you arrived at the numbers you project. If the activities to be supported with this grant are a part of a larger project, attach a complete project budget with expenses and sources of revenue, indicating which are pending and which confirmed.
5. **Sample Work and Background Materials** (Limit ten pages): All sample work and background materials (such as excerpts of writing, printed images, résumés or curriculum vitae highlighting artistic training, performance / exhibition histories, etc.) must fit in the space of ten (10) pages—or—be made available online (via personal website, Flickr, Vimeo, YouTube, SoundCloud, etc.). Submitted work samples should represent your strongest artistic achievements to date and provide an understanding of your complete body of work. Provide a list of the work samples (title of work(s), medium, date created, size/length). If a work sample includes video, include instructions on where material is to be cued to start the five-minute selection you wish panelists to review. If a work sample is the product of collaboration include a description of your role in the work's creation.

# ***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.

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 career trajectory, the organization's artistic, managerial and fiscal capacity, and the described residency activities, timeline and budget;
- 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.

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.)

## ***APPLICATION PACKET***

1. **Cover Sheet** (Limit one page): Provide the organization's name, address and contact information for organization representative for residency activities (and proposal preparer if different) with a one-paragraph summary of the proposal.

## **Residencies at Arts Organizations (cont.)**

### **APPLICATION PACKET (cont.)**

2. **Statement of Artistic Intent Signed by Both Artist and Organization Representative:** 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. **Residency Description:** 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 members who will lead and implement residency activities. Are there agreed-upon deliverables?
4. **Residency Timeline:** Present a schedule for the core activities of the residency. When will important events take place?
5. **Detailed Budget:** Provide a balanced budget that itemizes 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 should equal at least two-thirds of the residency budget.
6. **Sample Work and Background Materials:** All sample work and background materials (such as excerpts of writing, printed images, résumés or curriculum vitae highlighting artistic training, performance / exhibition histories, etc.) must fit in the space of ten (10) pages—or—be made available online (via personal website, Flickr, Vimeo, YouTube, SoundCloud, etc.). Submitted work samples should represent the strongest artistic achievements to date and provide an understanding of the artist's body of work and the organization's capacity to host the residency. Provide a list of the work samples (title of work(s), medium, date created, size/length). If a work sample includes video, include instructions on where material is to be cued to start the five-minute selection you wish panelists to review. If a work sample is the product of collaboration include a description of the lead artist's / organization's role in the work's creation.
7. **Supplemental Organization Documentation:** Organizations must submit copies of their IRS 501(c)(3) Determination Letter, an Operating Budget, and the most recently completed Audited Financial Statement. Please note: All Allegheny County organizations must have a current *Pittsburgh Gives* profile on file with The Pittsburgh Foundation. For information on creating or updating a *Pittsburgh Gives* profile, visit: <http://www.pittsburghgives.org/>.

## **To Apply**

APPLICATIONS MUST BE POSTMARKED no later than January 23, 2012.

Incomplete or late proposals will not be considered. At the close of the grant period, a narrative and financial final report describing the outcomes and use of funds is required of all grantees. Failure to submit a final report will bar future applications. Applications should be mailed to:

**The Pittsburgh Region Artists Program  
The Pittsburgh Foundation  
Five PPG Place, Suite 250  
Pittsburgh, PA, 15222**

For more information, visit: [www.heinz.org](http://www.heinz.org) or [www.pittsburghfoundation.org](http://www.pittsburghfoundation.org) or email: [artistsfund@pghfdn.org](mailto:artistsfund@pghfdn.org).