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# Sustaining Impact Grant Recipient Handbook



**FY2024-2026**

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## Sustaining Impact Grant Recipient Handbook

The purpose of this handbook is to outline the grantee expectations and requirements for the Sustaining Impact Grant Program for FY2024 to FY2026. By accepting funding through the Sustaining Impact Grant Program, an organization agrees to adhere to the grantee guidelines outlined in this document. It is incumbent upon each grantee organization to ensure that all individuals within the organization have read and follow the guidelines within this handbook. Appendix A includes a summary of Key Grantee Deadlines. Appendix B includes an ArtsWave Contact List. Appendix E includes any updates for FY25.

### Grant Recognition Guidelines

The ArtsWave Campaign receives contributions from generous individuals, business and foundation donors. To reinforce the importance of their gifts, we need them to see and understand the connection between their contribution to ArtsWave and the amazing work of your organization. Public recognition of this grant, and thereby of all donors to ArtsWave, is important to sustain and encourage future contributions to this community resource.

We ask recipient arts organizations to credit ArtsWave in all promotional materials including, but not limited to programs, newsletters, annual reports, calendars, catalogues, brochures, postcard announcements, invitations, news releases, radio and television spots, websites, social media posts, e-communications vehicles, street banners and box office windows.

**When recognizing your support from ArtsWave please be mindful about how to best show the community where ArtsWave’s funding fits among your contributors. If ArtsWave grant is greater than \$100,000, please recognize in a category range that matches the magnitude of the gift level. For example, a grant of \$260,000 should be in a category that is “\$250,000+” or at the appropriate range on your list (e.g., “\$250,000-\$500,000”).**

### Name and Brandmark Usage

Always use the full name: ArtsWave, with a capital “A” for Arts and a capital “W” for Wave and no space between Arts and Wave. The only exception is in email addresses or website URLs, which use all lowercase: “artswave.org.” ArtsWave brandmarks and full brand guidelines are available for download at [artswave.org/media](https://artswave.org/media).

In all cases, please make sure the brandmark is clearly legible and recognizable.

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## Print Recognition

### **Event Programs**

Organizations receiving support from ArtsWave will use the ArtsWave logo on the title page of all programs, in a size at least 1.25 inches in width where possible. Logo size and placement should be proportional to ArtsWave's support comparative to other sources of funding.

When identifying classes of funders (e.g., Season Sponsor, Program Sponsor, Production Sponsor, etc.), please list ArtsWave as a "Season Funder" separate from other sources of operating support such as the Ohio Arts Council and the National Endowment for the Arts.

### **Newsletters**

Include the ArtsWave logo and recognition of the community support, e.g., "XYZ is supported by the generosity of tens of thousands of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding."

### **Newspaper/Magazine Advertising**

Any advertising placed by a grantee that credits a specific funding source, regardless of size or length, should also credit ArtsWave. The size of the ArtsWave acknowledgement should be proportional to ArtsWave's share of annual support — if ArtsWave is the largest supporter, it should be listed in a larger font than other sources of annual support.

### **News Releases**

News releases must credit ArtsWave support with appropriate written credit. Example: "XYZ is supported by the generosity of tens of thousands of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding."

### **Event Signage**

For a temporary exhibition, event or performance, wall text must include ArtsWave with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibition or event crediting ArtsWave as follows: "Supported by the generosity of community contributions to the annual ArtsWave Campaign, the region's primary source for arts funding."

## Electronic Recognition

### **Broadcast Advertising**

Include ArtsWave in radio and television spots if other sponsors receive credit and time is available. Radio spots should give verbal credit to ArtsWave (copy: "Funding support comes from ArtsWave") and television spots should include the ArtsWave logo.

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## Digital Advertising

Logo credit should be provided in all digital advertising. Please include the ArtsWave logo, along with a link to [artswave.org](https://artswave.org), on the front page of the organization's website. Acknowledgement of ArtsWave support should be proportional to its share of support compared to other sources.

## Oral Recognition

In cases when there is no printed program, organizations can provide oral credit (curtain announcements) before each event or performance. As in press releases, oral credit should explicitly thank the community: "XYZ is supported by the tens of thousands of people who give generously to the annual ArtsWave Campaign, the region's primary source for arts funding." If an announcement is not possible, organizations may place a sign at the entrance of the event.

Additionally, we ask organizations to make curtain announcements recognizing the ArtsWave Campaign at all performances from the beginning of February through the end of April. We've prepared a template that may be read live or recorded: <https://docs.google.com/document/d/1GgOnDxP4E5yKF7LZtRwTj4UAeaLGmEjj/edit>.

## Program/Playbill Advertisements

Provide one full page of advertising space in all season or exhibition programs. Advertisement space set aside for ArtsWave should be in color whenever possible.

**Please contact ArtsWave at least one week in advance of program print deadlines with design specifications. This email should include the current program ad.**

## **Proof of Grant Recognition**

ArtsWave would like to receive your member/subscriber/donor mail and e-mails. PDFs or JPGs of programs and other materials should be submitted along with your January and July semiannual reports. We encourage you to send us press releases, copies of publications or media coverage that mention your grant.

## **ArtsWave Campaign and Contacts**

**By August 1**, we ask that you complete your Annual Organizational Profile in Submittable to update contact information, board list, an Impact Story, and more. Throughout the year, you are expected to update contact information with Ray or Lori. **NOTE: WE NOW REQUIRE ONE MAIN GRANTEE CONTACT PER ORGANIZATION.** This person is responsible for ensuring the information is disseminated throughout your organization, as needed.

**By August 31**, we ask that all Sustaining Impact grantees provide us **their tickets and offers that can be used during the 2025 ArtsWave Campaign.** ArtsWave will request

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information from grantee organizations to assist in fundraising during the Campaign. Requests may include, but may not be limited to, tickets/offers for employee campaign raffles, campaign speakers, testimonial videos and trivia questions, along with ArtsWave Pass offers. We appreciate timely fulfillment of these requests.

It is ArtsWave's expectation that all funded organizations will support the ArtsWave Campaign. ArtsWave asks organizations receiving a Sustaining Impact Grant to support its annual Campaign in the following ways:

- Commitment to the success of your organization's board campaign
- Encouragement of all staff members to contribute through an employee campaign
- Promotion of ArtsWave's annual Campaign by implementing recognition policies, promoting the campaign in programs and promotional flyers, providing editorial support in organizational publications, curtain speeches, etc.
- Active participation on social media during the annual Campaign to encourage donations to the ArtsWave Campaign. ArtsWave will reach out with an annual marketing and social media request for Sustaining Impact grantees to implement relative to Campaign fundraising.
- Participation in annual Campaign activities (Past examples include: ArtsWave Days, Art in the Park, Campaign kick-off/luminaria, end of Campaign celebration, phonathon, etc.)
- Recruitment of enthusiastic staff and/or artists for presentations on behalf of ArtsWave during the Campaign
- Provision of incentives for use in community-wide employee campaigns.
- Offer of venues for Campaign-related activities

A unified voice about general support of the arts through ArtsWave is important. To achieve the best possible result, ArtsWave's intention is to focus the public on the Campaign for the Arts between **Feb. 1 and April 30. ArtsWave asks Sustaining Impact Grant recipients to support the Campaign during this period by refraining from any public-facing fundraising plans or events, such as acquisition mailings, social media give campaigns or publicly promoted fundraisers.** During the campaign period, ArtsWave asks Sustaining Impact Grant recipients to choose other times of the year to promote individual fundraising projects to the broad community through mass media, social media and/or crowdfunding websites. ArtsWave staff and volunteers meet with supporting companies and prospects beginning November 1 each year.

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It is our expectation that organizations will refrain from soliciting funding intended to replace a previous or current ArtsWave commitment or contribution (i.e., encouraging an ArtsWave donor to contribute to an individual organization instead of the Campaign).

### **ArtsWave Partner Recognition Program**

ArtsWave Partners are companies contributing \$100K+ to the ArtsWave Campaign via corporate and/or employee contributions. The current list of ArtsWave Partners is included in Appendix C.

#### Purpose & Outcomes

- Provide a streamlined program that is easy to administer for the arts organizations and for ArtsWave Partners.
- Provide visible benefits for the largest ArtsWave Partners and their employees, allowing them to see the benefit of their support.
- Increase the amount of money raised by ArtsWave Partners and build strong ties with your organization by providing benefits.

#### Recognition of ArtsWave Partners

To the best of your organization's ability, recognition should include:

- ArtsWave Partners as a separate group on the organization's website with other major contributors.
- ArtsWave Partners as a separate group in the organization's annual report and program books.
- ArtsWave Partners as a separate group on signage in lobby area during major performances (one sign to be used throughout the season).

If you choose to use an ArtsWave Partner logo, please check with ArtsWave to make sure it is current.

When recognizing/thanking Partners for their support, include "and their employees." We suggest the following (with the current list of ArtsWave Partners in Appendix C):

"The (name of arts org here) acknowledges the following Partner Companies, Foundations and their employees who generously participate in the annual ArtsWave Campaign at the \$100,000+ level. Your support helps make our community vibrant and connects people across our region through the arts. Thank you!"

#### Incentives for ArtsWave Partners

ArtsWave asks Sustaining Impact grantees to be flexible in developing any offerings that can be used with Partner employee campaigns, including discounted venue

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rental. ArtsWave will compile and share a list of Partner benefits with Partner companies in the fall.

### Communication with ArtsWave Partners

ArtsWave will act as the sole communicator and relationship manager with ArtsWave Partners. However, we ask each grant recipient organization to identify a point person to communicate to ArtsWave how Partner Companies will be recognized and to ensure the successful fulfillment of benefits. We will ask for this information in your Organizational Profile due August 1.

### **Collaborative Marketing**

One of ArtsWave's goals is to communicate excitement about your organization's impact in a variety of channels. Starting in Summer 2024, ArtsWave has created a new app that will be a first-of-its-kind in boosting arts going and arts giving. This app and the content in it are designed to help the region's arts fill capacity and create relationships with new audiences.

The app contains three marketing components to help you attract larger audiences:

1. **Cincy A&E** (CincyAE.com), a new calendar that is being propelled by syndicated feeds and community partnerships to become the most comprehensive arts and entertainment calendar in the region. This calendar is being developed to minimize duplication of calendar entries into multiple local calendars. Organizations should submit listings for all events, performances and exhibitions to Cincy A&E, as soon as they are announced to the public. **Events planned for the Fall 2024 to Spring 2025 season should be submitted to CincyAE.com no later than June 1, 2024. Throughout the year, sustaining impact grantees are expected to post all events on Cincy A&E.** For a detailed tutorial on how to create listings on ArtsWave Guide, visit [artswave.org/howto](http://artswave.org/howto).
2. **ArtsWave Pass.** ArtsWave has expanded ArtsWave Pass to help you fill your capacity. **Grantee organizations are asked to provide 50%-off events, performances and exhibition tickets throughout the year,** as can be reasonably accomplished; you will be able to select quantities so you can adjust your marketing efforts as needed. **ArtsWave Pass 50%-off offers should be submitted via the backend of Cincy A&E no later than July 31, 2024.**

Knowing that 20-30% of seats are generally going unfilled, you'll now be able to also start and stop last-minute offers and fill the remainder of your house with free tickets when needed. Not only can you maximize your audience and attendance, but you'll be able to do it thoughtfully through marketing tools that provide you with information to best reflect the community and to do that digitally via the app. **We encourage you to use this program regularly as a new**

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**marketing method, and we ask all grantees to participate with minimums of one free and one flash ArtsWave Pass offer per quarter, via backend entries into Cincy A&E.**

- 3. Exclusive content.** To capture downloads of the app out of the gate, *the BLINK Insider*, a 1-4 day guide to BLINK 2024, is being developed in partnership with the Cincinnati Chamber. In the future, we'll be seeking your ideas and partnership on other unique content we might include.

### **Professional Development Opportunities**

Throughout the year, ArtsWave provides many professional development opportunities for its grantee organizations. It is expected that grantees take advantage of as many of these opportunities that are within your organization's capabilities. Opportunities include, but are not limited to:

- Blueprint Lunch & Learns
- Bob Allen lunches
- DEIA Roundtables and workshops
- Other workshops

### **Data Collection**

Periodically, ArtsWave will facilitate a data-collection process to measure the impact of funding on local arts, local arts in general, public perception of the arts, and more. Sustaining Impact organizations may be asked to participate in such data collection.

### **Reporting**

To support ArtsWave's ability to be accountable to our donors, provide current information about our grantees and make strategic programmatic decisions, grantees are asked to submit semiannual progress reports throughout the grant period.

#### Semiannual Progress Reports

The semiannual progress reports will be comprised of quantitative, qualitative and activity tracking measures. They will build on the outcomes your organization included in your original application by asking for progress reports for each report.

#### Site Visits

ArtsWave will make every effort to visit each Sustaining Impact organization annually through a variety of ways, including but not limited to site visits, on-site or off-site meetings and event participation. Organizations should provide ArtsWave with two complimentary tickets to any grant-funded program or performance, when requested and available.



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## UPDATE: Impact Stories

ArtsWave publicizes its grants and generates excitement about the impact of the arts through media outlets, marketing collateral, via social media platforms, through our e-newsletters and on our website. We are constantly trying to improve this process and reduce the workload of grantees.

CHANGE: Impact stories will no longer be required as part of semi-annual reports. Instead, we will ask for ONE story that best describes your organization and its overall impact. Our marketing team has created guidelines for these stories. They should reflect overall work on the Blueprint for Collective Action that shows progress and development over time—not merely restricted to the grant period/cycle. More information will be provided for your August 1 Organizational Profile.

ArtsWave will assume that we have permission to use and share story details, data, images and any attributions (if provided).

To the greatest extent possible, additional requests for information have been coordinated with the reporting schedule to reduce the burden on grantee organizations (see Appendix A: Key Grantee Deadlines).

## **Annual Grant Review**

Sustaining Impact Grants are 3-year awards contingent upon campaign and organizational performance. In order to continue to receive funding from ArtsWave in FY25, an organization must fulfill all grant requirements, accurately represent its organization and its activities in all documents submitted to ArtsWave and continue to meet the minimum eligibility criteria for the duration of the grant period.

### Annual Eligibility Certification

As a part of the annual review process, grantees must complete a certification of eligibility. In order to continue to be eligible for Sustaining Impact funding, a grantee must meet all the following criteria:

- Have a primary mission to provide programs or activities in areas directly concerned with arts or cultural heritage for the general public
- Be based in the Cincinnati-Middletown, OH-KY-IN MSA, which includes the following counties: Brown, Butler, Clermont, Hamilton and Warren Counties in Ohio; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton Counties in Kentucky; and Dearborn, Franklin, and Ohio Counties in Indiana
- Have a 501(c)3 tax status for five or more years for the Regional Midsize and Small funding categories OR 10 or more years for the Regional Large category

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- Employ at least 1 FTE paid and/or contract professional and/or administrative staff (Full time is defined as an average of 30 hours per week.)
  - Have received funding support from ArtsWave in at least three of ArtsWave's last five fiscal years
  - Have maintained a balanced budget over the organization's past three fiscal years

It is incumbent upon the grantee organization to notify ArtsWave of changes to their eligibility status as soon as possible. The implications of a change in a grantee's eligibility status will be evaluated on a case-by-case basis.

### **Grant Payments**

Grant payments will be issued quarterly via electronic funds transfer. Grantees must complete and submit an EFT authorization form at the beginning of each grant cycle that authorizes ArtsWave to issue grant payments via electronic deposit throughout the length of the grant cycle. It is incumbent upon the grantee organization to submit an updated EFT form if there are changes to banking information during the grant cycle.

As a reminder, ArtsWave will be making quarterly distributions of your award amount beginning mid-October:

- October 15, 2024
- January 15, 2025 (semiannual report deadline)
- April 15, 2025
- July 15, 2025 (semiannual report deadline)

**Grant payments will not be issued if any grantee requirements are outstanding.**

**APPENDIX A:  
Key Grantee Deadlines**

<u>DATE</u>	<u>GRANTEE REQUIREMENT</u>
June 1, 2024	ArtsWave Guide (now Cincy A&E) events submitted for 2024-2025 season
July 31, 2024	ArtsWave Pass 50%-off offers submitted for 2024-2025
August 1, 2024	Organizational Profile with Impact Story
August 31, 2024	Campaign tickets/offers/vouchers due for 2025 ArtsWave Campaign
January 15, 2025	Semiannual Report due
February 1-April 11, 2025	FY26 SI Renewal Application period
June 1, 2025	ArtsWave Guide (now Cincy A&E) events submitted for 2025-2026 season
July 15, 2025	Semiannual Report due
July 31, 2025	ArtsWave Pass 50%-off offers submitted for 2025-2026

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## APPENDIX B: ArtsWave Contact List

### **Annual Grant Review Process, Payments, Semiannual Reports**

Ray Gargano

513.632.0103

[ray.gargano@artswave.org](mailto:ray.gargano@artswave.org)

### **ArtsWave Community Campaign, ArtsWave Partner Recognition**

Lisa Wolter

513.632.0127

[lisa.wolter@artswave.org](mailto:lisa.wolter@artswave.org)

### **ArtsWave Marketing and Recognition of ArtsWave Grant**

Kathy DeBrosse

513.632.0119

[kathy.debrosse@artswave.org](mailto:kathy.debrosse@artswave.org)

### **ArtsWave Guide (now Cincy A&E), Program/Playbill Advertisements, Social Media Questions**

Zach Moning

513.632.0134

[zach.moning@artswave.org](mailto:zach.moning@artswave.org)

### **ArtsWave Pass, Campaign Benefits, Speaker's Bureau**

Holly McGowan

513.632.0133

[holly.mcgowan@artswave.org](mailto:holly.mcgowan@artswave.org)

### **DEIA Requirements**

Mary Stagaman

[Mary.stagaman@artswave.org](mailto:Mary.stagaman@artswave.org)

Kate Kennedy

513.632.0114

[kate.kennedy@artswave.org](mailto:kate.kennedy@artswave.org)

### **Financial Reporting**

Sam Cribbet

513.632.1040

[samantha.cribbet@artswave.org](mailto:samantha.cribbet@artswave.org)

### **Submittable Grantee Portal**

[support@submittable.com](mailto:support@submittable.com)

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## APPENDIX C: ArtsWave Partners for FY2025

### ArtsWave Partners

(Organization Name) acknowledges the following partner companies, foundations and their employees who generously participate in the annual ArtsWave Campaign at the \$100,000+ level.

### Thank you!

\$2 million +  
P&G

\$1 million to \$1,999,999  
Fifth Third Bank and Fifth Third Foundation

\$500,000 to \$999,999  
GE Aerospace

\$250,000 to \$499,999  
altafiber  
Cincinnati Children's Hospital Medical Center  
The Cincinnati Insurance Companies  
Great American Insurance Group  
The H.B., E.W. and F.R. Luther Charitable Foundation, Fifth Third Bank, N.A., Trustee  
Western & Southern Financial Group

\$100,000 – \$249,999  
Cincinnati Open  
Cincinnati Reds  
Dinsmore & Shohl LLP  
Duke Energy  
The E.W. Scripps Company and Scripps Howard Foundation  
The Enquirer | Cincinnati.com  
Greater Cincinnati Foundation  
The Kroger Co.  
Messer Construction Co.  
National Endowment for the Arts

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## APPENDIX D: Blueprint for Collective Action

### Overview

By supporting a wide variety of art forms and providing strategic leadership for the arts sector in the broader community, ArtsWave creates an environment where the growing impact of the arts is felt and celebrated by the entire community.

The Blueprint for Collective Action provides a focus for ArtsWave's community investments and strategic initiatives for the next ten years. The Blueprint is designed to achieve three things:

- Align with broader community goals
- Provide more clarity and specificity around the kinds of activities and outcomes ArtsWave desires
- Leverage more support from the community by demonstrating relevance to the community

By focusing the ArtWave's investment strategy, the Blueprint is intended to stake a bold vision for the region for enhanced impact through the arts by establishing five community goals and distinct roles for organizations and individuals to support ArtsWave in advancing these visions.

### Blueprint Goals and Roles

#### Arts Put Cincinnati on the Map

Greater Cincinnati's innovative arts scene attracts talent, visitors, and business to the region.

**GOAL: To be a more competitive region for talent attraction by leveraging arts that are perceived as extraordinary**

Roles for Organizations and Individuals:

- To design new or unexpected artistic collaborations
- To create arts experiences that are active, immersive, and social; and that stretch the boundaries of the art form
- To improve and employ digital capabilities and use of social media to reach and engage digitally oriented or remote audiences
- To participate in collaborative efforts to increase earned media and leverage paid media/marketing opportunities

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- To develop and share stories that distinguish the region through its arts
  - To leverage assets and capacities with other organizations to expand impact, access, and sustainability

### Arts Deepen Roots in the Region

Residents who are engaged in the arts – whether as volunteers, artists, or audience members – have a stronger and more positive connection to the community.

**GOAL: To deepen feelings of engagement and connection to the community by widening participation in arts experiences, especially those that resonate with adults age 40 and under**

Roles for Organizations and Individuals:

- To create arts experiences that are participatory, social, recurring, and encourage personal investment in the organization and/or community
- To create arts experiences for college students and young professionals
- To develop partnerships and collaborations with local colleges and universities
- To involve college students and young professionals at all levels of organizational decision- making
- To leverage assets and capacities with other organizations to expand impact, access, and sustainability

### Arts Bridge Cultural Divides

When the arts reflect and celebrate the diversity of our community, residents build a greater understanding and appreciation of cultural differences.

**GOAL: To promote cross cultural understanding by increasing the availability and accessibility of arts experiences that include and represent all races and ethnicities**

Roles for Organizations and Individuals:

- To present works of art created by artists of all races and ethnicities
- To create arts experiences that include artists of all races and ethnicities
- To create and/or present art that tells the story(ies) of all races and ethnicities
- To create shared arts experiences for people of all races and ethnicities
- To identify and establish partnerships and collaborations that support equitable access to arts experiences for people of all races and ethnicities

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- To involve at all levels of organizational decision-making people who reflect the broadest possible racial and ethnic diversity
  - To develop cross-cultural artistic partnerships and collaborations
  - To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

### Arts Enliven Neighborhoods

Community arts centers, galleries, and theaters serve as vital hubs for neighborhood activity that supports local business and builds civic pride.

**GOAL: To enhance the vibrancy of neighborhoods, particularly those that are underserved and/or revitalizing, by increasing the availability and accessibility of arts organizations and opportunities**

Roles for Organizations and Individuals:

- To establish partnerships and collaborations within the neighborhood in which the organization is physically located
- To create an environment where all members of the organization's surrounding neighborhood feel welcome
- To increase the variety and frequency of arts experiences embedded in or accessible to neighborhoods throughout the region
- To improve the aesthetics of the region's neighborhoods
- To enliven indoor and outdoor public spaces throughout the region with arts experiences
- To optimize the use of resources already present in neighborhoods throughout the region to support equitable access to arts experiences
- To improve and employ digital capabilities and use of social media to reach and engage neighborhoods
- To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

### Arts Fuel Creativity and Learning

The arts have the power to transform education both by improving learning of core curriculum and teaching skills like creativity, collaboration, and critical thinking.



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**GOAL: To promote the development of 21st century skills by ensuring that all children in the region, particularly those that are underserved, have access to multiple arts opportunities**

Roles for Organizations and Individuals:

- To provide meaningful arts education opportunities for youth at all grade levels
- To optimize the use of resources already present in school and community settings to support equitable access for youth to meaningful arts education opportunities
- To provide professional development and enrichment opportunities for arts educators
- To develop curricula, materials, and training to support arts integration in all subjects and at all grade levels
- To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

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## Appendix E: Impact Glossary

### **21st Century Skills**

A broad set of knowledge, skills, work habits, and character traits that are believed — by educators, school reformers, college professors, employers, and others — to be critically important to success in today's world, particularly in collegiate programs and contemporary careers and workplaces

### **Activity**

Actions taken, or work performed by your organization (Activities should be broad, but meaningful. For example, if you are a performing arts organization and your educational programming consists of student matinees twice a week and a 3-day in-school workshop, those would be two separate activities rather than one. But you would not list your Tuesday and Thursday matinees as separate activities.)

### **Arts Experiences**

The full spectrum of offerings by arts organizations available to the general public.

### **Arts Integration**

An approach to teaching in which students engage in a creative process which connects an art form and another subject area and meets learning objectives in both (integrating the arts into a math class would be an example of arts integration).

### **Arts Enrichment**

The arts are used as a device or strategy to support learning. In the simplest terms, this is arts education that is arts for art's sake (inviting a school to attend a play would be arts enrichment).

### **Community**

Communities can mean many things, but for our purposes, we are interested in geographic communities. For consistency, please communicate your communities served by zip codes. If you are measuring geographic communities in another way, please let us know.

### **Community Engagement**

Community Engagement in the arts is a variety of programming, performances, events, and activities which leverage art to engage community members in cultural, social, and economic development. These activities will most likely occur outside of your location, recognizing there may be some exceptions. For an event or activity to be considered community engagement within your space, it must be purposeful and beyond your normal programming. Community engagement activities must be low-cost (under \$10 per person) or free to attend. Do not include activities that took place outside of the region or with people from outside of the region.

### **Cross Cultural Understanding**

Knowledge and appreciation of the characteristics, values, beliefs, and behaviors of other cultures

### **Economy**

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Refers to conditions of prosperity which contribute to a thriving quality of life, rather than traditional economic impact indicators

**Equitable Access**

Additional services are provided, and/or actual or potential barriers are removed so that all individuals have equal opportunity to take full advantage of available arts opportunities

**Extraordinary**

Experiences in the arts that are out of the ordinary, could not necessarily be found in other places, or that are otherwise seen as fresh and innovative – helping to differentiate our region through the arts

**Low-Price Arts Opportunity**

Arts events, experiences, or activities that cost less than \$10 per person.

**Meaningful Arts Education Opportunities**

Varied arts learning experiences for youth provided both inside and outside of the school environment, including learning and creating art with teaching artists, experiencing art created or presented by professional artists, and integrating the arts into the learning of other subjects

**New Applicant**

An organization that has never received funding through ArtsWave

**Outcomes**

Answer the questions: “What difference did the activity make?” and “What does success look like for this activity?”; can be qualitative or quantitative

**Patrons**

All people reached. Paid audience members AND non-paid audience members. DO include participation numbers from community engagement activities. DO NOT include arts education activities. For ArtsWave’s purposes, patrons do not mean donors.

**Racially/Culturally Diverse Arts Opportunities**

Arts experiences, events, and activities that primarily feature artists and/or serve audiences that are racially/culturally diverse (non-white).

**Region**

As defined by the United States Census, the 15 counties in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana that comprise the Cincinnati-Middletown, OH-KY-IN Metropolitan Statistical Area, including Brown, Butler, Clermont, Hamilton and Warren Counties in Ohio; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton Counties in Kentucky; and Dearborn, Ohio and Union Counties in Indiana

**School-Based Arts Education**

School-Based Arts Education must be coordinated by a school AND occur during the school day. The activity can take place either at the school, your location, or another location in the community. Do not include activities with schools outside the region.

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**Teaching Artist**

A teaching artist is a practicing professional artist with the complementary skills and sensibilities of an educator, who engages people in learning experiences in, through and about the arts. For ArtsWave's reporting purposes, teaching artists can be paid contractors, paid employees, or volunteers.

**Underserved**

Those individuals and groups who by virtue of prioritization, interest, geography, economics, or other barriers have disproportionately less access to arts opportunities than others

**Volunteers**

People that did any type of volunteer services, both full-time and/or part-time, for your organization during the reporting year, including volunteer members of the organization's governing body. Organizations that don't keep track of this information in their books and records or report this information elsewhere (such as in annual reports or grant proposals) can provide a reasonable estimate, and can use any reasonable basis for determining this estimate.

**Young Professional**

People in the workforce under the age of 40.

**Youth**

Persons aged 0-18 years

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## Appendix F: UPDATES

### Collaborative Marketing

One of ArtsWave's goals is to communicate excitement about your organization's impact in a variety of channels. Starting in Summer 2024, ArtsWave has created a new app that will be a first-of-its-kind in boosting arts going and arts giving. This app and the content in it are designed to help the region's arts fill capacity and create relationships with new audiences. The app contains three marketing components to help you attract larger audiences:

- 1. Cincy A&E** (CincyAE.com), a new calendar that is being propelled by syndicated feeds and community partnerships to become the most comprehensive arts and entertainment calendar in the region. This calendar is being developed to minimize duplication of calendar entries into multiple local calendars. Organizations should submit listings for all events, performances and exhibitions to Cincy A&E, as soon as they are announced to the public. **Events planned for the Fall 2024 to Spring 2025 season should be submitted to CincyAE.com no later than June 1, 2024. Throughout the year, sustaining impact grantees are expected to post all events on Cincy A&E.** For a detailed tutorial on how to create listings on ArtsWave Guide, visit [artswave.org/howto](http://artswave.org/howto).
- 2. ArtsWave Pass.** ArtsWave has expanded ArtsWave Pass to help you fill your capacity. **Grantee organizations are asked to provide 50%-off events, performances and exhibition tickets throughout the year,** as can be reasonably accomplished; you will be able to select quantities so you can adjust your marketing efforts as needed. **ArtsWave Pass 50%-off offers should be submitted via the backend of Cincy A&E no later than July 31, 2024.** Knowing that 20-30% of seats are generally going unfilled, you'll now be able to also start and stop last-minute offers and fill the remainder of your house with free tickets when needed. Not only can you maximize your audience and attendance, but you'll be able to do it thoughtfully through marketing tools that provide you with information to best reflect the community and to do that digitally via the app. **We encourage you to use this program regularly as a new marketing method, and we ask all grantees to participate with minimums of one free and one flash ArtsWave Pass offer per quarter, via backend entries into Cincy A&E.**
- 3. Exclusive content.** To capture downloads of the app out of the gate, *the BLINK Insider*, a 1-4 day guide to BLINK 2024, is being developed in partnership with the Cincinnati Chamber. In the future, we'll be seeking your ideas and partnership on other unique content we might include.