

ACTA's Traditional Arts Development Program is supported by grants from the California Arts Council, the Walter and Elise Haas Fund, and the National Endowment for the Arts.

WHAT IS THE TRADITIONAL ARTS DEVELOPMENT PROGRAM?

ACTA's Traditional Arts Development Program makes contracts up to \$1,500 to support consultancies, mentorships, and travel opportunities that foster a new level of growth for individual folk & traditional artists and organizations engaged in this field in California. Requested services may be focused on organizational, program, and/or artistic development goals. Individual artists and cultural practitioners, as well as organizations, whether incorporated or not, may apply.

Work in traditional arts and culture requires skills and support in many areas, including cultural expertise; field documentation; artist self-management, marketing and publicity; repertoire development; concert production; interpretation and presenting; editing; graphic design; exhibit design; archival procedures; and organizational development and management, among others. ACTA's Traditional Arts Development Program invites requests that will facilitate the applicant's next level of growth, artistically or organizationally.

Folk and traditional arts are those art forms that are learned as part of the cultural life of a group of people whose members share a common ethnic heritage, language, religion, occupation or region. These expressions are deeply rooted in and reflective of a community's shared standards of beauty, values or life experiences. Folk and traditional arts are, ultimately, passed on from one generation to the next and express a collective wisdom, rather than a unique personal aesthetic.

HOW DOES THE PROGRAM WORK?

The Traditional Arts Development Program is not a grant making program for project support. Instead, it is meant to provide specialized, short-term assistance via direct contracts to help applicants reach a new level of artistic or organizational growth.

Requests for organizational consultancies, artistic mentoring, and travel support may be submitted to ACTA at any time. ACTA staff will generally respond to requests within 30 days, to notify applicants of acceptance or decline.

If accepted, ACTA will contract directly with the requested mentor or consultant to provide the service requested by the applicant. Fees will be paid by ACTA after the service is completed and

invoices and reports are received. For travel support, ACTA will reimburse travel expenses after receipts and reports are received.

Some Examples of Artistic Development Activities

- Workshops or master classes conducted by a master traditional artist or cultural practitioner (someone outside the group or ensemble)
- Mentoring sessions by a master artist in effort to expand repertoire of a group**
- Travel to attend specialized artistic training activities

Some Examples of Organizational and Program Development Activities

- Development of a marketing plan
- Guidance in launching an organization
- Expertise in producing a traditional community celebration
- Representatives of a newly formed organization visiting a more established “model” that shares a similar mission
- Documentation – conceptual or technological support
- Cultural expertise to identify traditional artists for a public program

***NOTE: For longer term, one-on-one traditional arts apprenticeships, applicants should apply directly to ACTA’s Apprenticeship Program, which exclusively serves this kind of project. ACTA staff can advise applicants which program best fits their needs.*

Descriptions of previous contracts are available at <http://www.actaonline.org>.

TYPES OF CONTRACTS (ONE CATEGORY PER APPLICATION)

ACTA’s Traditional Arts Development Program provides three categories of contracts:

1. **Consultancies** to contract a qualified specialist who can provide needed services to the applicant. Allowable expenses include contract fees, supplies, and travel. (NOTE: The bulk of the contract amount should be for the consultant fees.) *ACTA will contract and pay consultants directly for services rendered.*
2. **Mentorships** where applicants work with a proposed mentor to receive focused training in a needed area. Budget may include the mentor’s fee or honoraria, supplies and travel. (NOTE: As with consultancies, the emphasis of the contract should be on supporting the mentoring activity, rather than on supplies and travel.) *ACTA will contract and pay mentors directly for training provided.*
3. **Travel Support** reimburses for travel expenses within the U.S. to observe exemplary programs, attend meetings or workshops, interact with colleagues, or attend other activities that promote professional development. Allowable costs include transportation costs, meals, and lodging. *Expenses will be reimbursed after travel is completed.*

ELIGIBILITY

Individuals and organizations significantly engaged in folk and traditional arts in California are eligible to apply. 501(c)(3) status is not required, however, for-profit entities are ineligible.

A maximum of one contract per applicant per twelve-month period will be made.

INELIGIBLE ACTIVITIES

- ❖ International travel
- ❖ Activities supporting contemporary studio crafts, the reproduction of antiques, and recreations of historic or village folk traditions that attempt to reenact lifestyles from the distant past
- ❖ Longer term (6 months to 1 year) one-on-one apprenticeships in an artistic tradition (ACTA supports this activity through a dedicated Apprenticeship Program; please apply to it directly. Visit www.actaonline.org for more information.)
- ❖ On-going program or operating expenses; instead applications should be focused on supporting a new strategic opportunity for growth and development

HOW TO APPLY

We encourage you to discuss your proposed development activity with ACTA staff prior to applying.

- ❖ Complete the Traditional Arts Development Program **Application Form**.
- ❖ Write a **one to two page letter** that addresses the following questions:
 - Describe the needed assistance or travel.
 - Why is this needed?
 - What are the goals?
 - How will the assistance or travel advance the specific traditional art form, traditional artists, traditional arts organization and/or related cultural communities?
 - Will there be long-term affects? How will the impact be measured?
- ❖ Submit a **résumé, biographical statement, or organizational history** for the applicant.
- ❖ Submit **artistic work samples** (slides, audio and/or video) showing the artistic quality and traditionality of applicant.

For consultancies and mentorships, also include:

- **Résumé or biographical statement** for the consultant or mentor
- **Artistic work samples** (slides, audio and/or video) showing the artistic quality of consultant or mentor, if applicable
- **Letter of commitment** from consultant or mentor

For travel support, also include:

- **Brochure, flyer, or other printed information** about the event you propose attending. If your travel does not involve a pre-scheduled or publicized event, contact program staff for guidance on what materials to send.

❖ **Mail** the above materials to:

Alliance for California Traditional Arts
1245 Van Ness Avenue
Fresno, CA 93721

FOR MORE INFORMATION CONTACT:

Please contact ACTA staff at (559) 237-9812, ACTA's Fresno office, or (415) 561-7894, ACTA's San Francisco office. ACTA staff may also be reached at info@actaonline.org.