

PERFORMING ARTS INITIATIVE (PAI)
APPLICATION, PROCEDURE AND REPORTING

TO ALL DIPLOMATIC AND CONSULAR POSTS COLLECTIVE
AMEMBASSY PORT AU PRINCE

FOR PAO, CAO

SUMMARY

1. The Cultural Programs Division (ECA/PE/C/CU) of the Bureau of Educational and Cultural Affairs (ECA) is pleased to announce its call for proposals for partial funding of post-organized performing arts presentations. Funding awards for these "Performing Arts Initiatives" (PAI) will be based on a competitive process and judged primarily by the degree to which Embassy-sponsored cultural presentations of U.S. performing artists promote our national interests; meet mission strategic plans; and reach broader, more diverse audiences, particularly youth and underserved communities. The PAI grants described in this cable are the only source for ECA assistance to post-organized performing arts programs. In order to provide as much flexibility as possible to posts in planning, and to respond to unanticipated opportunities, there will be four proposal deadlines for FY-2011. End Summary.

PROGRAM DESCRIPTION

2. Music, dance, theater and other live performances are an important way to foster goodwill, engage foreign audiences, and provide insight into American culture and values. ECA has therefore created the Performing Arts Initiative, which provides partial funding for posts to use the performing arts to engage audiences. ECA funding will be provided on a competitive basis to those post-organized programs that include performance and educational aspects (e.g., master classes, workshops, lectures) that facilitate dialogue and engagement. These events can take place at a variety of venues, including public auditoriums, universities, schools, town squares, festivals and concert halls.

Because these events are often extremely expensive, the PAI seeks to help posts fund selected performances for which they have already obtained cost-sharing. PAI funding is provided directly to posts, which are expected to recruit and select artists as well as negotiate, organize and oversee all program and administrative arrangements.

ECA REVIEW

3. Posts' proposals will be competitively reviewed and awards made four times a year based on the following considerations:

A. Artistic Quality: Does the artist demonstrate the quality of U.S. performing arts? Does the project represent the vitality of American work?

B. Audience: Does the performing artist have the ability to reach a variety of audiences, including non-traditional, diverse, disadvantaged and younger audiences that may not otherwise have the opportunity to meet American performers? Does the placement of the programming reach a range of venues/sites within the host country?

C. Public Diplomacy Value: Does the overall program include a variety of public diplomacy engagement components, such as performances, master classes, workshops, lectures, and informal jam sessions with local musicians?

D. Media Plan: Has post developed a media plan, including innovative use of new media and other outreach, where appropriate, that will amplify the impact of the program?

E. Program Planning: Is the proposal well-defined, accurately budgeted and feasible? Are the roles of co-sponsors clearly laid out? Have the proposed artists made a provisional commitment to the post? Is the proposal a regional project that enhances PD value and takes advantage of economies of scale?

F. Cost-sharing: Cost-sharing by post and other institutions or governments should be a substantial part of total costs and must be clearly detailed in proposed budgets. (Please note that in-kind support such as lodging can be considered as cost-share.)

G. Policy relevance and program coherence: Does the proposal clearly state how the program supports U.S. interests? Does the project reach key audiences? Does it respond to post's MSP goals and objectives? Does post plan follow-on activities?

PROGRAM FUNDING

4. PAI funds are intended to supplement post or cost-share funds from other sources. PAI funds are available for the following expenses only:

- International and/or in-country travel (economy class only)
- Pre-tour expenses such as visas and health insurance
- Artist honoraria up to \$200/day/person (including travel days)
- Performance fees
- Some advertising costs (posters, flyers, etc.)

In-country expenses such as per diem and production expenses should be covered by post and/or co-sponsors.

Maximum funding for any individual post project is \$30,000. To be considered for funding, proposals must include substantial cost-sharing. Portions of cost-sharing may be in the form of "in-kind" contributions.

Following notification to posts that their performing arts project is accepted for funding, ECA will provide a miscellaneous obligation fund site directly to post. For multi-country or regional projects fund sites will be sent to each individual post. ONLY APPROVED EXPENSES ARE ALLOWED TO BE CHARGED TO THE FUND SITE.

PROJECT PROPOSAL DEADLINES

5. Posts must submit complete and concise proposals by the following deadlines:

Group A: September 3, 2010 deadline with ECA review anticipated on or about October 8, 2010, for projects that take place after November 5, 2010. (Pending availability of funds and congressional budget approval.)

Group B: November 12, 2010 deadline with ECA review anticipated on or about January 7, 2011 for projects which take place after January 21, 2011.

Group C: February 25, 2011 deadline with ECA review anticipated on or about April 1, 2011 for projects that take place after April 25, 2011.

Group D: May 27, 2011 deadline with ECA review anticipated on or about July 8, 2011 for projects that take place after July 25, 2011.

Note: Posts are encouraged to plan ahead, consider special and recurring events such as Thanksgiving, end of Ramadan, July 4th and in-country festivals, and urged to apply for PAI support early in the fiscal year.

Proposals submitted past deadline dates will be considered with the next round.

Note: Proposals can be considered only for posts that have met reporting requirements, including budget breakdown/reconciliation, for prior CU-funded projects.

6. Proposal Narrative Requirements: Proposals must address the following points:

-- The Activity: Identify the performers by name and nationality (performers must be U.S. citizens); provide evidence of their artistic quality; describe the planned schedule of performances, workshops, and other events; specify the program dates; identify the target audiences. Evidence of artistic quality may include published reviews, letters of endorsement from known experts, or the like, indicating the applicant's ability to organize a program of artistic merit. Work samples such as recordings, videotapes, catalogs and slides cannot be reviewed. In addition to performance, engagement activities such as workshops and/or master classes for local artists must be included.

-- U.S. and Post-Specific Goals: Identify the U.S. and post-specific interests involved. Beyond saying, for example, that the activity will support the MSP goal of "Promoting Democracy" or "Building Mutual Understanding", explain how the activity fits with other public affairs or post programs. A coordinated public diplomacy effort is likely to be more competitive than a stand-alone activity.

-- Co-Sponsors: Identify planned co-sponsors and their financial, administrative, programmatic or other commitments. If the co-sponsor is a local or national festival with participation by national and/or other international artists, describe why participation is in the U.S. interest, how embassy officers will be involved, and expected outcomes.

-- Budget: Provide a complete line-item budget. Show contributions (in cash or in kind) by post and co-sponsors and specify requested ECA contribution.

-- Describe planned follow-up activities if any.

-- Regional Planning: *Please note* We welcome cost-effective proposals that are submitted for tours that involve two or more posts. Proposals may be submitted by one post on behalf of others involved in the project but requests must reflect the program and budget breakdown for each country involved as well as ECA funding requested per post. Each post will receive its own miscellaneous obligation with fiscal data.

7. The Cultural Programs Division is committed to

providing broad opportunities to U.S. artists to participate in the Department's Cultural Diplomacy programs. Consequently, PAI funds will be provided to the same artist or group only three times within a two year period.

POSTS' ROLE IN PAI PROGRAM

9. Posts requesting PAI support should anticipate taking an active role in the project. Posts should inspect and be satisfied with the safety and appropriateness of program facilities, housing, and transportation arrangements for the participant(s). The PAS should allow for rest and or downtime for participant(s). The PAS should conduct a briefing session prior to and immediately after the participant's arrival and provide emergency contact information. PAS staff must accompany the participant(s) on the first meeting with the local institution to ensure all arrangements are in order for the program. Please provide an escort as much as possible. Maintain regular contact with the participant(s) during the project to ensure that activities are being carried out successfully. The participant(s) should not be placed in a position of having to address issues related to changes in the program, over-subscription of participant(s), lack of infrastructure, etc. Neither PAS nor co-sponsors are allowed to charge admission to performances.

SUBMISSION

10. Applications must be submitted according to the instructions provided in the PD Tool Kit section of INFOCENTRAL under the Cultural Programs Division Performing Arts Initiative (PAI) link:
[https://connect.infocentral.state.gov/pdtoolkit/index.php/Performing Arts Initiative.](https://connect.infocentral.state.gov/pdtoolkit/index.php/Performing%20Arts%20Initiative)
Posts are strongly encouraged to email a copy of their proposal to their geographic PD office. We look forward to working with you in FY-2011.

11. Minimize considered.
CLINTON

NNNN

UNCLASSIFIED STATE 00083192