



The
Pew Center
for Arts
& Heritage

2022 APPLICATION GUIDELINES
PROJECT GRANTS

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Accessibility and Technical Assistance

The Center is committed to providing accessibility to our applicants, regardless of ability. Center staff are prepared to assist applicants requiring special accommodation regarding review of our application guidelines or the use of our online application system (apply.pewcenterarts.org) at any time. The Center is also prepared to assist any organization that may need additional technical support for meeting submission requirements. Please contact us at help@pewcenterarts.org to offer feedback or discuss accommodations available for individuals with differing abilities, as well as for specific guidance or assistance preparing materials for the application.

Program Modifications

As of their release in May 2022, these guidelines represent the complete full application instructions for grant applicants. However, The Pew Center for Arts & Heritage and The Pew Charitable Trusts reserve the right to change and/or modify these guidelines at any time in the future in response to experience gained from their operations, input from applicants and recipients, external evaluations, and the community. Any changes or updates to the guidelines will be made known to potential applicants in a timely manner. Grant applicants will be required to submit written acknowledgment of these updates within seven business days of notification.

Cover: *REHEARSING PHILADELPHIA*, 2022, Ari Benjamin Meyers. 2019 Center Grant to Curtis Institute of Music and Drexel University's Westphal College of Media Arts & Design. Photo by Conrad Erb.

Letter from the Executive Director

Dear colleague and Center constituent,

I am pleased to share with you the 2022 full application guidelines for Project grants in The Pew Center for Arts & Heritage's Exhibitions & Public Interpretation and Performance program areas. These guidelines represent the requirements for the second part of our grant application process and are for applicants notified by the Center that their Letters of Intent to Apply have been advanced to the full application stage.

In our previous two grant cycles, the Center awarded more than \$20.7 million to Philadelphia-area organizations through 30 recovery grants in 2021, 29 arts and heritage project grants in 2020, and 24 fellowships for individual artists.

Following our focus last year on pandemic-related recovery work, we are resuming project funding in areas of cultural production in 2022. There are important new considerations and questions growing out of our experience over the last year and a half that you will be asked to address, which you can find on [page 3, What's New in 2022](#). Please review them carefully.

We encourage you also to engage with [our website](#) where you will discover a remarkably broad range of hybrid and discipline-specific public programs that reflect the breadth, diversity, and vitality of our region's cultural ecology. We are gratified to be able to support such an exceptional spectrum of work, and we look forward to continuing to carry out The Pew Charitable Trusts' strategic goal of fostering a vibrant civic life by bringing high-quality and richly rewarding experiences to our region's many publics.

We recognize the difficulties and uncertainties of the moment with respect to public programs. In developing your full application, we hope you will nonetheless feel encouraged to think imaginatively, no matter the scale and context of your project, and to consider the potential opportunities that the Center's funding offers to make meaningful projects and audience connections during a time of continuing change and challenge.

Please take some time to review these guidelines carefully and familiarize yourself with our goals and criteria. Following your review, please contact our senior program staff to discuss your full application prior to its submission.

We look forward to hearing from you as you continue your application, and we deeply appreciate your participation in the Center's grants process.

Cordially,

A handwritten signature in black ink that reads "Paula Marincola". The signature is fluid and cursive, with a large initial "P" and "M".

Paula Marincola
Executive Director

Vision Statement

At The Pew Center for Arts & Heritage, we envision Greater Philadelphia as a widely recognized hub for vibrant, diverse, inclusive, and equitable cultural experiences and a place in which creative expression and interpretation, as well as the exchange of ideas, are vital forces in public life.

We endeavor to realize this vision in two ways:

- By supporting area leaders who think ambitiously and innovate boldly in their public offerings; who are rigorous in their programmatic and operational processes; who foster diversity, equity, and inclusion (DEI) as part of good governance and management; and who center the audiences and communities they serve;
- By advancing the fields we serve through research and knowledge-sharing on distinctive, imaginative, and effective practices.

What's New in 2022

Following the 2021 cycle of COVID-19-prompted Recovery grants, The Pew Center for Arts & Heritage has resumed its project funding in areas of cultural production in 2022. Here are the new expectations that organizational applicants will be asked to address in proposals developed for the 2022 grant cycle:

- Questions about the presence of diversity, equity, and inclusion practices in project design and content, as well as project impact.
- Questions related to lessons/strategies from COVID-19 that changed approaches to health, safety, and customer service practices by the organization.
- Questions related to lessons/strategies from COVID-19 that allow for hybrid or adaptable platforms for programming.
- All projects must identify a dedicated project manager with appropriate expertise and experience. Should this person not yet be identified, their scope of responsibility must be clearly articulated, along with other key leadership, at the time the application is submitted.
- Only organizations with minimum budgets of \$150,000 and that meet the Center's other threshold criteria ([See page 7, Financial Eligibility](#)) may apply for support. (Financial threshold is determined by an average of your budget in the three most recent fiscal years).
- Discovery grants are no longer a category of funding at the panel level. Modest capacity building support may be available from the Center on a rolling deadline. Capacity building support will be focused on furthering program ideation or organizational practice.

Goals of Center Grant Making

The goals of Center grant making are to—

- Support vibrant, substantive projects that grow out of mission; that demonstrate a high level of artistic and programmatic excellence, ambition, and conceptual rigor; and that reflect the organization’s commitment to multiple perspectives and inclusive practices in program design, development, and impact.
- Support projects that represent a thoughtful development of an existing line of work or a heretofore unexplored direction.
- Support projects that provide inspirational models for cultural practice in the region and beyond.
- Support projects that expand the audience reach and impact of the applicant’s programming, deepen meaningful engagement with diverse audiences, and build toward future audience relevance for the organization’s creative work.
- Support partnerships and collaborations outside of the applicant’s habitual frame of reference (i.e., disciplinary, geographic, cultural, etc.) that are significant, grounded in strong working relationships, and helpful in building new audiences.

Areas of Funding at the Center

Recognizing the fluid boundaries in the presentation and interpretation of material and visual culture, and in performance, The Pew Center for Arts & Heritage (the Center) has two areas of funding. Both areas have the same goals for cultural production. These areas support projects that are multi- or interdisciplinary, as well as those based in a specific discipline. Both encourage projects designed to manifest new understandings of content for audiences.

Areas of programming considered within **Exhibitions & Public Interpretation (EPI)** include public display and/or interpretation of artworks, historical artifacts, scientific objects, living collections, archives, buildings, stories, or ideas; film, video, or other time-based media presentations and technology platforms; and all other forms of exhibitions and public cultural interpretation, including those that take place in public spaces, online, and/or make use of participatory strategies.

Areas of programming considered within **Performance** include original works or new treatments of existing works in all performance forms including those drawn from archival sources; film, video, and other moving-image performance whose development and public presentation is interpreted through the project’s performative intentions; distribution and installation of performance using experimental media or technology platforms; and performances in public spaces, online, and/or making use of participatory strategies.

All funded projects must be presented to public audiences as a primary consideration in their design.

All funded projects must have the necessary administrative structure and expertise to realize the grant to its maximum public impact.

Types of Support

PROJECT GRANTS

Project grants are for making bold ideas happen: bringing artistically and programmatically excellent, ambitious, and substantive performances, exhibitions, or interpretation projects to fruition for diverse publics.

Projects must deliver distinctive, high-quality, and meaningful cultural experiences to the Philadelphia region's many communities. Projects must also reflect an organizational commitment to multiple perspectives and inclusive practices in program design, development, and impact. They can take various forms and be produced by single organizations or by multi-organizational collaborators. Projects may be wholly new undertakings for the applicant, or they may represent the further development of an ongoing direction.

Projects should also demonstrate awareness of leading practices in the field and be situated in relationship to those practices.

Core artistic or program personnel must include one central practitioner with whom you have not worked before. Program series within the same application must be conceived for presentation under a single rigorously considered curatorial premise that cogently outlines what is at stake artistically and programmatically.

GRANT REQUEST AMOUNTS FOR PROJECT GRANTS

Organizations must have a minimum operating budget of \$150,000 to apply. Maximum allowable grant requests for all Project grants are dependent on organizational budget size and range from \$75,000 to \$300,000. First-time applicants or those organizations without prior funding from the Center will be limited in their maximum request. All grant request amounts must be discussed with the Center's senior program staff before submission of the full project application. Grant requests are determined with and subject to review and approval of Center staff.

SPECIAL OPPORTUNITY & MULTI-ORGANIZATIONAL PROJECT GRANTS

Organizations may be eligible to apply for Project grants of up to \$400,000. Single organizations wishing to apply for grants over \$300,000 must have an operating budget minimum of \$1 million, have a demonstrated history of producing projects of a scale commensurate with this request, and meet additional criteria.

Up to three organizations may pool their individual grants towards a collaborative effort, not to exceed \$800,000 in total. Collaborating partners will be asked to demonstrate a high level of institutional readiness for and commitment to the collaboration. Again, grant requests are determined with and subject to Center staff review and approval.

Eligibility Criteria for All Applicants

The Center's 2022 cycle is open to organizations whose primary mission and defining purpose is the presentation of art and public history programs for public audiences. In addition, non-art and non-history organizations who wish to apply, such as academic departments, arboreta, libraries, etc., must secure in advance the appropriate personnel and project management expertise—including artistic, curatorial, producing, and administrative support. Their ability to apply is subject to Center review and approval. Social service organizations are not eligible to apply this cycle.

The Center reserves the right to determine eligibility in all instances. Threshold criteria include—

- Organizations must be located in the five-county Philadelphia area (Bucks, Chester, Delaware, Montgomery, and Philadelphia counties).
- Organizations must have 501(c)(3) designation at the time of submitting the application.
- Organizations must have a minimum annual budget of \$150,000 and must have paid, professional artistic and managerial project staff.
- Applicants must submit a letter of commitment from an authorized governing official with their application. If awarded funding, grant contracts can only be signed by a person with legal and fiduciary responsibility for the organization.
- Organizations must have a demonstrated record of ongoing commitment to presenting professional public programs in the genre or content area identified in the proposal.
- Applicants must identify a central project manager (or managers) responsible for ensuring continuity of the design and implementation of the project at the highest level. Project managers must have appropriate expertise and demonstrated administrative experience. Should no member of the applicant's staff have appropriate experience or time to assume this role, an outside manager must be hired for the project and included in the application budget.
- We encourage applicants to tour Center-funded projects outside the region when appropriate. If you are touring a project or working collaboratively with an organization outside of the region, please discuss with Center senior staff the costs that are and are not eligible for support.

GRANT PERIODS AND MAJOR EVENT DATES

- The implementation period for Project grants begins **October 1, 2022** and must conclude by **June 30, 2025**.
- Public events that are part of a Center grant should not be scheduled to take place before **March 1, 2023**.

Financial Eligibility

The Center does not accept applications from fiscally sponsored organizations or non-profits intending to serve as pass-throughs for grant funds.

Organizations must be in sound financial health, as determined by audited financial statements and verified [Cultural Data Profile](#) (CDP) Funder Reports. The financial eligibility threshold is determined from the average of three most recent fiscal years. Audits and financial statements must—

- Demonstrate no operating losses in two out of the past three years, or a reduction of COVID-19-related deficit to no more than 10% of operating expenses; and
- Show positive working capital.

All applicants are required to submit three years of audited or appropriately reviewed financial statements.

Audits are preferred in all cases but are required for organizations with annual budgets exceeding \$500,000.

Outside financial reviews are required for organizations with annual budgets under \$500,000. Only organizations with minimum budgets of \$150,000 and that meet the Center's other threshold criteria are eligible to apply.

Additional Eligibility Criteria for Special Opportunity & Multi-Organizational Applicants

Single organizations wishing to apply for grants over \$300,000 must have a minimum operating budget of \$1 million and a demonstrated history of producing projects of a scale commensurate with this request. Collaborative teams will also be asked to demonstrate a high level of institutional readiness for and commitment to a deep collaboration. Consult senior Center staff before applying in one of these categories.

Along with meeting all other eligibility criteria, these projects, whether from a single organization or a multi-organizational team, must—

- Consider the audience experience as integral to the project's design and realization, as well as its impact;
- Represent a new level of ambition in content, scope, and scale that is realistically achievable for applicants;
- Be artist/creative practitioner-driven and involve new commissions; and
- Include one major creative contributor from outside the United States.

Ineligible for Support

Grants are not made for individual exhibitions of private collections, anniversary/celebratory/member exhibitions, nor for acquiring artworks, collections, or property. Grants are not made for ongoing seasonal support. If you are uncertain about whether your project is eligible for Center support, please [contact](#) a staff member.

- Ineligible costs include capital improvements or real estate expenditures; debt service or retirement; endowment funds; or operation support (including salaries of organization staff).
- Organizations are ineligible if they are managed by current employees of The Pew Center for Arts & Heritage or The Pew Charitable Trusts; members of such employees' households; or people closely related to such employees through blood, marriage, or domestic partnership.
- Individuals who have been nominated for a Pew Fellowship in the Arts and who intend to submit a Fellowship application may not participate in a Project grant application as a commissioned or key artist within the same grant cycle of their application, or, if awarded a Pew Fellowship, for the duration of their two-year Fellowship grant period.

Application Process and Deadlines

STEP 1 CONTACT US AND SCHEDULE A MEETING

Deadline to contact the Center: Wed. May 18, 2022

All applicants are required to schedule an appointment with Center senior program staff by this deadline.

To schedule your appointment, please email apply@pewcenterarts.org

STEP 2 SUBMIT YOUR PROJECT BUDGET DRAFT AND MEET WITH US

Deadline for budget draft and meeting: Wed. June 8, 2022

By this deadline, all applicants must attend a remote meeting with program staff to discuss project development, LOI Reviewer feedback, and request amounts.

Use a Center-provided budget template and submit your project budget at least 24 hours before your meeting. See [page 14 Budgeting Recommendations](#).

STEP 3 SUBMIT YOUR APPLICATION ONLINE

Deadline: Fri. June 17, 2022 by 4 p.m.

The application must be completed online at apply.pewcenterarts.org. As you prepare your application, please review the following pages to learn more about required uploads:

- Required Attachments: Checklist ([page 13](#))
- Work and Site Samples Guidelines ([page 15](#))

STEP 4 AWAIT NOTIFICATION

Late Summer 2022

- Applicants will be notified about the panel's funding decision by late Summer 2022. The Center's public announcement of all grants will be made in September 2022.

SUBMITTING THE APPLICATION ONLINE

Applications are submitted online at apply.pewcenterarts.org.

Only online submissions are accepted.

Please contact us at help@pewcenterarts.org to discuss special accommodations available for applicants living with disabilities or for those needing technical assistance with preparing application materials.

Application Questions and Criteria

Three criteria will be used to evaluate all Project grant applications: **Excellence**, **Ability to Realize Project**, and **Impact**. The following questions appear on the application. Each question will be considered by panelists in determining how well your application makes its case relative to each criterion.

IMPORTANT: Edit question answers so the “what,” “why,” and “how” of your project are clear. Please avoid repetitive information. Feel free to point to different parts of the application to illustrate your points (e.g., “See work sample 3”), but avoid links to websites.

CRITERION: EXCELLENCE

For all applicants:

- Describe your project and its central concept and point of view. Why is this project important? How is it artistically and programmatically excellent? What is at stake? (550 words maximum)
- How does the project include multiple perspectives and inclusive practices in its design and content? (250 words maximum)
- Who are the creative practitioners or primary creative personnel? How do they represent an appropriately diverse selection of practitioners? How do you know they are of field-wide distinction and the best people for the project? (400 words maximum)
- How does the project plan for COVID-related or other health and safety accommodations for both personnel and audiences? (150 words maximum)
- How will you prepare to provide flexible approaches to public programs in the event of public health restrictions or closures? Please describe any digital component(s) of the project that will exist in tandem with in-person components. (200 words maximum)
- What else has been done in the field in this area? How does this project both connect to and distinguish itself from those efforts? Be specific. (250 words maximum)

Single-Organization and Special Opportunity applicants only:

- In what ways does the project reflect on and advance your organization’s mission through creative practice? (300 words maximum)

For all community engagement/social practice projects: (300 words maximum)

- a) What are the specific community engagement goals, methods, and activities that you will undertake? How will you implement these goals and activities, and who will be involved at each stage? How will you measure success?
- b) Why have you chosen these community engagement tactics in your program design?

Special Opportunity and Multi-Organization applicants only:

- How does this project demonstrate a new level of ambition in content, scope, and scale? How have you ensured that this ambition is achievable for the team? In what ways are artists and creative practitioners driving this project? What are the new commissions for this project? (500 words maximum)
- How will considerations of the audience experience be incorporated into the design of this project, from inception to implementation? (500 words maximum)
- Who is your major creative contributor from outside the U.S.? How did you select this person? What will they contribute to the project? (250 words maximum)

Multi-Organization applicants only:

- How does the project reflect on and connect to the missions of each partnering organization? How does the project propel each organization to advance those missions collaboratively? (400 words maximum)
- What specific artistic, programmatic, and operational strength does each organizational partner bring to this project? How are the roles that each organization will play critical to the realization of the project? (250 words maximum)

Application Questions and Criteria (continued)

CRITERION: ABILITY TO REALIZE PROJECT

For all applicants:

- Who is the dedicated project manager? In what ways is this role designed to sustain the work of the creative team? (200 words maximum)
NEW: You will be asked to upload a 1-page PDF describing the project manager's scope of work.
- What evidence do you have for your ability to effectively manage and steward this project from an administrative, financial, and governance standpoint? How has the governing board of directors or trustees for the organization(s) indicated their commitment to the project? You may cite relevant CDP and/or financial audit data as helpful. (250 words maximum)
- Provide specific examples of how past projects have helped to prepare for this work from an artistic/ programmatic perspective. (250 words maximum)
- Have creative partners been given a copy of your project proposal and agreed to its outline? If not, why not? (100 words maximum)

Single-Organization and Special Opportunity applicants only:

- What are the specific roles and responsibilities of each of the primary contributors to the project? How will multiple voices be managed, and how will artistic and administrative decisions be made? Where will the buck stop? (400 words maximum)

For all community engagement/social practice projects:

- Are there barriers (e.g., physical, technical, or social) that may inhibit intended audience participation? How do you know this? How will you adapt your processes to fit the community's/audience's needs? (200 words maximum)

Multi-Organization applicants only:

- What are the specific roles and responsibilities of each of the primary organizational partners to the project? How will you ensure that the project vision and goals remain intact in the event of unanticipated changes to the project team? (300 words maximum)
- What is your plan for sustaining the process of collaboration between your organizations? How will multiple voices be managed? How will artistic and administrative decisions be made by the partners? Where will the buck stop? (250 words maximum)

Application Questions and Criteria (continued)

CRITERION: IMPACT

For all applicants:

- What is the intended impact of your project? Who are its intended audiences? How did you identify these audiences as likely to have interest in the project? Why is it important for your audiences to experience this project? (500 words maximum)
- What are your audience engagement goals? How are those goals linked to the design of the proposal? How do DEI considerations impact your thinking about and engagement with audiences? (500 words maximum)
- What communications strategies make sense to reach audiences for the project? Who will oversee the implementation of planning your marketing approach? (400 words maximum)
- How will you assess and measure the impact of the project to know if it has met its goals? Who will conduct the evaluation? How is evaluation built into the project design? (250 words maximum)
- How will you document this project? How will you share the knowledge you gain through it? (200 words maximum)

For all community engagement/social practice projects: (400 words maximum)

- a) What prior experience(s) or existing relationships suggest that the community is open to/interested in this project?
- b) What is your understanding of the ethical implications of your proposed community engagement? How will you address these complexities?
- c) Once the project is complete, how will you measure its success? In what ways will you continue your involvement with this community, if at all?

Special Opportunity Single-Organization applicants only:

- In what ways is the audience's experience integral to the design and realization of this project? How do your intentions differ from your previous projects? What additional resources, consultants, or practices are needed to achieve the intended audience experience? (250 words maximum)

Multi-Organization applicants only:

- In what ways is the audience's experience integral to the design and realization of this project? How do your intentions differ from your previous projects? How will these intentions be connected and sustained across the partner organizations? What additional resources, consultants, or practices are necessary to achieve the intended audience experience? (300 words maximum)

Required Attachments: Checklist

The application form requires you to upload the following:

- Staff and Board List (PDF).** A list of the organization’s professional staff and board members. Indicate any who are expected to leave the organization before the project is complete.
- NEW in 2022: Letter of Commitment from Board Chair/Governing Official (PDF).** A succinct letter stating the governing board’s commitment to the project, authored by the board chair. For academic institutions, these letters should be co-authored by the dean of the applying school or department and the provost.
- Cultural Data Profile Funder Report (PDF)** for the most recently completed fiscal year—**not earlier than FY19**. Include a completed signatory page.
- Project Timeline.** Concisely describe activities, timeframe, and assigned responsibilities associated with the planning and implementation of the project. (Please use the interactive form within the online system to create your project timeline.)
- NEW in 2022: Project Manager Scope of Work (PDF)**
A one-page PDF that describes your project manager’s role and responsibilities and includes a very brief, tailored bio that notes their relevant experience. If the manager has not yet been identified, you may upload a one-page job description.
- Programming History (PDF)**
A one-to two-page list of projects completed by your organization in the last three years. This list should include project titles, dates and venues, brief summary descriptions, names of lead artists/collaborators, and attendance totals. As relevant, you may include major project-related publications. *For Multi-Organization applicants: Please upload project lists of no more than two pages per organization as a single PDF.*

- Project Collaborator Letters of Commitment and Background Narratives.** Letters of commitment and concise background narratives are required for each primary non-staff project participant and collaborator identified in your proposal. This personnel includes lead artists, curators, lead production personnel, as well as your chosen venue.

Each letter of commitment from a collaborator should be formatted as a one-page PDF. The letter should describe the following:

Knowledge about the project, scope of work, fees for project involvement, and time frame for work. These letters are most effective when submitted on the participant’s letterhead and signed by hand. Alternately, the letters should be clearly sourced from the participant’s email address.

Background narratives should accompany each letter of commitment and include the following:

The aspects of the collaborator’s history of practice that relates directly to the project content. Include major achievements as relevant, but avoid listing awards, testimonials, venues, museums, festivals, etc. Each background narrative should be limited to 150–200 words.

- OPTIONAL: Related Publications (PDF)**
If applicable, you may upload a list of up to four publications produced in conjunction with exhibitions or public events your organization has produced. Provide title, author, venue, publisher, and year of publication. Please do not include marketing collateral or playbills.
- OPTIONAL: Object Checklist (PDF)**
If applicable, you may upload a list of artifacts, artwork, or other objects to be included in your project.

Project Budget

All grant request amounts must be discussed with the Center’s senior program staff before submitting the application. Final request amounts are determined after Center staff review and approval.

Applicants are provided with a template spreadsheet to use in drafting a project budget. Submitting a draft of your budget is required 24 hours in advance of your meeting with Center staff, no later than June 8, 2022.

Budgets should be organized according to the following categories:

Fees and Honoraria	Documentation
Production Expenses	Engagement, Marketing and Communication
Travel and Subsistence/Housing	Other Direct Costs

IMPORTANT: For each line-item in your budget, use the “description” field to detail context and to demonstrate how you calculated budget amounts.

BUDGETING RECOMMENDATIONS

The Center encourages applicants to consider the following when drafting a project budget:

- **Fees and Honoraria**
The Center values all personnel who are part of the process of creating an exhibition, event, performance, or publication. Honoring this value when budgeting mandates that fair and equitable compensation be applied within proposed project budgets. Payment to project-based collaborators at all stages of production should be appropriately calibrated to the quality, effort, and time contributed. Permanent staff salaries and benefits are not eligible grant expenses.
- **Engagement, Marketing and Communication**
Applicants are encouraged to allocate a proportionate percentage of the total project budget and grant request to public engagement, marketing, and communications expenses. Consider these budget lines carefully in order to arrive at an appropriate allocation specific to your project.
- **Documentation**
Consider ways in which documentation could expand your audiences or enhance their experience of your project. Applicants are encouraged to allocate a proportionate amount relative to the project for documentation across all media (e.g., audio, video, photography, print or text, critical essays in program books, etc.).

ADDITIONAL PROJECT INCOME

If your total project budget is larger than your grant request from the Center, **detail any additional income** your organization plans to put toward project costs. Include grants and contributions, cash allocations, and earned income.

Work and Site Sample Guidelines

Work and site samples are crucial to the evaluation of your project by the review panel. When submitting audio/video, please follow the specific instructions in the online application system.

We encourage applicants to discuss work samples with Center staff before submitting a full application.

WORK AND SITE SAMPLES

Evidence of work—including the work of collaborators—is vital to all proposals. Please submit work samples pertinent to the work to be presented. Appropriate samples might include documentation of related past exhibitions or interpretive activities; performances by your organization or by collaborators that reflect components of what you have proposed; or sketches or plans for proposed commissions, etc. Provide work samples for all key artistic personnel.

- Samples do not need to be direct examples of the proposed project; however, they should represent the applicant's or guest artist's/curator's/ programmer's creative vision in previous work and provide evidence of quality and rigor.
- Please cue and provide detailed information for all samples. Submit samples in the order in which you wish them to be reviewed.
- When a project involves work by a guest artist, at least one example of that artist's past work should be submitted. Include also a sample(s) of relevant past work from your organization.
- **Samples that depict your proposed site:** Please upload digital images that depict the location(s) where project activities will take place, e.g., images of the auditorium, empty lot, gallery, garden, lobby, street corner, website, etc.

INELIGIBLE WORK SAMPLES

The following are not acceptable work or site samples:

- Promotional videos and trailers
- Sampler moving image or audio material
- Heavily processed or edited work, including work with an overdubbed soundtrack, unless similarly edited work is part of the proposed project.
- Work created when the collaborator/artist/curator was a student.
- Samples over five years old, unless discussed and approved by Center staff.

WORK AND SITE SAMPLE LIMITS

Work sample submission is limited to a **total (in aggregate) of fifteen samples.**

Audio/visual excerpts should be **no more than three minutes in length.** When combined, the duration of all audio/video samples **may not exceed ten minutes in total listening or viewing time.**

When combined, PDF Submissions **may not exceed 30 pages total.**

Application Assessment

PEER PANEL REVIEW

All applications are reviewed by a diverse panel of arts and culture professionals from outside of the Center's funding region. These panelists are chosen by the Center for their expertise in the relevant areas of practice reflected by the projects and artists in the applicant pool. Panelist selection changes from year to year, though some individuals may serve more than once.

The peer review panel will assess applications according to the criteria noted on [pages 10-12](#) using the ranking scale that follows:

- 5** Outstanding in relation to all the criteria
- 4** Very good to excellent in relation to the majority of the criteria
- 3** Fair to competent: generally meets professional standards
- 2** Insufficient competence to meet professional standards and realize the project
- 1** Does not meet professional standards

Staff of The Pew Center for Arts & Heritage and of The Pew Charitable Trusts do not serve on the peer review panel and do not determine grant recipients. Conversations and meetings between applicants and Center staff in no way privilege any organization or proposal.

Advice and Assistance | Contact Us

All applicants are required to schedule a meeting with Center staff by May 18, 2022. This meeting will be conducted virtually prior to June 8, 2022. Center program staff will discuss project development with you and detail LOI Reviewer feedback.

Please email apply@pewcenterarts.org as soon as possible to schedule this meeting.

Contact us at any time. The Pew Center for Arts & Heritage staff is available to answer questions or remotely meet with applicants Monday-Friday, 9a.m.–5p.m.

CENTER PROGRAM STAFF

Executive Director

Paula Marincola

Program Directors

Bill Bissell, *Performance*

Kelly Shindler, *Exhibitions & Public Interpretation*

Senior Program Specialists

Zach Blackwood

Murph Henderson

Program Assistants

Zoë Greggs

Erica Goldstein