

CREATED TO GROW



**SUSTAINING IMPACT
APPLICATION OVERVIEW**

FEBRUARY 7, 2023

**STRONGER
ARTS FOR
STRONGER
REGION
STRONGER
ARTS FOR
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WELCOME

Sector Overview

Alecia Kintner



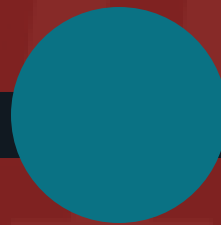
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**STRONGER
ARTS
FOR A
STRONGER
REGION**



WHY ARE THE ARTS IMPORTANT TO THE CINCINNATI REGION



1873
May Festival



1881
Cincinnati Art Museum



1895
Cincinnati Symphony Orchestra



1919
The Children's Theatre of Cincinnati

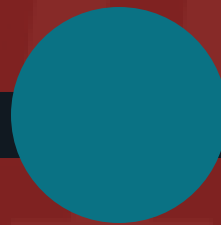


1920
Cincinnati Opera



1927
ArtsWave

WHY ARE THE ARTS IMPORTANT TO THE CINCINNATI REGION



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Symphony
Orchestra



1919
The Children's
Theatre of
Cincinnati



1920
Cincinnati
Opera



1927
ArtsWave

THE CINCINNATI
INSTITUTE
OF
FINE ARTS

TODAY

Cincinnati's diverse arts are key
to creating a...

Vibrant Economy

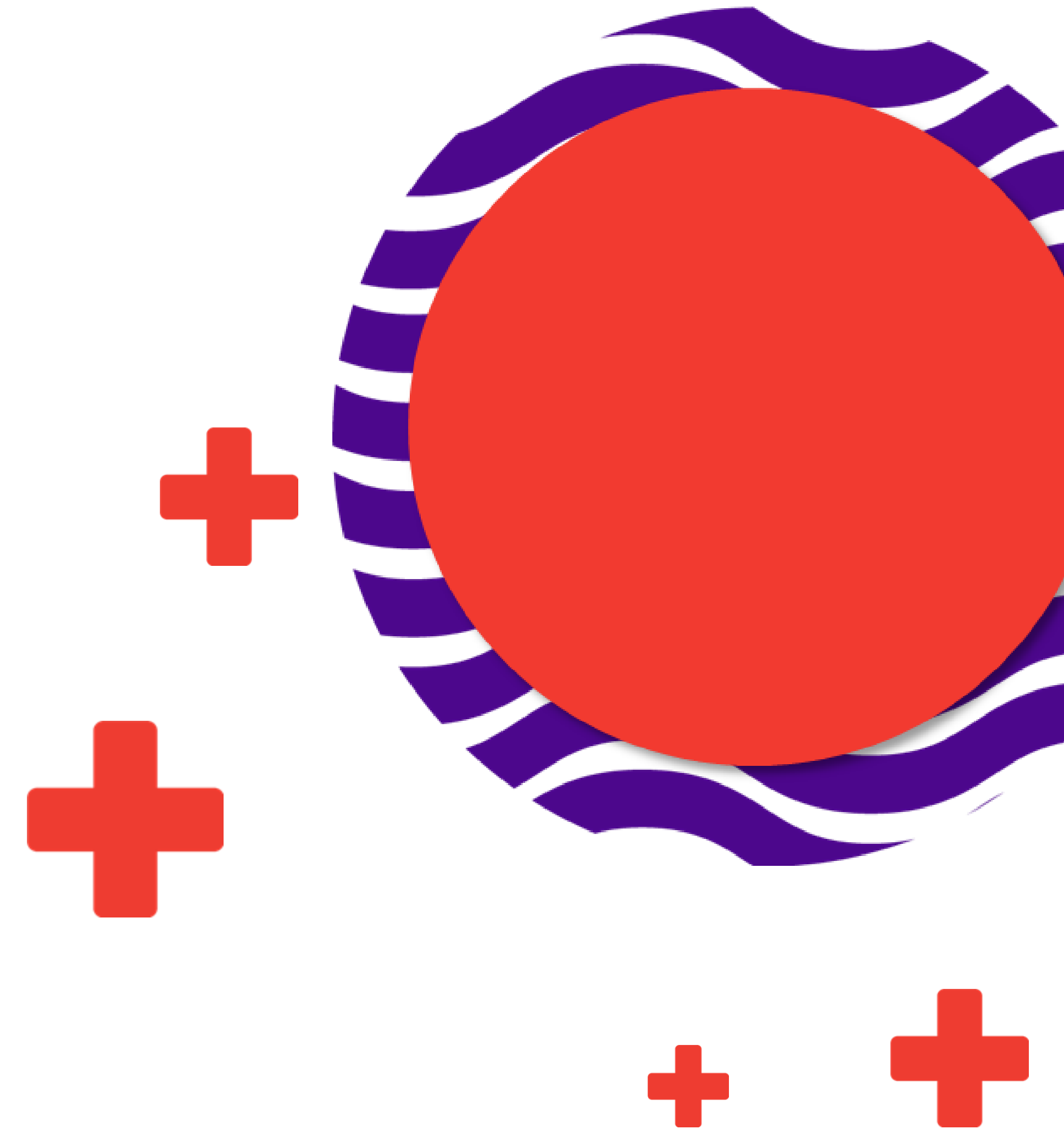
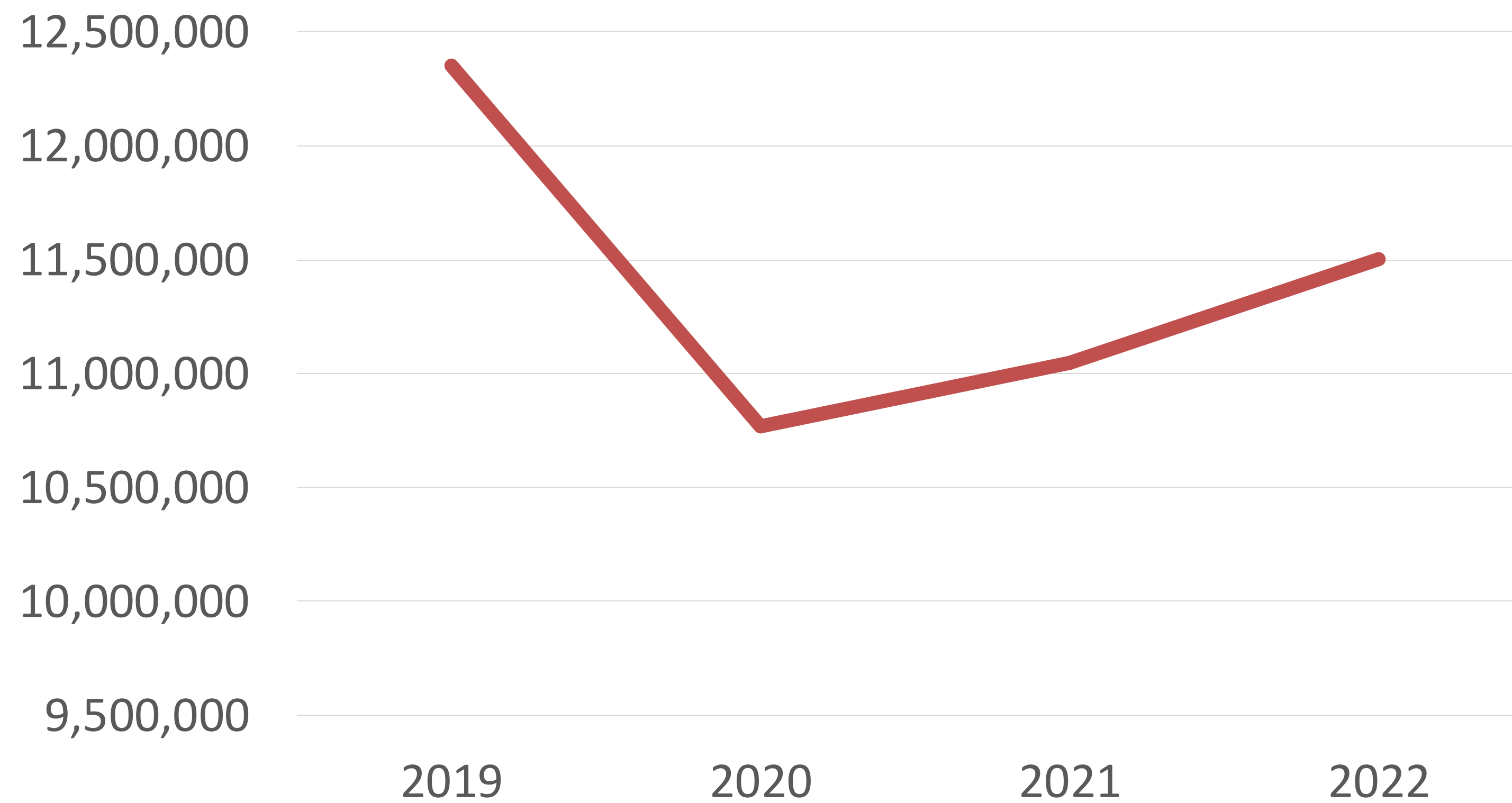
Connected Community



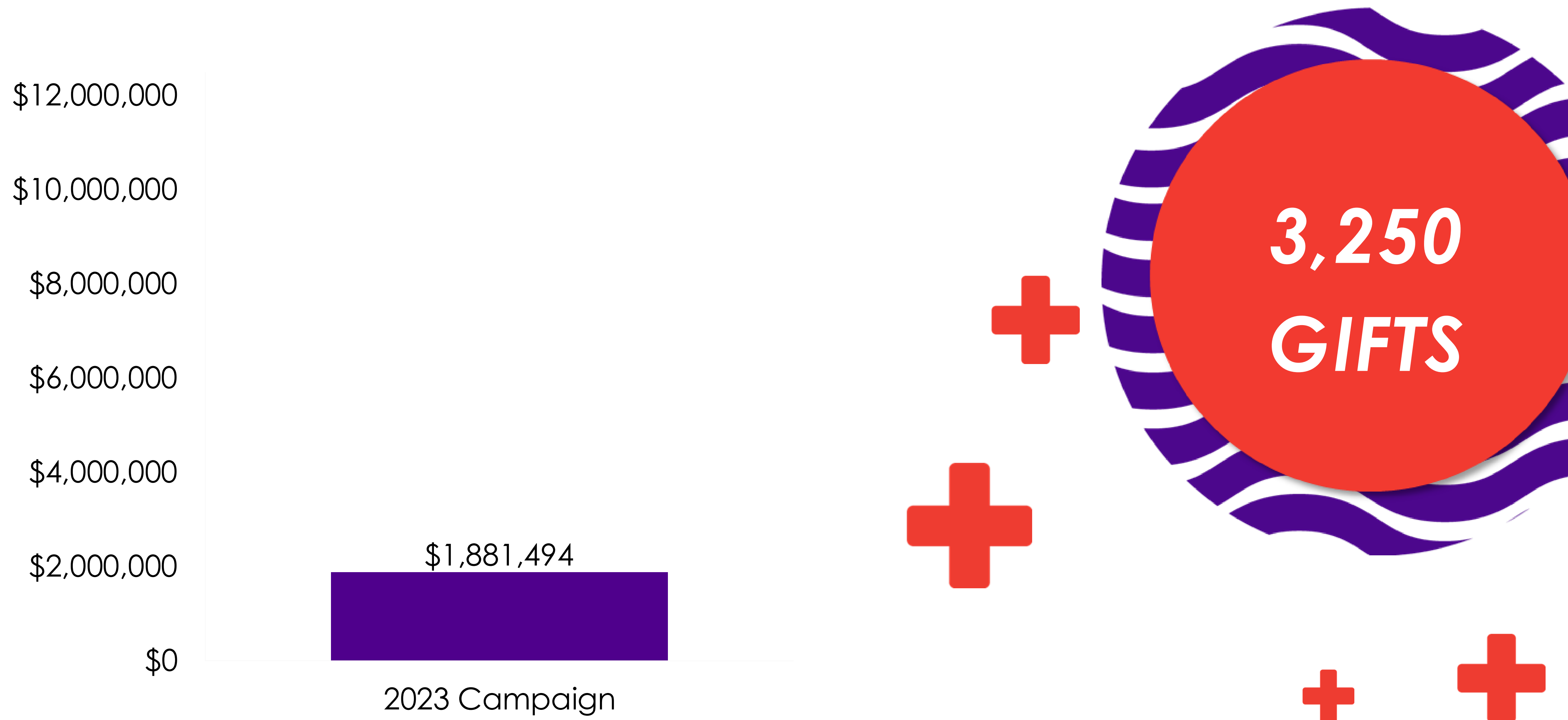
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STRONGER
REGION**



CAMPAIGN HISTORY



2023 GOAL = \$11.5MM+++???



FEBRUARY 2, 2023

CHAIRMEN'S CHALLENGE: MORE ARTS, MORE KIDS

\$1,000,000 FOR ARTS FIELD TRIPS

UPDATE: \$450,000

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**arts
wave**
Funding Arts. Fueling Community.



**STRONGER
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REGION**



JOIN US!

***CAMPAIGN KICKOFF
FRIDAY, FEBRUARY 10***

*CONTEMPORARY ARTS CENTER
8 A.M. CONTINENTAL BREAKFAST
8:30 A.M. REMARKS AND GOAL
ANNOUNCEMENT*



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Community Impact Arts Participants Survey Draft Results

Ray Gargano



UC Arts Participation Study

6194 individuals accessed survey; 5234 completed survey

Age		
	N	%
Age 65 or older	2716	48%
Between 40-64 years old	2316	41%
Between 18-39 years old	602	11%
Total	5634	100%

Frequency of Arts Participation		
	N	%
Never	30	<1%
Seldom	497	9%
Occasionally	2723	48%
Frequently	2346	42%
Missing (Skipped Question)	38	1%
Total	5634	100%

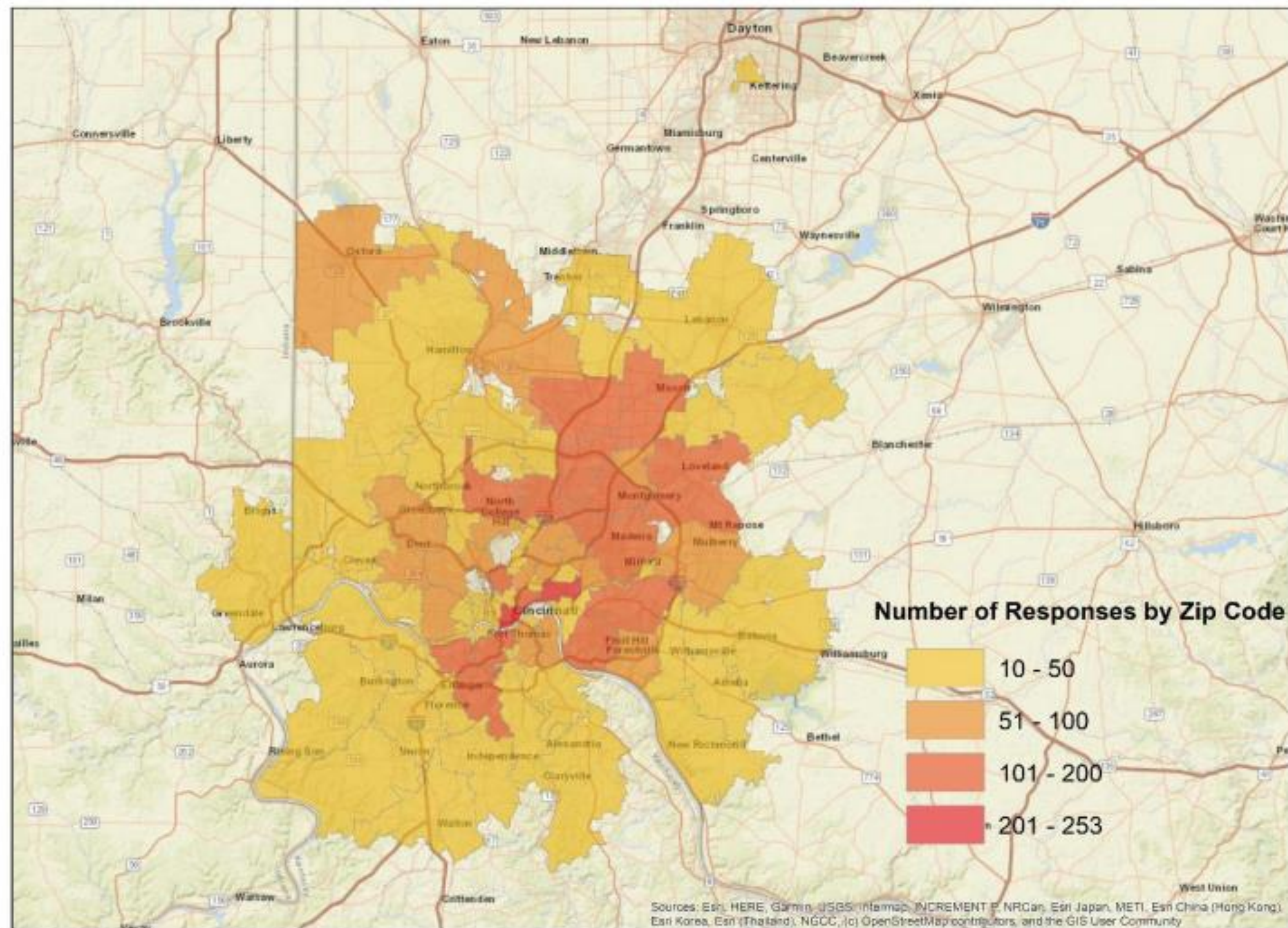
Race and Ethnicity		
Selected One Identity Only		
Asian	66	1%
Black or African American	249	4%
Latino or Hispanic	52	1%
Native American or Pacific Islander	13	<1%
White	4391	78%
Selected Two or More Identities		
Multiracial/ethnic	89	2%
Racial Identity Unknown		
Other Racial Identity	83	2%
Selected "Prefer Not to Answer"	324	6%
Missing (Skipped Question)	367	7%
Total	5634	100%



UC Arts Participation Study

316 Different Zip Codes were reported

Figure 1. Map of Responses by Zip Code



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Some Findings

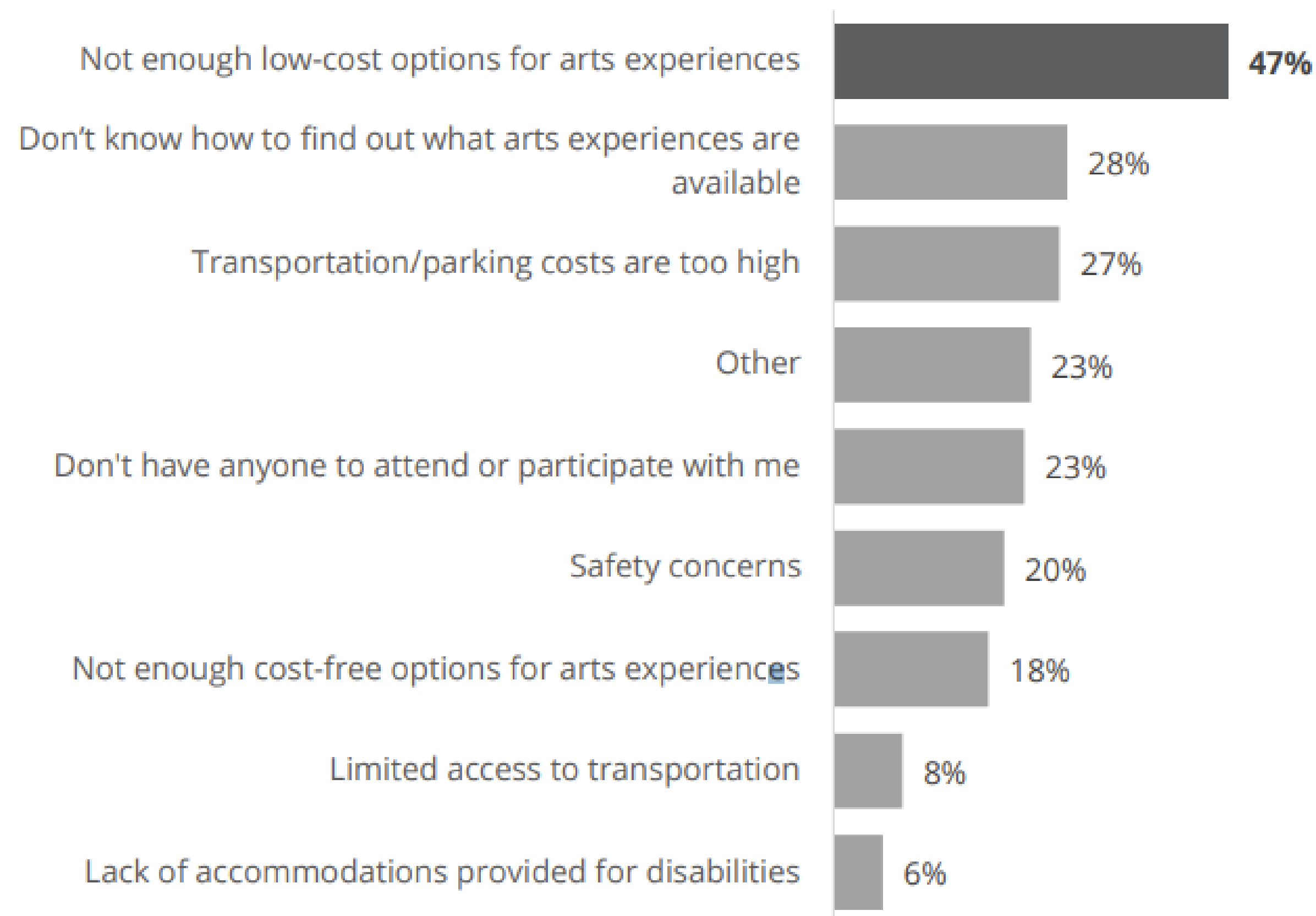
96% of respondents agreed or strongly agreed that the arts are essential to the Greater Cincinnati regions vibrancy

96% of respondents agreed that participating in the Greater Cincinnati arts helps increase their quality of life

"Greater Cincinnati needs to figure out how to have the younger generations become lovers of the arts. Many performances we go to we are some of the youngest ticket holders at the age of 60. The arts can't survive without future generations. Education, exposure, outreach and affordability are key."

There's more work to be done

Figure 2. Percentages of Respondents Who Indicated a Limitation to Engaging in Arts Experiences



"Pricing tends to cater towards upper-middle-class (and above) at 'the big organizations.' My wife and I make close to \$200,000 a year and can still only afford one or two events at these places per year (thanks student loans) and that seems prohibitive for others that make less but still deserve to experience art."

Perceptions of Belonging

Table 3. Significant Differences Among Respondents for “Lack of Belonging” Item

Item	Significant Findings
In the past five years, have you had any arts experiences in the Greater Cincinnati Region where you felt out of place or that you did not belong?	A significantly greater proportion of the 18-39 year old group answered “yes” than the 40-64 age group and the 65+ age group.
	A significantly greater proportion of the Black or African American and Multiracial groups answered “yes” than White.

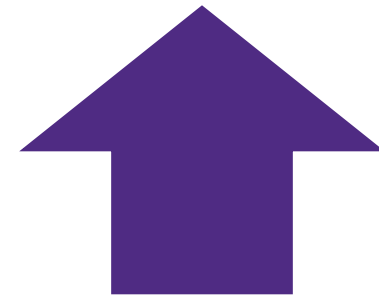
“I felt that the institution I visited was for elite people who did not look like me. I got a lot of looks from audience members for simply walking around and enjoying the arts.”



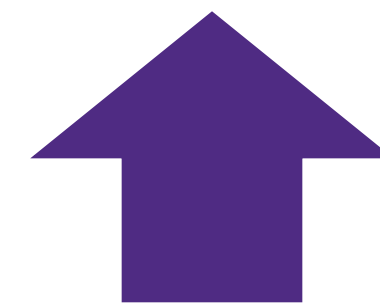
Representation Matters



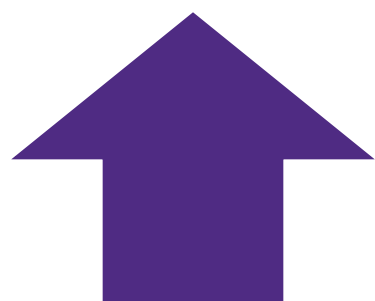
"The increasing attention paid to diversity. Black and Brown faces at the art museum is phenomenal. August Wilson's plays (and other ethnic) performances at the Playhouse, Ensemble theater and the Broadway series at the Aronoff create diversity of thought and new interactions." (Black respondent)



"I would love to see not only the larger arts organizations supported but more support for the smaller arts organizations that are often used to help support DEI efforts by other organizations but who have been doing the work of inclusive programming for years. These organizations often receive the least amount of funding but are often called upon frequently by other arts organizations to help diversify their programming."



"More involvement of minorities, young people and working class individuals in not only attending arts events but also in the boards and leadership of the arts organizations. Some of the great arts organizations are very old, white, and affluent. Often when these individuals attempt to broaden the appeal of events, they kind of miss the mark."



"I would like to see more works headlined by Queer, Indigenous, Black, Asian, and Latinx artists year-round, not just during Pride or History months."



Lack of Arts Education

97% Of survey participants agreed or strongly agreed that arts education in greater Cincinnati's schools will foster creativity and positive social development of our youth

"Restore music education at elementary school levels throughout the region and offer more opportunities to interact with professionals in the arts. More support for high school drama and music programs including more city or regional special programs which offer greater opportunities for artists in various school districts to participate together. More opportunities to exposure youngsters especially those limited by income or transportation constraints, in order to attend professional artist performances."

SI Overview

Ray Gargano





TIMELINE

Action	Month
Letter of Intent Process	Sept. 22-January 23
Invitations extended	January 31, 2023
Application Opens	January 31, 2023
Application Workshops	February 2023
Applications DUE	April 7, 2023
Panel Process	May 2023
Community Investment Committee	June 12, 2023
Executive Committee	June 14, 2023
Board Approval	June 23, 2023

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Invitations to New Organizations

Organization	Artistic Format	Budget Size
American Legacy Theatre	Theatre	Small (<\$300,000)
concert:nova	Orchestral Music	Small (<\$300,000)
Over-the-Rhine International Film Festival	Film	Small (<\$300,000)
Price Hill Will	Community Center	Large (\$1 M+)
Professional Artistic Research Projects (PAR Projects)	Community Center	Small (<\$300,000)
Queen City Opera	Vocal Music	Small (<\$300,000)
Cincinnati Men's Chorus	Vocal Music	Small (<\$300,000)
Revolution Dance Theatre	Dance	Small (<\$300,000)
The Well/A Mindful Moment	Arts & Health	Small (<\$300,000)
Wave Pool	Community Center & Museum	Mid (\$300K-\$1M)

Main Application Scoring Criteria



FUNDING MODEL 2024-2026

Scoring Label	Description	Total Score	Likely % of budget funded
Exceptional	The applicant has provided overwhelming evidence throughout the application that demonstrates that the organization has the capacity, programming, relevance and commitment to diversity to drive impact in support of the Blueprint for Collective Action.	95 to 100	XX% up to \$2,300,000
		90 to 94.9	XX% up to \$1,500,000
Strong	The applicant has provided sound evidence throughout the application that demonstrates that the organization the capacity, programming, relevance and commitment to diversity to drive impact in support of the Blueprint for Collective Action.	85 to 89.9	XX% up to \$1,000,000
		80 to 84.9	X% up to \$800,000
Good	The applicant has provided sufficient evidence throughout the application that demonstrates that the organization has the capacity, programming, relevance and commitment to diversity to drive impact in support of the Blueprint for Collective Action.	70 to 79.9	X% up to \$500,000
Average		62 to 69.9	Failed to meet minimum criteria Not eligible for funding
Fair	The applicant has provided limited evidence throughout the application that demonstrates that the organization has the capacity, programming, relevance and commitment to diversity to drive impact in support of the Blueprint for Collective Action.	31 to 61.9	
Weak	The applicant has provided very limited evidence throughout the application that demonstrates that the organization has the capacity, programming, relevance and commitment to diversity to drive impact in support of the Blueprint for Collective Action.	0 to 30.9	

FUNDING MODEL 2024-2026

The applicant has provided **overwhelming** evidence throughout the application that demonstrates that the **organization has the capacity, programming, relevance and commitment to diversity to drive impact** in support of the blueprint for collective action.

Definitions:

CAPACITY: organizational financial health, governance & leadership, sustainable business model

PROGRAMMING: ongoing activities to advance each mission and Blueprint

RELEVANCE: customer/public demand for the product

COMMITMENT TO DIVERSITY: measurable DEIA plan and/or documented intentional, regular actions toward inclusion

Additional: campaign participation may determine where the organization may fall in a range.

Main Application

Organization Questions



*Main Application Sections**

- ORGANIZATIONAL INFORMATION
- ORGANIZATIONAL NARRATIVE:
 - CAPACITY
 - PROGRAMMING
 - RELEVANCE
 - COMMITMENT TO DEIA
- IMPACT ASSESSMENT
- SUPPORT MATERIALS
- STATEMENT OF ASSURANCES

**Reviewed by panel*



Organization Information

1. Contact Information: Choose a Primary
2. Mission
3. Target population/audience
4. Boilerplate from Press Release
5. Leadership Changes: Past and future
6. Upload Board of Directors w/ affiliation
7. Board and Staff Demographics
8. Annual Organizational Data
 - Sales numbers and dollars
 - Arts Education Activities & Participants
 - Community Engagement Activities & Participants



Organizational Narrative

- Four unstructured narratives
- 500-word limit each
- Suggested points that will be assessed by panel
- The entire application will supplement narratives
- Use the Glossaries:

Capacity: Capacity includes organizational financial health, governance and leaderships, and sustainable business model

Programming: Programming includes the ongoing activities produced and presented to advance the organization's mission and advance the Blueprint for Collective Action

Relevance: Relevance includes customer and public demand for the product

Commitment to Diversity: Commitment to Diversity includes implementation of a measurable DEIA plans and/or documented intentional, regular actions toward inclusion.



Organizational Narrative

Capacity: Capacity includes organizational financial health, governance and leaderships, and sustainable business model

- Your overall financial health and where do you see that heading over the next 3 years (FY24-26);
- Your governance and leadership planning process, meaning your board, staff and decision-making processes that make you successful and what concerns you may have; and
- Your strategic plan, including how you implement and assess.



Organizational Narrative

Programming: Programming includes the ongoing activities produced and presented to advance the organization's mission and advance the Blueprint for Collective Action

- The programming you have planned over the next 1-3 years;
- How programming aligns with your organizational mission; and
- How your programming aligns with the Blueprint for Collective Action.



Organizational Narrative

Relevance: Relevance includes customer and public demand for the product

- The need and/or demand for your product in the community;
- The depth and breadth of your programming (annual, festival, etc.); and
- How and what your organization adds to our region's cultural landscape that otherwise wouldn't be here



Organizational Narrative

Commitment to Diversity: Commitment to Diversity includes implementation of a measurable DEIA plans and/or documented intentional, regular actions toward inclusion.

- Your organizational DEIA Plan and/or strategy;
- Your intentional regular actions toward inclusion; and
- Your overall history and future planning for DEIA in all areas of your organization.

NOTE: Upload current DEIA Plan, if applicable

WORKSHOP with MARY: February 20 @ 11:00 am

Impact Assessment

GOAL SETTING FOR IMPACT

Progress will be updated on semi-annual reports

Outputs: Countable numbers (Organizational Information)

Outcomes: Social Impact changes

ALL ORGANIZATIONS: DEIA

Small and Mid: At least 2 Blueprint Goals

Large Budget: All 5 Blueprint Goals

A. 3-Year Outcomes: List 1-2 OUTCOMES (social impact changes) that you anticipate at the end of FY2026 cycle.

B. Do you have planned action steps over the next year (FY24) towards these outcomes? Describe.



Impact Assessment

AUDIENCE DEVELOPMENT for Impact Assessment

One of ArtsWave's goals is to help our sector diversify our audiences to ensure the longevity of the arts and their impact in our communities.

1. How would you describe your audiences (including ticket buyers, program participants, etc).

- Consistently racially diverse
- Somewhat racially diverse
- Occasionally racially diverse
- Rarely racially diverse

2. Do you have a mechanism for tracking audience demographics? If yes, please describe.

Impact Assessment

EDUCATION PROGRAMMING

With the continued decrease in arts education in schools, ArtsWave continues to expand our arts education support.

1. Do you currently have an arts education program for TK-12?

2. If yes, please check all that apply:

Field Trips to our space

Touring to schools

Workshops and/or residencies at our space

Workshops and residencies in schools

Summer Camps

Other

3. Approximately what percentage of your operating budget is dedicated to arts education?



Work Samples

Required Support Materials

All applicants must upload the following support materials:

Attach at least two samples of artistic programming provided by your organization in the past 12 months. Work samples are meant to provide real-life examples of people, programming, and activities that are most impactful. You may highlight a suite of programs or one activity or program. See support material requirements above.

Additional Support Materials (not required)

Applicants can submit up to two additional items of your choice that demonstrate your Community Impact or Organizational Capacity, Programing, Relevance and commitment to DEIA. Provide a brief description for each item.



Main Application Presentations



Presentations

Dates and Panel Chairs

Small Budget	May 4 & 11	Chair: Adison Nelson	20 mins
Midsized Budgets	April 26 & May 3	Chair: Trey Grayson	30 mins
Large Budgets	May 25 & 26	Chair: Deana Taylor	30 mins

Format

Prepared remarks: 10-15 minutes

Questions and Discussion: 10-15 minutes

Scheduling

Doodle Poll: Email will be sent on Monday, February 13

First come, first selected

Questions about scheduling: Contact Ray by Friday, Feb. 10 at noon

Preparation

Tell the story of your organization's impact. Expand on/Highlight written application, which includes Capacity, Programming, Relevance, Commitment to Diversity.



Financial Application

Sam Cribbet



Financial Summary

A Financial Review Committee that includes ArtsWave staff and community volunteers with expertise in this area will review the Financial Summary in a separate process. The Financial Review Committee will review the Financial Summary portion of the application for applicants in all three funding categories.

Each financial summary will be given one of three designations by the Financial Review Committee:

Designation	Definition
Pass	Organization meets all minimum financial requirements.
Probation	Operations are not balanced over three years, but the differential is less than 10% of the org's 3-year age (FY 20, 21, 22)
Fail	Organization does not meet minimum financial requirements



Financial Questions

How many total FTE paid and contract staff (artistic, professional, and/or administrative) are currently employed by your organization? 1 FTE = 30 hours/week. Note: One FTE cannot have more than 2 staff/contractors.

What were the total expenditures for **Salaries and Benefits** (including contract labor) in your most recently completed fiscal year?

What is your accumulated **surplus/(deficit)** over the last 3 fiscal years? (Fiscal years = FY20-22 Actual Expenses)

Describe your organization's **financial planning** process for the upcoming fiscal year. How will you know that you are on track? Who is central to the planning process (internal as well as external)? (250-word limit)

Do you have an **endowment**?

- Market value at the end of your organization's most recent fiscal year
- Endowment spending policy and are you in line with your spending policy?

Is your organization conducting a **capital campaign or endowment campaign**? If so, what is the goal and dates of the campaign?



Financial Forms

Available at artswave.org>Community Impact>Current Grantees

	FY19	FY20	FY21	FY22	FY23	
	Actuals	Actuals	Actuals	Actuals	Budget/Projections	Notes/Assumptions
Revenues						
ArtsWave Grant(s)						
Government Grants						
Contributions/Sponsorships/Memberships						
Admission/Performance Income						
Tuition						
Sales to Public						
Investment/Endowment Income						
Special Events Income, net						
Other Revenue/Support						
Total Operating Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	
Expenses						
Artistic						
Programming						
Marketing/Promotion						
Development						
Merchandising/Concessions						
Facilities						
Administrative						
Total Operating Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	
SURPLUS (DEFICIT)	\$ -	\$ -	\$ -	\$ -	\$ -	
Transfers & Financing						
Federal Reief programs, such as Paycheck Protection Program, and 2/ERC Credits/CARES Act Funding, SVOG (aniticipated)						
Transfers From/(To) Board Designated Funds						
Capital Improvements/Purchases with Operating Funds						
Total Transfers & Financing	\$ -	\$ -	\$ -	\$ -	\$ -	
TOTAL SURPLUS/(DEFICIT)	\$ -	\$ -	\$ -	\$ -	\$ -	
Current Unrestricted Assets	\$ -	\$ -	\$ -	\$ -	\$ -	
Current Unrestricted Liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	
CURRENT RATIO (unrestricted)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	



Financial Forms

Available at artswave.org>Community Impact>Current Grantees

[illegible]

Financial Forms

Available at [artswave.org>Community Impact>Current Grantees](https://artswave.org/Community%20Impact/Current%20Grantees)

ArtsWave Sustaining Impact Grant Program
FY23 Financial Operating Results to Audit Reconciliation Form

ORGANIZATION: ABC NON-PROFIT ARTS ORGANIZATION

DATES OF FISCAL YEAR: July 1 to June 30

2022 Actual

2021 Actual

Total Operating Surplus/(Deficit) per ArtsWave Financial Reporting Form

Possible Reconciling Items:
Property fund activity

Net unrealized gain/(loss) on operating investments

Net transfers (to)/ from Board Designated Funds

Unrestricted Operating Surplus/(Deficit) per Audit

\$ -

\$ -



Financial Forms

Available at artswave.org>Community Impact>Current Grantees

ArtsWave Sustaining Impact Grant Program
Financial Review Signature Page

Organization: _____

I certify that I have read the ArtsWave Sustaining Impact Grant Financial Review and that the information contained therein is true and correct to the best of my knowledge.

Board President

Signature

Printed Name

Date

Board Treasurer

Signature

Printed Name

Date

Chief Professional Officer

Signature

Printed Name

Date



Important Dates

DUE: April 7 @ 5 pm

Review: March 15 @ 5 pm

DEIA Wksp: February 20

Questions?



**THANK
YOU**



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