




**PENNSYLVANIA COUNCIL ON THE ARTS**

The PCA is a state agency in the Office of the Governor, created by legislative act of the Pennsylvania General assembly in 1966.

**Mission:**  
 ...to foster the excellence, diversity, and vitality of the arts in Pennsylvania and to broaden the availability and appreciation of these arts throughout the state.




**PENNSYLVANIA COUNCIL ON THE ARTS**

**Activities**

The PCA accomplishes its mission through a combination of:

- Grants to the arts;
- Partnerships and initiatives;
- Technical assistance to partners and applicants; and
- Serving as a resource for arts-related information.



**PENNSYLVANIA COUNCIL ON THE ARTS**

**Governance**

- The agency is governed by a Council of 19 members. 15 are private citizens appointed by the Governor. Four come from the General Assembly.
- Council members serve without compensation. The Council sets the mission and goals for the agency, evaluates the PCA's progress toward these goals, formulates policy, and makes the final decisions on the use of funds.
- The PCA has a staff of 16.

**PENNSYLVANIA COUNCIL ON THE ARTS**

**Commonwealth of Pennsylvania**  
**Edward G. Rendell, Governor**  
 Diane Dalto, Chair, Philadelphia  
 Carol R. Brown, Vice Chair, Pittsburgh

|   |                                  |
|---|----------------------------------|
| •Nancy Barness, Ambler                  | •Ellen Lee, Bryn Mawr            |
| •Susan K. Breon, Erie                   | •Clyde McGeary, Camp Hill        |
| •Rep. Mark B. Cohen, Philadelphia       | •Rep. Tina Pickett, Towanda      |
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| •E. Jeanne Gleason, Johnstown           | •Myron H. Tomb, Esq., Indiana    |
| •Susan H. Goldberg, Philadelphia        | •Nancy D. Washington, Pittsburgh |
| •Clifford E. Haines, Esq., Philadelphia |                                  |

**PENNSYLVANIA COUNCIL ON THE ARTS**

**PCA Goals**

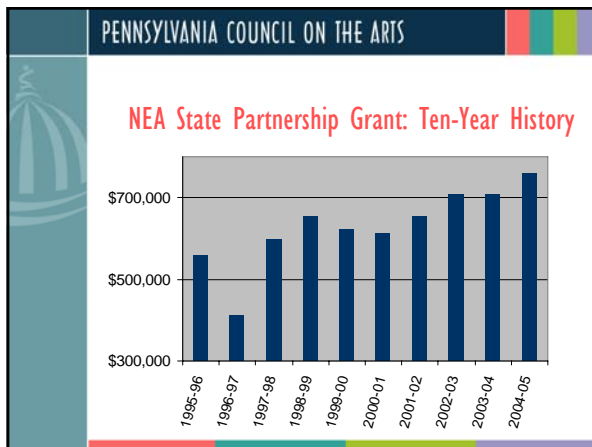
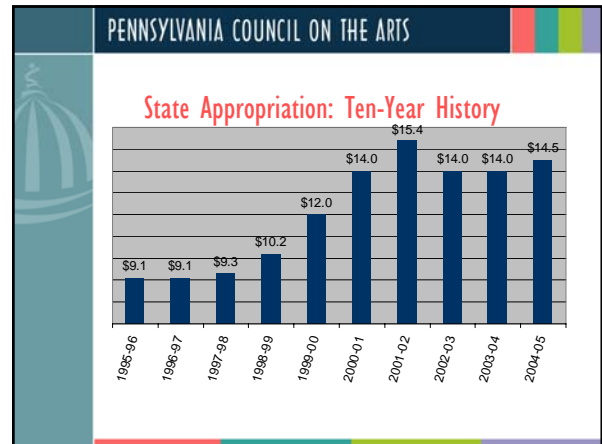
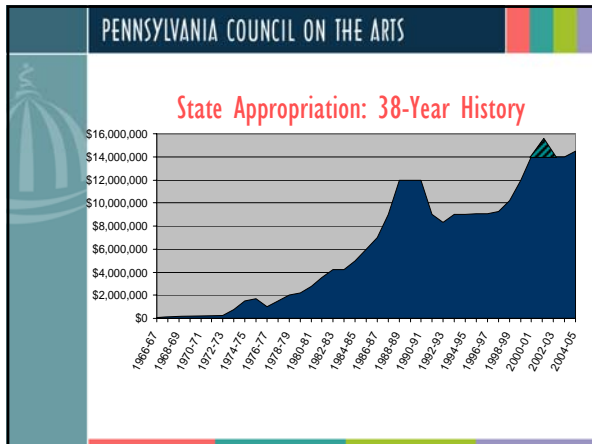
**I: The arts for the people of Pennsylvania**

**II: Infrastructure for the arts:** Help create a climate of opportunity for the arts of Pennsylvania within and outside Pennsylvania

**III: Arts in Education:** Create an honored place for the arts in lifelong education

**IV: Advocacy:** Create an honored place for Pennsylvania arts, artists, and arts organization in local, state, national, and international communities

**V: Participation:** Enhance opportunities for participation in the arts in Pennsylvania



- ### PENNSYLVANIA COUNCIL ON THE ARTS
- #### PCA Named to "Top 50"
- In 2004, the PCA's *Responsive Funding System* was selected as one of the nation's top 50 "most creative, forward thinking, results-driven government programs."
  - The annual *Innovations in American Government Awards* named PCA among the "best and brightest" for the development of a groundbreaking approach to the grants process – making it rational, authentic, and transparent.
  - In 10 years, the PCA has nearly doubled the number of arts organizations, arts programs and projects funded annually.

- ### PENNSYLVANIA COUNCIL ON THE ARTS
- #### Responsive Funding Tracks
- AOAP Track:** Arts Organizations and Arts Programs
  - Entry Track:** Entry Arts Organizations & Arts Programs
  - PPA:** Pennsylvania Partners in the Arts
  - Individual Creative Artists Track**

- ### PENNSYLVANIA COUNCIL ON THE ARTS
- #### Arts Organizations and Arts Programs Track (AOAP)
- Known to the PCA – invitation to apply
  - Application deadline, December
  - Single, two-year unified application
  - Past performance as basis for funding, no projections
  - Funding formula (assessment scores, fiscal size, award at %)
  - FY 2004-05:
    - 312 Organizations
    - \$8,096,698 in awards

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**Arts Organizations and Arts Programs Track (AOAP)**  
Funding Formula

Responsive Funding System

- The Responsive Funding System replaced a chaotic and confusing process with a rational approach to distribution of funds that seeks greater parity in allocations.
- Addresses historical funding discrepancies over time.
- Allocates available funds across the entire field of AOAP grantees.
- The sophisticated funding formula incorporates the simultaneous relation of organizations of like fiscal size and panel review.

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**Arts Organizations and Arts Programs Track (AOAP)**  
Funding Formula

- Three key elements of data gathered from applicants and panels:
  - Assessment total score;
  - 4-year rolling average fiscal size (2000-2004);
  - Past award from PCA (as % to fiscal size and in relation to other applicants of like fiscal size).
- Core guidelines (parameters) include:
  - Awards should not be more than 25% of average fiscal size;
  - Assessment score of about “48” establishes threshold for level funding;
  - Calibration of assessment scores between panels.

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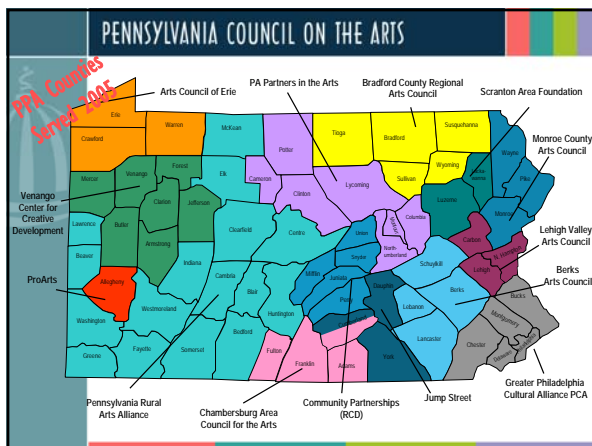
Entry Track

- New (or relatively new) to the PCA
- Point of entry to the PCA
- PCA spends time with applicants, preparing them to move into AOAP or to PPA
- Application deadline in February
- Pennsylvania Partners in the Arts (PPA) Coverage (average fiscal size over \$100,000)
- FY 2004-05:
  - 31 applicants (30 funded)
  - \$95,686 in awards
  - 13 recommended to transition to AOAP

**PENNSYLVANIA COUNCIL ON THE ARTS**

Pennsylvania Partners in the Arts (PPA)

- PPA County Map
- Goals
- Activities
- Partner Organizations
- Grants Data



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**PPA Goals**

- **Expand** constituent access to the arts;
- **Encourage** and support local decision-making and re-granting of state arts dollars;
- **Increase** awareness of and advocacy for government support and funding of the arts at the local and state levels; and
- **Enable** the PCA to provide increased assistance to its broad constituency throughout the state

## PENNSYLVANIA COUNCIL ON THE ARTS

### PPA Activities

- PPA has two funding categories:
  - **Project Stream** – funds arts projects
  - **Program Stream** – funds ongoing arts activities
- PPA **Program Stream** funds organizations and programs with an average fiscal size of \$100,000 and below, and grant awards of \$10,000 or less.
  - 217 organizations funded for a total of \$541,871 in 2004.

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### PPA Partner Organizations

13 Partners serving all 67 counties

**Arts Council of Erie** –  
Erie, Crawford, Warren

**Berks Arts Council** –  
Berks, Lancaster, Lebanon, Schuylkill

**Bradford County Regional Arts Council** –  
Bradford, Sullivan, Susquehanna, Tioga

**Chambersburg Area Council for the Arts** –  
Adams (southern), Cumberland, Franklin, Fulton

**Greater Philadelphia Cultural Alliance** –  
Bucks, Chester, Delaware, Montgomery, Philadelphia

**Jump Street (formerly MetroArts)** –  
Cumberland (northern), Dauphin, York

**Lehigh Valley Arts Council** –  
Carbon, Lehigh, Northampton

Cont...

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### PPA Partner Organizations cont.

**Mid-State Resource Conservation & Development Council** –  
Juniata, Mifflin, Perry Snyder, Union

**Monroe County Arts Council** – Monroe,  
Pike, Wayne

**Pennsylvania Rural Arts Alliance** –  
Beaver, Bedford, Blair, Cambria, Centre,  
Clearfield, Elk, Fayette, Greene,  
Huntingdon, Indiana, Lawrence, McKean,  
Somerset, Washington, Westmoreland

**ProArts** – Allegheny

**Scranton Area Foundation** –  
Lackawanna, Luzerne

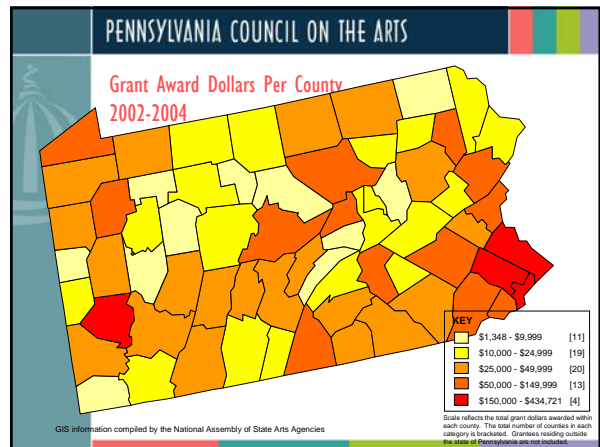
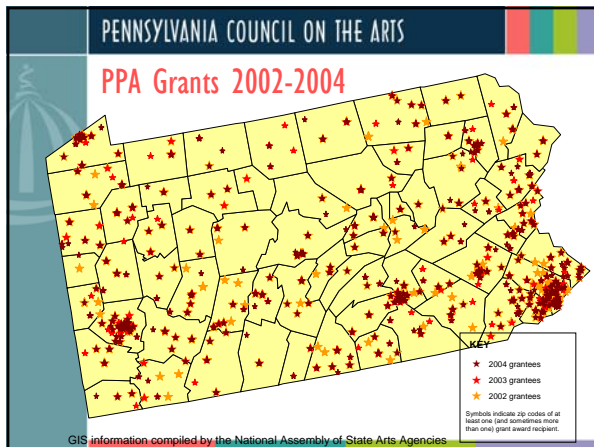
**Venango Center for Creative Development** –  
Armstrong, Butler, Clarion, Forest,  
Jefferson, Mercer, Venango

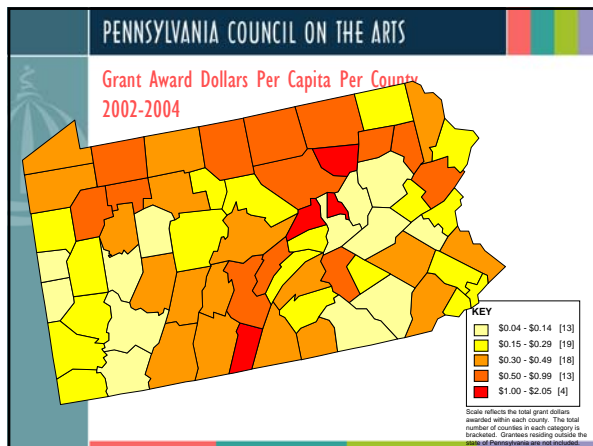
**PA Partners in the Arts** –  
Cameron, Clinton, Columbia,  
Lycoming, Montour,  
Northumberland, Potter

## PENNSYLVANIA COUNCIL ON THE ARTS

### PPA Grants Data

|                               | 1999      | 2000      | 2001          | 2002          | 2003          | 2004          |
|-------------------------------|-----------|-----------|---------------|---------------|---------------|---------------|
| Number of Partners in Program | 8         | 9         | 13            | 13            | 13            | 13            |
| Maximum Request               | \$2,000   | \$2,000   | Up to \$5,000 | Up to \$5,000 | Up to \$5,000 | Up to \$5,000 |
| Total PPA Budget              | \$350,000 | \$500,000 | \$1,031,500   | \$1,124,000   | \$1,371,700   | \$1,458,370   |
| # of Applications Received    | 349       | 432       | 958           | 1,082         | 1,041         | 1,026         |
| # of Applications Funded      | 263       | 354       | 585           | 648           | 679           | 774           |
| Average Grant Made            | \$1,058   | \$938     | \$1,614       | \$1,607       | \$1,593       | \$1,780       |





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Individual Creative Artists Track

- Fellowships  
(outstanding creative artists)
- Apprenticeship Program  
(Folk & Traditional Arts)
- Traveling Exhibition

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Fellowships

- Fellowships are offered in nine discipline areas
- Disciplines are grouped into categories
- Categories are offered once every two years — half one year, half the next
- Awards are distributed in the amounts of \$5,000 and \$10,000
- In a two-year cycle:
  - \$800,000 in awards
  - 1,770 applicants, 170 recipients

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Fellowship Disciplines

- Arts Commentary — Perspectives on the Arts
- Crafts
- Dance - Choreography
- Folk & Traditional Arts — Craft Traditions, Performing Traditions, or Apprenticeships
- Literature — Fiction, Creative Non-Fiction, or Poetry
- Media Arts — Narrative & Animation, Documentary and Experimental
- Music — Jazz/Blues/World, Non-Classical Composition, or Classical Composition
- Theatre — Scriptworks (for playwrights and screenwriters), or New Performance Forms
- Visual Arts — Painting or Drawing/Artist's Books/Printmaking or New Technologies/Genres, or Photography or Sculpture/Installation

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Fellowship Data

- Fellowship applications are evaluated by panels each Fall
- Council takes action on recommendations at December meeting
- FY2004-05:
  - Total number of applicants = 595
  - Total number of recommended = 66
  - Total amount recommended = \$365,000

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Partnerships & Initiatives

- Accessibility to the Arts in Pennsylvania for Individuals with Disabilities Division
- Arts in Education Division
- Arts in Education Partnership
- Folk & Traditional Arts
- Local Government Division
- Preserving Diverse Cultures Division: Strategies for Success
- Pennsylvania Humanities Council

**PENNSYLVANIA COUNCIL ON THE ARTS**

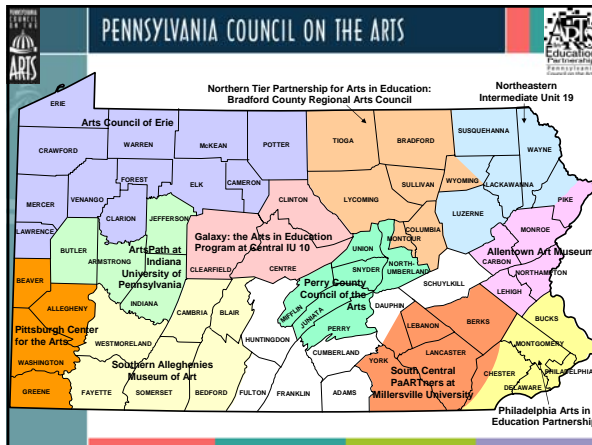
**Accessibility to the Arts in PA for Individuals with Disabilities**

- Projects that help make arts programs, materials, and events accessible
- FY2004-05:
  - 39 applications
  - 25 awards
  - \$88,000 distributed in accessibility grant awards

**PENNSYLVANIA COUNCIL ON THE ARTS**

**Arts in Education (AIE) Division**

- AIE Partnership County Map
- Division Overview
- AIE Partnership
- Residency Data



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**AIE Division Overview**

- Residencies — Artists work intensively with small groups of students
- Directory of Artists in Education (312 artists)
- AIE services — Technical Assistance
- FY2004-05:
  - 40 applications
  - 35 awards
  - \$690,000 distributed in grant awards

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**Arts in Education Partnership**

- In 10<sup>th</sup> year of operation
- PCA works with regional Partners to foster participation in the creative process in schools and community settings
- Partners recruit, select, train, place, and evaluate professional-quality artists for residencies in educational environments
- Partners specialize in an interest area for in-depth exploration. These areas include:
  - Distance Learning
  - Youth-at-Risk
  - Early childhood education
  - In-Service & Pre-Service teacher training

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**Arts in Education Partnership cont.**

- Partners provide professional development opportunities for more than 3,000 artists, teachers, administrators, pre-service teachers, and community leaders
- Build relationships with more than 250 educational agencies, community arts organizations, professional organizations
- Available in 61 counties across the Commonwealth
- The 10 Partners provided 307 residencies, taking place over 4,577 days, and serving more than 83,900 people

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### Arts in Education (AIE) Partner Organizations

- Allentown Art Museum
- Arts Council of Erie/The Northwest Partnership for Arts in Education
- ArtsPath: Indiana University of Pennsylvania (IUP)
- Bradford County Regional Arts Council/The Northern Tier Partnership for Arts in Education
- Galaxy: The Arts in Education Program of Central Intermediate Unit 10
- Northeastern Educational Intermediate Unit 19
- Perry County Council on the Arts
- Philadelphia Arts in Education Partnership
- Pittsburgh Center for the Arts
- South Central PaARTners: Millersville University
- Southern Alleghenies Museum of Art

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### Folk & Traditional Arts

- Administered by the Institute for Cultural Partnerships (ICP)
  - AOAP
  - Fellowships
  - Apprenticeships
- Regional Folk Art Support Centers:
  - Philadelphia Folklore Project
  - Institute for Cultural Partnerships
  - Steel Industry Heritage
  - Northern Tier Cultural Alliance/ Center for Arts & Folklife
  - Erie Art Museum
  - Rivers of Steel National Heritage Area



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### Folk & Traditional Arts: Apprenticeships

- Master-Apprentice work together to pass on a traditional art form
- In FY2004-05: 20 applicants, 13 awards, amounting to \$40,000 in funding
- Examples of apprenticeships:
  - Traditional Arabic Percussion
  - Chinese Music
  - Ukrainian Gerdany Beadwork
  - Guinean Tribal Dance
  - Spanish Flamenco

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### Local Government Division

- Encourages state and local government cooperation on behalf of the arts
- In FY2004-05:
  - 118 grant awards
  - \$347,280 distributed to grantees

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### Preserving Diverse Cultures Division: Strategies for Success

- Organizational stabilization and expansion of arts and cultural programming in culturally-specific communities (African-American, Asian, Latino/Hispanic, Native American)
- Three Levels:
  - Basic: Institutional/organizational establishment
  - Intermediate: Capacity-building, administrative and programmatic
  - Advanced: Track record, long-term stability



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### Preserving Diverse Cultures Division: Strategies for Success cont.

- Services include:
  - Publication
  - Biennial Conference
  - Newsletter
  - Roster
  - Internships
  - Black History Initiative
  - Celebration of Visual Traditions
- In FY2004-05:
  - 33 applicants
  - 32 grant awards
  - \$263,750 distributed in grant awards

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**Pennsylvania Humanities Council (PHC)**

- Humanities-and-the-Arts Initiative supports projects that use the humanities to increase public understanding and appreciation of the arts in Pennsylvania, especially among traditionally underserved audiences.
- Commonwealth Speakers program:
  - Last year, 159 art talks were supported through the Humanities-and-the-Arts partnership
- Fellowships in Arts Commentary



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Additional Services

- Technical Assistance and Professional Development
- Mid-Atlantic Arts Foundation (MAAF)
- Pennsylvania Performing Arts on Tour (PennPAT)
- National Endowment for the Arts (NEA)
- Americans for the Arts
- Citizens for the Arts in Pennsylvania (CAP)
- State & Local Organizations and Arts Councils
- PCA Staff & Workshops


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Technical Assistance & Professional Development

- Specific development needs (administrative, programmatic, artistic, conference attendance, peer-to-peer consultation)
- Two-page application without a deadline
- FY2003-04:
  - 160 applications
  - \$165,000 distributed in funding


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**Mid-Atlantic Arts Foundation**



Artists and Communities:


- Regional artists' residency program that supports partnership between visiting artist and non-profit organizations engaged in community based creative projects utilizing public participation in the process.
- Sixth year of support for the program in PA.
- In 2005, the PCA's support of \$40,000 resulted in a total of \$174,174 in grant awards to Pennsylvania artists and organizations.
- 70% of the projects funded in this multi state program included either a PA artist or a PA organization.



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- A regional arts funding partnership, PPA was initiated in 1997 to expand the effectiveness of state government arts funding.
- First public/private partnership among the major cultural funders in PA:



- Artist promotion at conferences, etc.

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1998 - 2005:

- Granted over \$3.2 million to presenters for 1,025 performance engagements with 134 different roster artists
- Generated \$7.25 million in fees to roster artists
- Showcased over 112 artists, and granted over \$580,000 for artists PR enhancement


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### Other Activities, Initiatives, & Special Events

- Picture Pennsylvania
- Governor's Awards for the Arts
- "Bring it Home" Conference Campaign
- PCA Website
- Presenting Initiatives
- Tourism Day & AIE Day at the Capitol
- Information Services
- Other State Agencies

**PENNSYLVANIA COUNCIL ON THE ARTS**  
Picture Pennsylvania


- Promote in-state traveling exhibitions
- Curate traveling exhibitions
- Information exchange
- Conferences
- www.picturepa.org



**PENNSYLVANIA COUNCIL ON THE ARTS**

### Governor's Awards for the Arts

- Since 1980, Pennsylvania's Governors have honored outstanding achievements and contributions to the vitality and availability of the arts through the presentation of the Governor's Awards for the Arts.
- Governor Edward G. Rendell has chosen to recognize 5 categories that reflect the interests and priorities of his Administration:
  - Distinguished Arts Award;
  - Patron Award;
  - Outstanding Leadership & Service in the Arts for Youth or Arts in Education;
  - Creative Pennsylvania Community Award; and
  - Artist of the Year.



**PENNSYLVANIA COUNCIL ON THE ARTS**

### "Bring it Home" Conference Campaign

- This initiative employs modest targeted funding support for arts organizations to bring their regional, national, and/or multi-state membership conferences to Pennsylvania
- PCA also provides registration fee support for Pennsylvanians to attend enabling them to network, gain access to vital industry information, and promote Pennsylvania and its artists and cultural organizations.

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### Bring it Home Conference Campaign Data



| FY   | PA Host Organization   | Name of Conference                         | Attendance         | Days      |
|------|--|--|--------------------|-----------|
| 1999 | Pittsburgh Cultural Trust  | National Assembly of State Arts Agencies   | Over 500           | 3         |
| 2000 | Repertory Dance Theatre  | North East Regional Dance America Festival | Over 400           | 2         |
| 2000 | Whitaker Center  | American Association of Community Theatre  | Over 500           | 3         |
| 2000 | Pittsburgh Cultural Trust  | North East Presenters Arts Conference      | Over 500           | 3         |
| 2000 | Carnegie Mellon University, Studio for Creative Inquiry  | International Sculpture Conference         | Over 1000          | 3         |
| 2002 | Philadelphia Orchestra   | American Symphony Orchestra League         | Over 2000          | 4         |
| 2004 | Southern Arts Federation   | Performing Arts Exchange                   | Over 800           | 4         |
| 2004 | African American Cultural Center, Mendelsohn Choir, Pittsburgh Ballet Theatre, Pgh Cultural Trust, Pgh Opera, Pgh Public Theatre, Pgh Symphony, Three Rivers Arts Festival | 1st National Performing Arts Convention    | Over 4,000         | 6         |
|      |  | <b>Total</b>                               | <b>Over 10,800</b> | <b>28</b> |

**PENNSYLVANIA COUNCIL ON THE ARTS**

### PCA Website

<http://www.pacouncilonthearts.org>

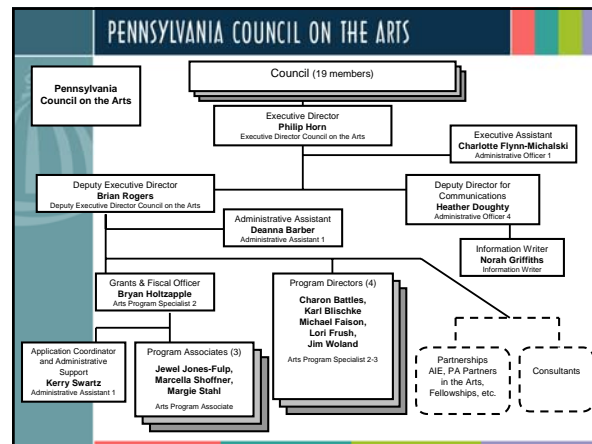
- Information about the PCA
  - Funding opportunities
  - Events
  - Services
  - Deadlines
- eGRANT
- Downloadable forms
- Directories & Publications

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Presenting Initiatives

- Presenter Consortium Touring
- Dance Link
- Mentor Program
- Travel Support
- PA Presenters Conference
- PA Presents



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**PCA Planning Process 2006-2010**

**PENNSYLVANIA COUNCIL ON THE ARTS**

**Planning Process 2006-2010**

- The PCA has undertaken 2 planning processes in the last 10 years – in 1994 and 1999.
- The first was the most comprehensive in PCA history – 11 meetings across the state. The second was seen as a continuation and deepening.
- Each planning process has included:
  - Public meetings generating a large amount of information on topics and challenges facing the field;
  - Identification of key issues – developed into plan goals;
  - Objectives and strategies based on the plan goals;
  - Presentation and review of draft plan by Council;
  - Fine-tuning and approval;
  - Dissemination of the plan; and
  - Annual Council evaluation.

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**Planning Process 2006-2010**

- Parallel key issues emerged from 1994 and 1999 public meetings:
  - The value of Arts in Education;
  - Advocacy/visibility for the arts;
  - Need for funding/resources/leverage; and
  - Anxiety about the future.
- The 1995-2000 plan was about change/evolution. Of its 92 objectives, 80 were accomplished. 12 were deemed no longer relevant.
- The 2001-2005 plan was about refinement and the adding/subtracting of objectives to respond to change.
- For the past 10 years, the PCA has been about change, growth and exploration. Having accomplished this, we now have a stable launching pad for 2006-2010 planning process.

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**PCA 2006-2010?**