



Owen/Cox Dance Group, a Dance listing

FY2020 Guidelines for the Missouri Touring Performers Directory

Missouri Arts Council is dedicated to providing performance arts experiences for audiences throughout the state to nurture appreciation for Missouri's diverse cultural resources. The **Missouri Touring Performers Directory** is produced to support communities seeking performing artists as well as promote quality performers across the state. The Directory includes over 220 dancers, musicians, theatrical performers, storytellers, and folk artists.

There are multiple benefits for performers accepted into the Missouri Touring Performers Directory.

1. Eligible nonprofit organizations may request funding from the **Missouri Arts Council** and **Mid-America Art Alliance** to present Directory artists to their community.

Through Missouri Arts Council's [Express Touring Grant](#) (Community Touring), applicants may request 60% of the artist fee (\$3,000 maximum). Through Mid-America Art Alliance's [Regional Touring Program](#), applicants may request 50% of the artist fee (\$5,000 maximum).

Organizations may not request funding from both Missouri Arts Council and Mid-America Arts Alliance for the same artist and performance date.

2. Artists may use the Directory as a **marketing tool** to promote themselves to potential booking agents and presenting venues. Organizations looking for quality performing artists in Missouri (like festivals and community arts councils) often use the online **Missouri Touring Performers Directory** as a resource for concerts, workshops, etc.

Please note that acceptance to the Missouri Touring Performers Directory does not guarantee employment and the Missouri Arts Council does not serve as a booking agent for artists listed in the Directory.

Organizations and interested venues can search the online [Missouri Touring Performers Directory](#) by category: Dance, Puppetry, Storytelling, Music, Theater, and Visual Arts. Each Directory listing includes:

- Brief description of the performing artist's programs and biographical information. (75 words minimum; 150 maximum; Ideally 100-125 words.)
- Contact information, including website
- Photo
- Performance Fee Range. Factors include: number and type of performances at a specific location; size and type of audience; distance traveled; block booking; equipment required; and transportation and lodging.
- Technical requirements
- Available times

Eligibility

To be included on the Missouri Touring Performers Directory, artists must be:

- Legal residents of Missouri, 18 years of age or older, for at least one year prior to the application deadline (individual artists). If an artist group, the majority of the members must reside in Missouri. Nonprofit status is not required.
- Professional artist(s) with at least two years of touring experience.
- Available to tour to a minimum of two Missouri communities at least 50 miles outside of the artist's home base annually.

Some types of performances may not be eligible for the Directory. Contact Jason Vasser, Touring Artist Program Specialist before applying. (jason.vasser@ded.mo.gov or 314-340-6858)

Evaluation Criteria

A Successful Performer will demonstrate all of the following criteria:

- **High-quality artistic excellence**
We seek high quality artists that are fine arts performers. This is the primary consideration for inclusion in the directory. The panel will determine this by observation of a recorded performance. The artist must provide a quality recording (CD, DVD, or online version) of all the artistic components of their performance.
- **Performance and touring experience**
Presenters expect an experienced and reliable touring performer. Past and future schedules of performances, venues, and presenters will be reviewed.
- **Professionalism in management, marketing/promotion, etc.**
Support materials should be professional and assist the presenter in producing the program.
- **Willingness to tour at least 2 Missouri communities outside of the artist's home base**
- **Contribution to a well-rounded touring directory**
The panel will consider that the artist's program, genre, location, and style enhance the Missouri Touring Performers Directory.

Review Process

Applications for the Missouri Touring Performers Directory will be reviewed by panel members that are knowledgeable in a particular art form, arts presenters, and community arts representatives. The panel recommendations are presented to the Missouri Arts Council board for approval at the June meeting. Performers will be notified of the board's decision in July.

Reevaluation

Artists on the Missouri Touring Performers Directory do *not* reapply each year although they are subject to reevaluation on request or as needed basis. Presenters receiving Missouri Arts Council Touring Grants complete an evaluation of the performers on artistic quality, publicity/marketing, working relationship, and audience response. These evaluations ensure that the Missouri Touring Performers Directory artists continue to meet program requirements.

Performer Application and Support Materials

Applications are completed online at <https://form.iotform.com/moarts/2020motouringperformer>.

Support materials are required and must be submitted as an electronic attachment in the online application. Applicants may attach up to **ten (10) files or links**, including up to **three (3) audio and/or video** performance samples.

Consider items that would help the panel members understand the artistic quality, experience, and professionalism. **Support materials must include at least one (1) video sample of their performance to demonstrate artistic excellence.** You may also include the following:

- Marketing: brochure; sample program; sample news release; artist/presenter contract
- Resume(s) of artists/touring manager (2 pages maximum per person)
- Reviews and quotes from previous presenters, audience, and noteworthy individuals (cite source).
- Letters of Recommendation (3 maximum)

Format Requirements for Support Material Attachments

- Audio and video samples should be recent, within the last three years. Video of a staged performance is preferred to a video production. Panelists limit their review to 3-5 minute segments.
- Accepted formats include: .pdf and .doc (documents); .mp3 and .wma (audio/visual); and links to online materials (YouTube, Vimeo, website, etc.) on a document. Maximum file size is 10 MB. **For audio and video, a link to online materials is preferred.**
- Electronic files must be clearly labeled with the artist/artist group's name and content (for example, smith-music.mp3).

For More Information

Contact Jason Vasser, Touring Artist Program Specialist, at jason.vasser@ded.mo.gov or 314-340-6858. Artists are encouraged to contact Jason Vasser before applying for the Missouri Touring Performers Directory.

Additional Artist Roster: School Touring Qualified

The benefits of the School Touring Qualified roster is similar to the Missouri Touring Performers Directory. Public and private K-12 schools may request funding from the Missouri Arts Council for a School Touring Qualified artist to perform at their school.

School Touring Qualified artists are evaluated by a panel of arts education professionals. Their performances are observed in classroom situations, classroom teachers are interviewed, and their study guides are part of the application process. School Touring Qualified applications are accepted year-round. For more information, consult the [Guidelines for School Touring Qualified](#) or contact Julie Hale, Arts Education Program Specialist, at julie.hale@ded.mo.gov or 314-340-6853.