



## ArtsForward Funding Guidelines

**Deadline: 5:30 pm ET, Monday, November 15, 2021**

### Purpose and Structure

Made possible with generous support from [The Andrew W. Mellon Foundation](#), the APAP ArtsForward program will support the presenting and touring field's safe and equitable reopening and recovery as presenters, artists and audiences reconnect, tours resume, and venues reopen.

More than \$2 million will be given through direct grants of \$35,000 or \$50,000 to U.S.-based APAP presenter members working in partnership with individual artists/companies, to support the performing arts field's transition toward reopening its venues and resuming live programming. Funds will be distributed by early 2022 for a grant period that takes place during the remainder of 2022. A priority, for APAP and The Andrew W. Mellon Foundation, is supporting artists.

### Application Requirements

Applications must:

- Be cosigned and submitted by a presenter with an artist/ensemble.
- Allocate at least 50% of grant funds to artist compensation and expenses (including as applicable, but not limited to agents, managers and/or producers/partners). Budgets can include presenters' programming and COVID-related expenses that are necessary to complete and support the engagement.
- Propose engagement projects that take place indoors or outdoors, or through a hybrid of locations. Projects can incorporate some virtual components but must involve in-person activity(s) with live performance elements. See below for the definition of engagement project and further information.
- Commit to an equitable payment structure to artists, in phases, for the overall engagement project.

### A Focus on Equity

ArtsForward encourages presenter-artist relationships built on equitable and transparent practices. The structure of ArtsForward is based on the work of APAP and other working groups to help presenters and artists reconnect, adapt, and evolve in a more equitable fashion. Along with the Association of Performing Arts Professionals Equitable Partnership Working Group, key contributors to this dialogue are Creating New Futures, the Dance/USA Joint Working Group and We See You White American Theater, along with other national service organizations, including the North American Performing Arts Managers and Agents (NAPAMA), and the National Independent Venue Association (NIVA). (Refer to [Resources](#) for information on these groups as well as the documents they produced.) In the wake of the pandemic, ArtsForward is influenced by calls for racial equity and fairer payment to artists, as well as to the agents, managers, and producers who help them build relationships and secure engagements.



- In advance of applying, presenters and artists are encouraged to be in direct conversation, or as facilitated by the artist's manager or agent, in order to learn about each other's circumstances during the pandemic, explore possibilities of how they might reconnect and/or resume presenting and touring, and craft an engagement that addresses their mutual needs. Engagement projects, as broadly defined below, have the intention to connect artists, audiences, communities, and host institutions.
- Applicants are encouraged to follow some of the guidance provided by the APAP Equitable Partnership Working Group as well as the resources noted above. APAP released [Building Ethical and Equitable Partnerships in the Performing Arts](#) (BEEP), a guide to re-envisioning contracts between presenters and artists.
- Applicants are encouraged to consider the spirit of APAP's [10-20-30 Pledge](#) to, over 10 years, dedicate 20% of their programming and 30% of their annual budgets to "artists and organizations who identify as and whose primary focus is from Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ persons."

APAP recognizes the urgency of this moment: to return to the stage and resume the practice and business of the field, while embracing the challenge and opportunity to shed practices that do not support or sustain our diverse ecosystem. We also lean into our values of equity, diversity, inclusion, and access for all people and our commitment to racial and gender equity by applying our [10/20/30 Pledge](#) to the review of applications and pool of selected grantees. While APAP does not expect every grantee to focus entirely on groups identified in the [10-20-30 Pledge](#), we encourage applicants to reflect and model these values in their decisions about artists, activities, and budgets.

## Eligibility

### Applicants must:

- Be a U.S.-based presenter, according to the definition below.
- Be an APAP presenter member, in good standing, by November 9, 2021. (See below for important information about membership.) Proposed artists need not be members.
- Have 501(c)3 tax-exempt status.
- Be an independent nonprofit presenting organization, festival, university or college presenter, or an organization under the aegis of a larger non-profit entity (such as a museum).
- Have an operating budget of less than \$5 million for either calendar year 2020 or 2021.
- Propose working with a U.S.-based artist.

### Applicants are not eligible if any of the following apply:

- Presenting organizations with budgets of more than \$5 million/year for both calendar years 2020 and 2021.



- Commercial for-profit entities.
- Presenters that are not APAP members by the designated cutoff date of November 9, 2021. (See below.)
- Artists or ensembles or their agent/management/producers applying as the primary applicant. (See below for definition of primary applicant.)
- Academic departments of colleges or universities.

**Applicants may be eligible, but are not competitive if any of the following apply:**

- Applications submitted by a presenter without the active involvement and awareness of the proposed artist.
- Applications with agreements structured to pay artists only after their performance is completed (rather than agreements that include multiple payments tied to deliverables/milestones in an overall engagement).

### Grant Amounts

Up to 50 grants will be made of \$35,000 or \$50,000, for a total allocation of more than \$2 million.

### Review Criteria

- Clarity of the nature of and rationale for the engagement project, including the match of its goals with proposed activities.
- Clarity and strength of the relationship between presenter and artist, including how they selected each other and why they decided to work together.
- Potential for the engagement project to serve as an example of equitable partnership for the field.
- Clarity and commitment to fair compensation to artist ensembles, including fee level and comprehensive payment structure.
- If relevant, match of engagement project to community(s) involved.

### Compensation to Artists

- At least 50% of the grant funds must go to the artist. These funds can include compensation to agents, managers, or producers for their role in booking, producing, or otherwise planning and supporting the engagement.
- The artist must be paid for their overall engagement, including any virtual activities.
- The compensation timeline and amounts must reflect mutually agreeable milestones, with payments reflecting the work or activities completed at the time of payment.
- The artists must receive at least 50% of their funds in their first payment, which should be issued soon after the grant start date.
- Contracts should address mutually agreeable arrangements regarding cancellation and force majeure. Ideally, for example, the proportion of the budget that goes to the artist and the presenter should not shift unless both agree to it.



- It is assumed that both artists and presenters may incur extra costs related to COVID-19. Both parties should acknowledge these expenses and clarify how they will be covered.

## Terms and Definitions

For purposes of these guidelines, the following terms are used.

Artist. The individual artist or ensemble collaborating on the engagement project.

Artist Compensation. Funds paid to artists for the overall engagement project; can include costs paid to agents, managers, and producer partners as applicable.

Engagement Project. The arc of involvement between the presenter and artist (as well as their agent, manager, producer, or partners as applicable) and the activities planned or implemented during the course of the project. It can begin with initial conversations; involve planning and residency time; include travel and limited virtual activities; but must culminate in in-person activity(s) with performance elements. Activities might include presentation, community engagement, work-in-progress showings, or other purposes or activities that the presenter and artist wish to pursue. A component of the engagement, however, should be a live, public, or community-based element connecting artists and participants/attendees of the host presenter.

Payment Structure. Includes the overall agreement for compensating artists, including a payment schedule that reflects an initial or first payment to artist and subsequent payments to the artist tied to any deliverables. (Please refer to the [Resources](#) page for guides developed by the working groups named above, which provide guidance for equitable contracts, including language.)

APAP's [Building Ethical and Equitable Partnerships in the Performing Arts](#) document proposes that the arts field:

1. **Adopt more equitable language in contracts.** Among the recommendations are to *specify what “mutually agreeable” means; define contract terminology; redefine performances as engagements; using antiracist and gender-inclusive language; and address the health and safety of performers as well as staff and audiences.*
2. **Advocate for and model greater transparency around fees.** *Redefine stages of work, thus diversifying payment structures for artists as well as producers, agents, and managers, as relevant). Honor the steps of engagement by restructuring payment plans. Use terms like “first payment” instead of “deposit.” Specify what engagements will look like, including if hybrid or digital.*



- 3. Consider alternatives to invoking force majeure.** *Provide transparency to consider what each party needs, should the engagement not proceed as planned, including adequate compensation for preparation and digital execution of digital performances and community engagements. Reframe force majeure clauses, to encourage discussion about mutually beneficial actions.*

**Presenting Organization.** An organization that selects, engages, and pays artists to perform before an audience as an ongoing and significant component of their organization's activity and that contracts, markets and accepts financial risk for an arts presentation that is not self-produced.

**Primary Applicant.** For the purposes of this application, the Primary Applicant is the presenting organization that is submitting the application.

## How To Apply

### Before applying:

1. Read the entire set of Program Guidelines.
2. Identify with whom you want to work and meet with them in advance of submitting an application. Presenters can reach out to artists with whom they want to apply. Artists (or their agent, manager, or producers) can approach presenters about applying together.
3. Presenters must be a [member of APAP](#) in good standing or become a member of APAP. If not yet a member, the membership process must begin by November 9, 2021.

Applying is a two-part process designed to reduce the workload for both presenters and artists.

**1. The Initial Application.** The initial application phase will ask about the nature of the proposed engagement. In addition to contact and demographic information about the organization and artist, questions include:

- a) How do the artist and presenter envision working together (in-person indoors, in-person outdoors, virtually, other, and/or unknown)? Note: All activities cannot be virtual. Engagement projects must include some live performance elements.
- b) How and why did they decide to apply together? What mutual needs and interests does their engagement address?
- c) What is the approximate timeline for the engagement?
- d) Will a broader community be involved, and if so, how?
- e) How does the engagement reflect the artists' intent and interests at this time?
- f) How does the engagement fit the presenter's overall plans, goals, or season?

In addition, applicants will need to provide the following:

- A brief organizational background from the presenter.



- A brief bio from the artist.
- An overall budget figure for the engagement project, including how much will go to the artist and a general description of expenses to be included.
- Presenters will be asked to sign a general agreement to pay artists in phases, including an initial payment soon after funds are received, and structured payments around the overall engagement).
- Both the artists and presenters must sign the Application. *In advance of the deadline please allow sufficient time to obtain the artist's signature or clearance to sign on their behalf. Upon submission, the presenter and artist will both be emailed to confirm that the application was submitted and signed by both parties.*

You can find detailed instructions for the initial application, including all questions asked [here](#) and guidance for artists, [here](#).

Ready to Apply? Go here: <https://apap365.org/artsforward-ready-to-apply/>

**2. Additional Information.** A set number of applicants will advance to the final application phase and be asked to provide additional information. The full requirements will be available in December and will likely include:

- Any additional details on the engagement, including plans, formats, locations and/or creative process, as known.
- Description of their tentative payment agreement, including schedule and cancellation language.
- A short (2- to 3-minute) informal video statement that could be recorded in Zoom, wherein both the presenter and artist speak, together, to their planned engagement, possibly by addressing several prompts.
- A comprehensive budget.
- Work sample from the artist.

Applicants that advance to the final application phase but are not funded will receive an honorarium of \$1,000, to be split evenly between the presenter and artist.



## Timeline

Program Announcement	September 7, 2021
Guidelines Available	October 8, 2021
Application Live	October 8, 2021
Guidelines Webinars	October 13, 2021 at 3:00 p.m. EDT and November 1, 2021 at 5:30 p.m. EDT
Applicants confirm their APAP membership status	November 9, 2021
<b>Application Due</b>	<b>November 15, 2021, 5:30 p.m. EST</b>
Select Applicants Invited to Submit Additional Information	By December 20, 2021
<b>Additional Information Due</b>	<b>January 19, 2022, 5:30 p.m. EST</b>
Notification	Mid-February 2022
Grant Period*	February 15 – December 31, 2022
Regular gatherings for grantees (Attendance encouraged for those directly involved in the engagement project. )	March – December 2022
Funds distributed	As early as February 2022
Final reports due**	December 2022
Grantee meeting, APAP Annual Conference (One day during this timeframe. Attendance encouraged.)	January 13-17, 2023

\*APAP will provide 80% of grant funds upon grantee’s submission of the signed grant award agreement. The final 20% will be provided upon submission of a final report.

## What Happens to Your Application?

Applications will be reviewed for eligibility and other considerations. Upon submission, the presenter and artist will receive an email confirming that the application was submitted and signed by both parties. A panel of approximately six peers from the field, including artists, will be convened to review the applications and select approximately 100 applicants to be invited to participate in the final application phase. The same review panel will select the final grantees.

## To Get Help or Ask Questions

1. Informational Webinar(s). APAP will host two webinars to review the guidelines on Wednesday, [October 13, 2021 at 3:00 p.m. EDT](#) and [Monday, November 1, 2021 at 5:30 p.m. EDT](#). Register by clicking on the date that works for you.
2. Contact program consultants Suzanne Callahan (Senior Advisor) and April Gruber (Manager) at [artsforward@apap365.org](mailto:artsforward@apap365.org).
3. [Frequently Asked Questions \(FAQs\)](#). Please review these questions and answers for important guidance that might help strengthen your application.
4. Sign up for a 15-minute appointment with a program consultant [here](#). *Applicants must read the guidelines prior to their appointment.*





### **Important: APAP Membership Requirements**

**In order to apply, applicants must be APAP Presenter members and also be a presenter according to the definition above. Applicants must begin the process of joining or renewing by Tuesday, November 9, 2021.** The membership process can take several days, and those who have not become members by the deadline will not be able to apply. Now through June 2022, APAP allows you the option of joining with its “no barriers” membership. To join or renew your membership, learn more [here](#) or contact Membership Director Sue Noseworthy at [snoseworthy@apap365.org](mailto:snoseworthy@apap365.org) or 202.207.3841. If funded, membership must be maintained for the duration of the grant period (February 2022 through December 2022).





## FAQs

### About Artists

**May a presenter propose working with artists who they already know?** Yes. APAP also welcomes applications from presenters who are pursuing new relationships with artists.

**May a presenter work with a local artist?** Yes. Both touring and regional artists are eligible.

**May the same artist be named on more than one application?** No. Artists who are approached by more than one presenter will need to choose one and inform all other presenters of their choice.

**Are artists not represented in the groups promoted in the [10-20-30 Pledge](#) eligible?** Yes, however APAP's [10-20-30 Pledge](#) is broadly structured in how it addresses inclusion of voices that have historically been left out of funding opportunities. Applicants are encouraged to consider how their relationships, for this project, might address at least one of the populations and goals named in the pledge.

### For Artists

**I am an artist. Should I contact presenters about applying?** Yes. APAP encourages collaborative conversations among presenters, artists and agents and hopes that ArtsForward provides a way for arts workers to reconnect and also learn about each other's circumstances.

**I am an artist. What if multiple presenters approach me about applying?** Artists would need to choose one presenter with whom to apply and inform other presenters accordingly. Not applying with one presenter for ArtsForward does not preclude artists and presenters from collaborating and working together in other ways, including block booking and tour routing.

**I run an arts ensemble that also presents other artists. May I apply as a presenter and also be listed on another presenter's application as their artist?** No. Artists can be named on only one application, either as a presenting organization or as an artist. In order to apply as a presenter, the applicant must be an APAP Presenter member.

**I am an artist. May I apply to present my own work or ensemble?** No, artists must work with a presenter.

**I am an artist who is thinking of applying. How do I get started?** Here are several suggestions. Think of presenting organizations that you know and ask them if they might be interested in working with you so you can apply together (they will need to join APAP if they are not already a member). Attend one of the informational webinars in [October](#) or [November](#). Sign up for an [appointment](#) with a program consultant or [email program staff](#).



## About Eligibility

**Does the proposed artist/ensemble need to be an APAP member too?** No. Only the presenter needs to be an APAP member. Artists are, however, welcome to [join the APAP membership](#). View services offered to artists and membership rates [here](#) or contact Membership Director Sue Noseworthy at [snoseworthy@apap365.org](mailto:snoseworthy@apap365.org) or 202.207.3841.

**I work for a nonprofit presenting organization within a city government. Am I eligible?** Only presenting organizations that have their own, independent tax-exempt status are eligible.

**I am unsure of my APAP membership status. Can I still apply?** You must confirm your membership status by November 9, 2021. For assistance, contact Membership Director Sue Noseworthy at [snoseworthy@apap365.org](mailto:snoseworthy@apap365.org) or 202.207.3841

**How do I become an APAP member? By when must I join?** To join or renew your membership, please learn more [here](#) or contact Membership Director Sue Noseworthy at [snoseworthy@apap365.org](mailto:snoseworthy@apap365.org) or 202.207.3841. All applicants must join by Tuesday, November 9, 2021 at 5:00 p.m. EST.

**Due to the pandemic my organization's budget dropped from \$8.5 million in 2019 to \$4.5 million in 2020. Am I eligible?** Yes. The cap applies to either the 2020 or the 2021 calendar year. APAP realizes that budgets have fluctuated more than usual due to the COVID-19 pandemic.

**Are international artists eligible?** No. Only U.S.-based artists can be proposed.

**Can the proposed engagement project take place entirely virtually?** No. Projects can incorporate some virtual components but must lead to in-person activity(s) with performance elements. (See the definition of Engagement Project in the Terms and Definitions section for further information.)

**I'm still not sure if I am eligible. Can I get help in determining that?** Yes, please reach out to the program consultants at [artsforward@apap365.org](mailto:artsforward@apap365.org).

## About the Application

**I understand that presenters and artists are encouraged to collaborate on an application. How does that happen?** The application platform, SurveyMonkey Apply, allows artists to (after setting up a simple account) access the application as a collaborator to both view and sign the application. Please refer to the [How to Apply](#) page for further information.

**I understand that the application is to be jointly signed. How do we do that?** Instructions on how to sign the application in SurveyMonkey Apply are found [here](#).

**I'm having trouble navigating SurveyMonkey Apply. Whom do I contact for help?** Check out SurveyMonkey Apply's [FAQ page](#) or contact April Gruber, program manager at [agruber@apap365.org](mailto:agruber@apap365.org).



***I am a presenter who is thinking of applying. How do I get started?*** Here are several suggestions. Think about artists, either local or touring, who you might want to engage in a project during 2022. Ask them if they want to apply together. You will need to join APAP if you are not already a member. Attend one of the informational webinars in [October](#) or [November](#). Sign up for an [appointment](#) with a program consultant or [email program staff](#).

### **About the Budget and Payment**

***Are matching funds required?*** No.

***What costs are allowed? Can agent fees be part of the budget?*** Beyond the minimum 50% of grant funds that must go to the artist (which includes the agent fee, if applicable, and other related touring costs, including COVID-19 safety), presenters can include salaries, production, marketing, and programmatic expenses related to supporting the proposed engagement and maintaining safety during COVID-19. Costs might include technical support to live stream, testing, additional security, a COVID-19 officer to help with compliance, etc. as well as additional housing/ per diem costs for artists.

***For larger institutions, are indirect costs (meaning at pre-negotiated government rates) allowed?*** No. But presenters can include project-related costs, including their organization's staff salaries.

***May I include capital improvement expenses related to upgrading my space for COVID-19, such as partitions and HVAC upgrades?*** No. These larger, permanent costs are not allowable.



## Resources and References

ArtsForward draws from the following sources, which were created and compiled by hundreds of arts workers during the pandemic. APAP acknowledges the contributions of these groups toward the end goal of strengthening relationships among presenters, artists, and other arts workers.

Americans for the Arts. "The Economic Impact of Coronavirus on the Arts and Culture Sector." Accessed August 26, 2021. <https://www.americansforthearts.org/by-topic/disaster-preparedness/the-economic-impact-of-coronavirus-on-the-arts-and-culture-sector>.

Association of Performing Arts Professionals. "10/20/30." Accessed August 1, 2021. <https://www.apap365.org/Programs/10-20-30>.

Association of Performing Arts Professionals Equitable Partnership Working Group. "Building Ethical and Equitable Partnerships in the Arts." Accessed August 1, 2021. <https://www.apap365.org/Programs/Building-Ethical-and-Equitable-Partnerships>.

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Creating New Futures. "Creating New Futures: Phase 1 Working Guidelines for Ethics & Equity in Presenting Dance & Performance." Accessed August 1, 2021. <https://drive.google.com/drive/folders/1B6bbiFTBP1UAvt9qFchr7nLUndh7zorA>.

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Dance/USA Joint Working Group (Agents, Managers, Producers and Promoters Council, and Presenters Council). "Equitable Contracting for Dance Touring: A New Resource on Supporting Equitable Partnerships." Accessed August 1, 2021. [https://docs.google.com/forms/d/e/1FAIpQLScrwVaCxzoiYziYBcXQhKQqHzcK\\_FV\\_g9NUp1\\_hEbRY2nij4A/viewform](https://docs.google.com/forms/d/e/1FAIpQLScrwVaCxzoiYziYBcXQhKQqHzcK_FV_g9NUp1_hEbRY2nij4A/viewform).

National Endowment for the Arts. "The Art of Reopening: A Guide to Current Practices Among Arts Organizations During COVID-19." Accessed August 1, 2021. <https://www.arts.gov/impact/research/publications/art-reopening>.

National Independent Venue Association. "Safe In Sound: Reopening Checklist for the Live Entertainment Industry." Accessed August 1, 2021. [https://static1.squarespace.com/static/5aec979d3e2d09db8bcad475/t/609b02eedeb9716808ec7b5a/1620771589459/NationalReOpeningChecklist\\_21.pdf](https://static1.squarespace.com/static/5aec979d3e2d09db8bcad475/t/609b02eedeb9716808ec7b5a/1620771589459/NationalReOpeningChecklist_21.pdf).



Policy Link. "10 Priorities for Advancing Racial Equity Through the American Rescue Plan: A Guide for City and County Policymakers." Accessed August 1, 2021. <https://policylink.org/resources-tools/american-rescue-plan-10-priorities>.

We See You White American Theatre. "BIPOC Demands for White American Theatre." Accessed August 1, 2021. <https://static1.squarespace.com/static/5ede42fd6cb927448d9d0525/t/5f064e63f21dd43ad6ab3162/1594248809279/Tier2.pdf>.

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