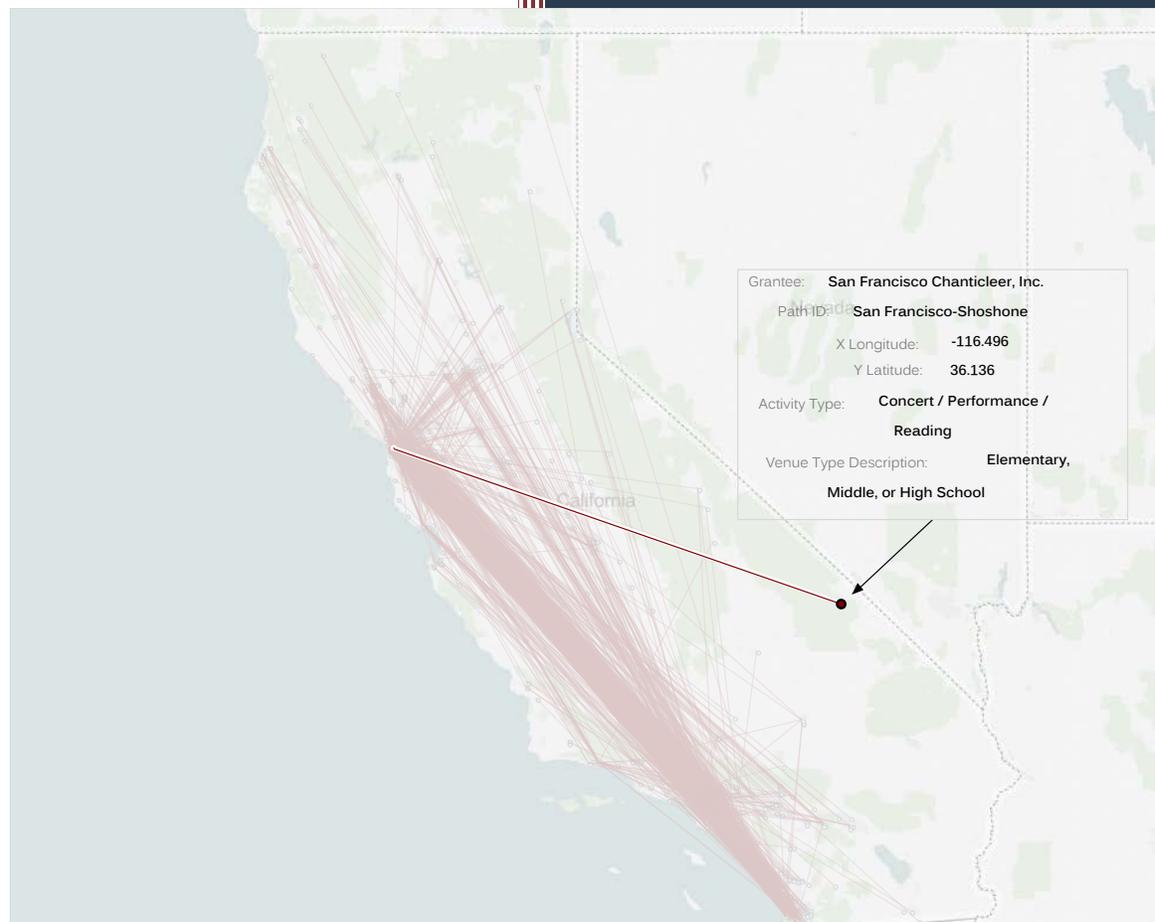


Activity Location Reporting

Guidance and Frequently Asked Questions



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Overview

Beginning with 2015 Partnership Agreements, Final Descriptive Reports (FDRs) to the National Endowment for the Arts (NEA) must include greater detail on the geographic location of grantees' activities.

State arts agencies (SAAs) and regional arts organizations (RAOs) invest in many organizations that are actively engaged in serving the public across a state. In some cases, the address of the organization receiving funding and the location where funded activities take place are one and the same. However, there are many cases where a grantee's work reaches beyond the primary address of the organization and extends into other neighborhoods, communities or regions of a state.

For example, a teaching artist may receive a grant to teach in multiple schools in a district, or even statewide. With Activity Location data, SAAs and RAOs can pinpoint all of the locations where their grant made a difference. Organizations such as performing groups, museums and performing arts centers also conduct activities that go beyond their own walls. An orchestra sometimes collaborates with popular music acts, taking performances into new venues. An art museum may offer events or exhibitions outside of its building to become more connected to communities. Without Activity Location data, the important community outreach aspects of this work would be invisible in FDRs.

Helpful Documentation

[NEA Instructions for NEA FY2015/SAA and RAO FY2016 Final Descriptive Reports](#)

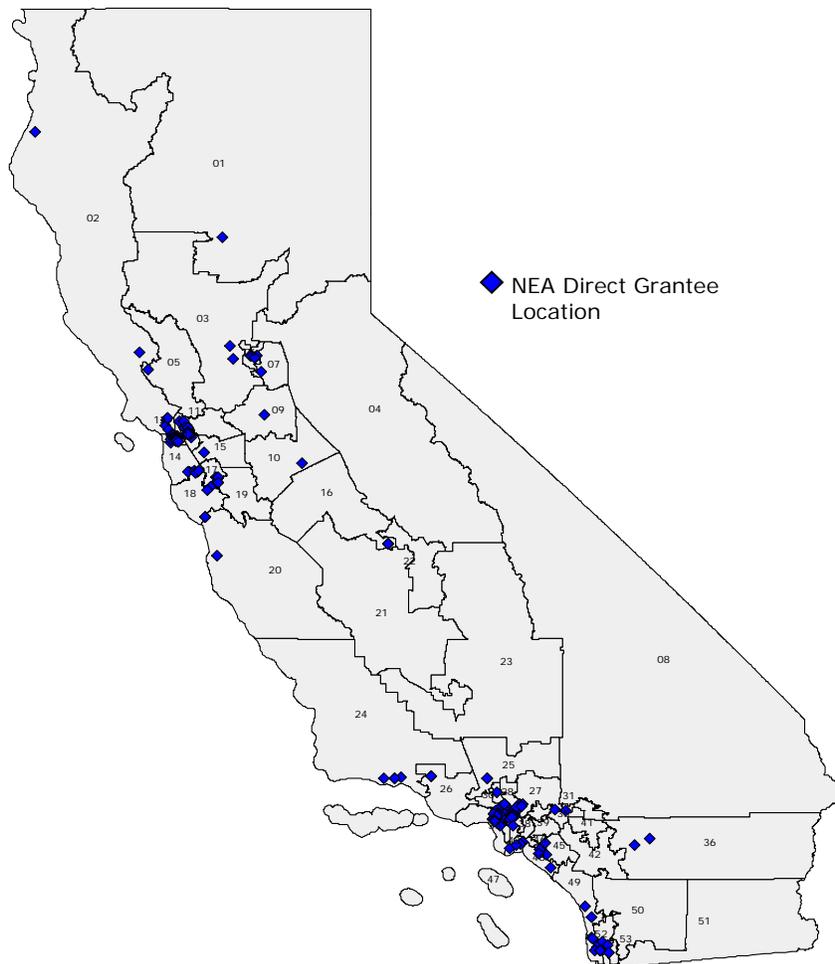
[NASAA Quick and Easy Guide to Field Definitions and Data Coding](#)

Activity Location data helps each state arts agency and regional arts organization better communicate its geographic reach. Place-based information can be the connection through which the public understands that the arts make a difference in the places they live and work. In addition, locations on a map can bring home this message to state legislators and local policymakers. This document demonstrates Activity Location data in action, provides data coding guidance and answers frequently asked questions.

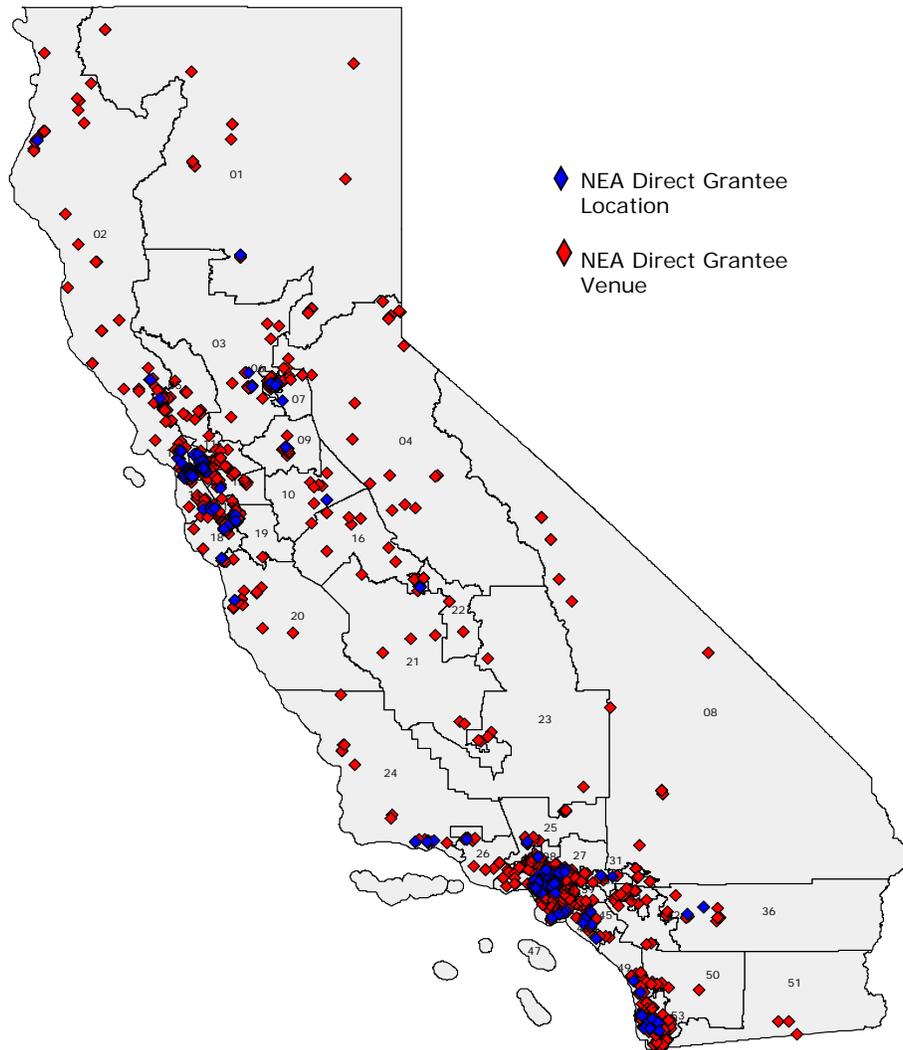
Activity Location in Action

The NEA has been collecting information on direct grantee Activity Location for several years. The new FDR requirement brings SAA and RAO reporting into alignment with the NEA direct grant information, allowing for a much fuller picture of arts investments in communities

For example, this map shows NEA direct grants in California by congressional district, using Applicant Address data.



While the above map shows that there are certainly a large number of NEA awards in California, the distribution of those awards seems to be largely concentrated in a few areas. But when Activity Location data is added, we see that the reach of those awards is actually much greater.

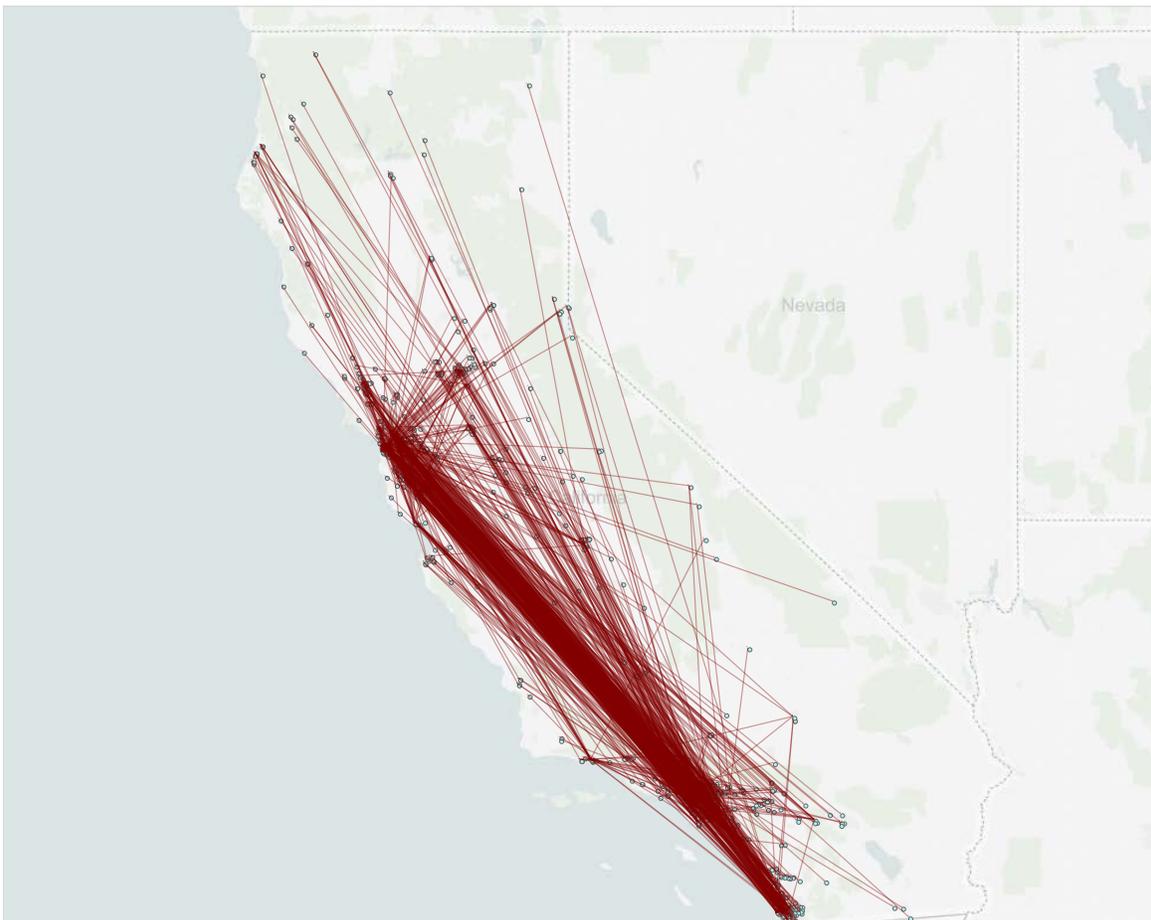


The above map shows that many more communities and jurisdictions are reached. Approximately 300 grantees supplied 2,000 locations, nearly seven times the reach of what would have been reported using only Applicant Address.

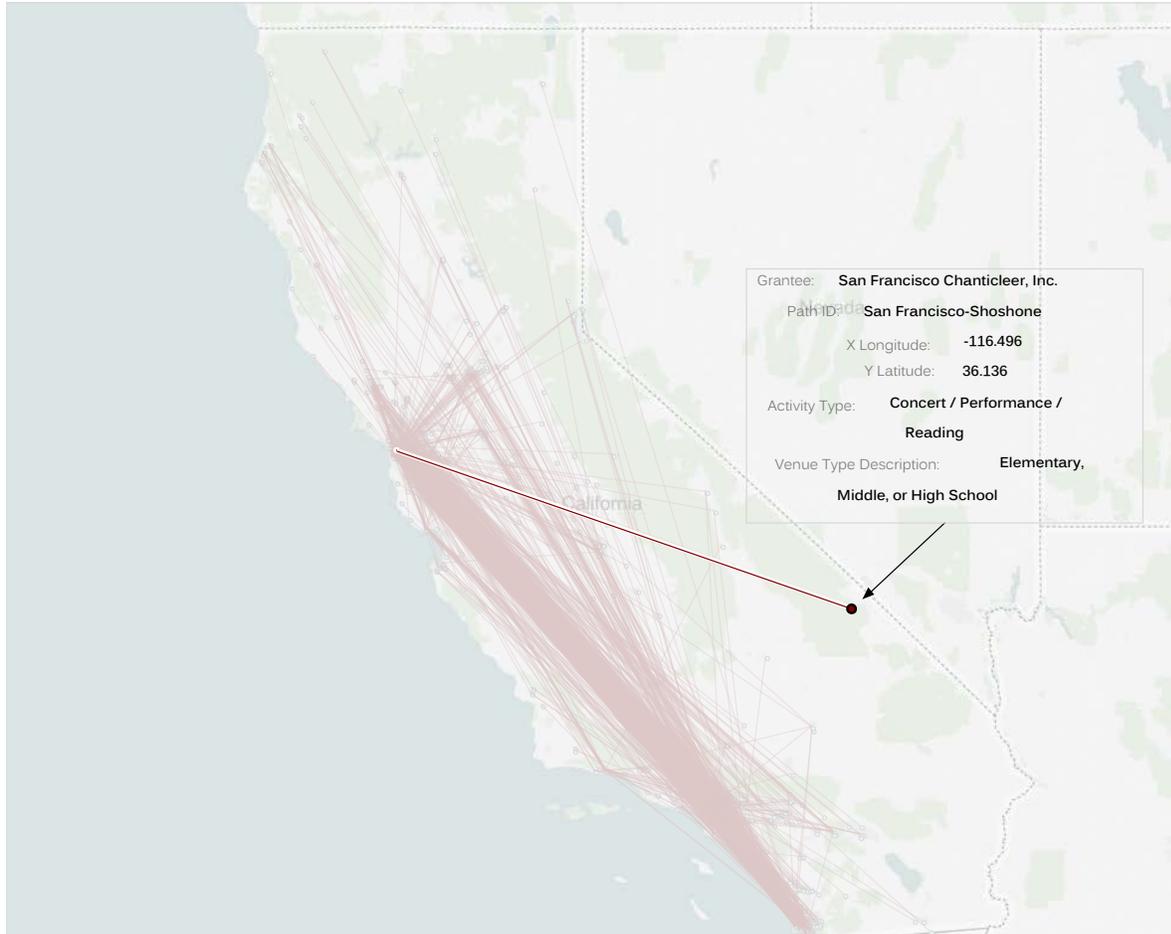
Activity Location entails supplying the addresses or latitude/longitude. This provides a high degree of geographic accuracy and an improvement over ZIP codes. It also

improves analysis of how Activity Locations overlay with community characteristics (such as income and ethnicity) at the local level.

Activity Location data can be matched with other data in the FDR, or with fields collected by individual state agencies, allowing these relationships to be analyzed. For example, the Applicant Address can be matched with the Activity Location Addresses or latitudes and longitudes to map the path of a grant. In California, we see that many grants that went to addresses in large cities affected grantees in locations much farther away.



Looking at the granular data and highlighting one such relationship shows that NEA funding for Chanticleer, a vocal performance group based in San Francisco, helped the group to provide arts education activities in Shoshone, a community with a population of 31, more than 360 miles away.



With these data in hand, state arts agencies, regional organizations and NASAA are able to map similar relationships, which can help inform strategic planning, grants program design, accountability reporting and communications.

Activity Location Reporting Requirements

Activity Location is a new table within the NEA reporting requirements and a new module within the [National Standard for Arts Information Exchange](#). Many states will be submitting these reports to the NEA and NASAA by September 30, 2016. For more information on the due date for your Final Descriptive Report, contact [Andi Mathis](#) at the NEA's Partnership Office.

The Activity Location table is intended to capture geographic information for grants included in the main FDR for which the areas served reach beyond the Applicant Address. Completion of the Activity Location table is **required only if** the grant or

service receiving state or regional funds is best described using one of these National Standard Type of Activity codes:

Column A, Type of Activity	
02	Audience Services - e.g. ticket subsidies, busing to an arts event
04	Creation of a Work of Art - include commissions
05	Concert/Performance/Reading - include production development
06	Exhibition - include visual arts, film and video, and exhibition development
07	Facility Construction, Maintenance, Renovation
08	Fair/Festival
10	Institution/Organization Establishment - for creation or development of a new institution/organization.
12	Arts Instruction - include lessons, classes and other means used to teach knowledge of and/or skills in the arts
16	Recording/Filming/Taping - do not include creating art works or identification for archival or educational purposes
18	Repair/Restoration/Conservation
20	School Residency - artist activities in an educational setting wherein one or more student groups receive repeated artist contact over time
21	Other Residency - artist activities in a nonschool setting wherein one or more core student groups receive repeated artist contact over time
22	Seminar/Conference
24	Distribution of Art - e.g. , films, books, prints
25	Apprenticeship/Internship
29	Professional Development/Training - activities enhancing career advancement
33	Building Public Awareness - Activities designed to increase public understanding of the arts or to build public support for the arts
34	Technical Assistance - with technical /administrative functions
37	Public Art/Percent for Art

Of course, state and regional arts agencies fund many other types of activities. While the NEA requires Activity Location data only for the above list, both the NEA and NASAA accept location data for all Activity Types on a voluntary basis. (See the [FAQ](#) below.)

For each grant or service supported, provide information about the location(s) at which activities took place if those activities occurred at a location other than the Applicant Address. When reporting Activity Locations, agencies may provide either street address or latitude/longitude coordinates.

The SAA or RAO Unique Identifier (an agency's in-house application/grant identifier) is used to connect data in this table to the appropriate record within the FDR Detail table. For example, if a project served five unique locations beyond the main applicant address, this section would list each of the five locations (either address or coordinates) and the number of days on which activities occurred for each location. For each location, the same SAA unique identifier should be entered in Field 8.

A one-to-many relationship often exists between a single grant record in an agency's FDR Detail table and multiple entries in the table of Activity Location data. A simple example is illustrated below. The SAA/RAO Unique Identifier in the FDR Detail table, Field 28, needs to match Field 8 for the associated Activity Location(s) in the Activity Location table.

FDR Field #	1	2	3	4	5	6 through 27	28
FDR Field Name	Applicant Name	Applicant Address	Applicant City	Applicant State	Applicant ZIP Code		SAA / RAO Unique Identifier
	Mall Film Fest	1200 18th Street NW	Washington	DC	20039		12345

Activity Location Field #	1	2	3	4	5	6	7	8
Activity Location Field Name	Venue Address	Venue City	Venue State	Venue ZIP	Venue Latitude	Venue Longitude	Number of Days	SAA/RAO Unique Identifier
	1600 Pennsylvannia Ave.	Washington	DC	20004			1	12345
					38.889426	-77.035285	1	12345
					38.889951	-77.025183	2	12345

Definitions

The following are the definitions for each Activity Location field as listed on the NEA's Final Descriptive Report instructions.

1 VENUE ADDRESS

(Latitude and Longitude can be provided in lieu of Venue Address, City, State, and ZIP.) Street address or Rural Route Number of the project activity. Provide mailing address only if street address is not currently being collected. For venues based at an individual's personal address, skip to VENUE STATE.

2 VENUE CITY

City where the venue is located.

3 VENUE STATE

State where the venue is located.

4 VENUE ZIP

ZIP code for address of the venue. Leave this field blank if the venue is outside the United States.

5 VENUE LATITUDE

(Venue Address, City, State, and ZIP can be provided in lieu of Latitude and Longitude.) Geographic coordinate for the latitude of the venue. Use decimal degrees, without the degree symbol (DDD.DDDDDD). For example, the latitude of the White House is 38.901219.

6 VENUE LONGITUDE

(Venue Address, City, State and ZIP can be provided in lieu of Latitude and Longitude.) Geographic coordinate for the longitude of the venue. Use decimal degrees, without the degree symbol (DDD.DDDDDD). For example, the longitude of the White House is -77.020944.

7 NUMBER OF DAYS ON WHICH ACTIVITIES OCCURRED

Estimated number of days during the funded grant period on which activities occurred at this venue. For projects that involve a permanent installation, enter 999.

8 SAA/RAO UNIQUE IDENTIFIER

Agency's in-house application/grant identifier for each record. This field is used to join the Activity Location data to the FDR Detail data.

Activity Location Frequently Asked Questions and Examples

How does my Activity Location table match up with records in my FDR?

Activity Location Field 8, SAA/RAO Unique Identifier, must match NEA Detail Data Field 28, SAA/RAO Unique Identifier. Both of these fields should represent an Application Number (National Standard Grants Management System Field 20): a unique indicator assigned to each application for internal tracking purposes and for use as a bridge when joining application data to Activity Location details.

Because organizations may receive multiple grant awards, the application number used as Activity Location Field 8 and FDR Detail Field 28 needs to be different than an organizational identifier, such as a grantee's Dun & Bradstreet D-U-N-S number or a grantee's Federal Employer Identification Number (FEIN). **Activity locations must be associated with one individual grant award present in the main FDR Detail table.**

The Activity Location table includes eight fields, as shown in the columns below. For any awards that require Activity Location data, each separate Activity Location record associated with that award should have the same SAA Unique Identifier.



Activity Location Field #	1	2	3	4	5	6	7	8
Activity Location Field Name	Venue Address	Venue City	Venue State	Venue ZIP	Venue Latitude	Venue Longitude	Number of Days	SAA/RAO Unique Identifier
	1600 Pennsylvania Ave.	Washington	DC	20004			1	12345
					38.889426	-77.035285	1	12345
					38.889951	-77.025183	2	12345

We have locations that do not have a physical street number or an address. What do we do?

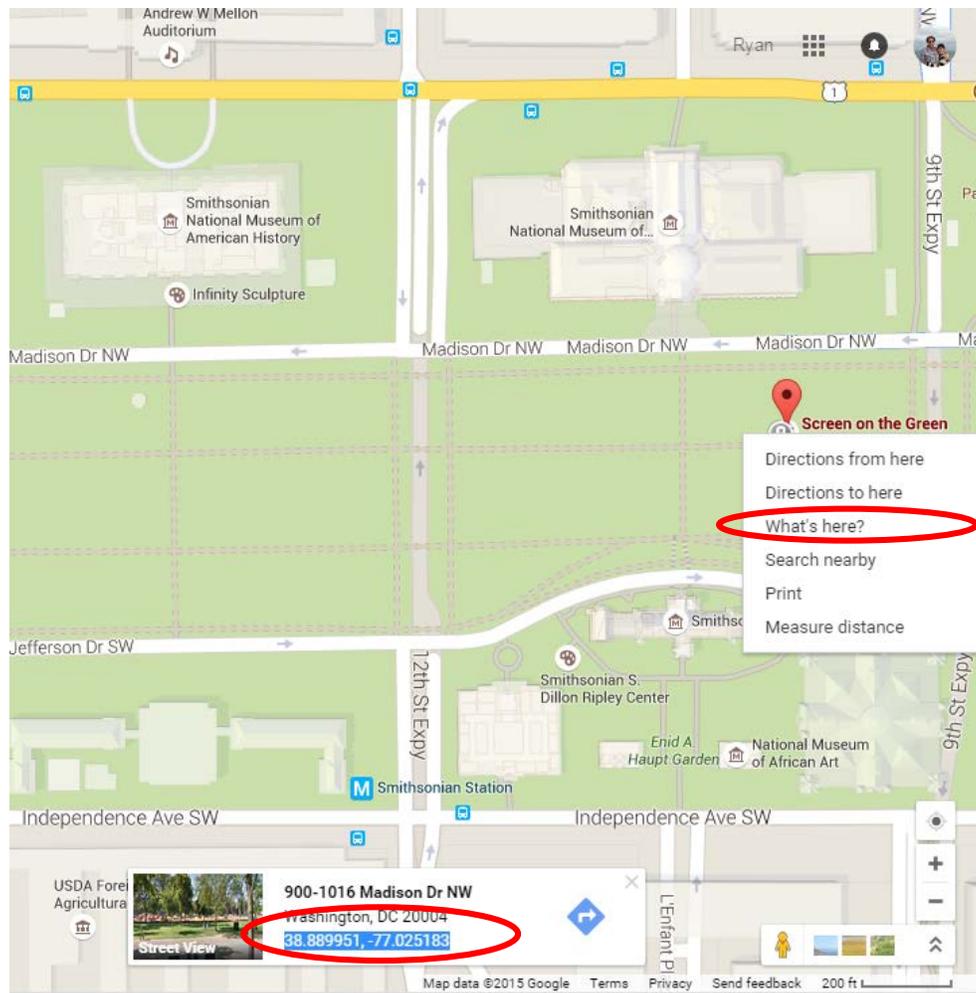
The new Activity Location reporting requirements allow for the reporting of locations either by physical address or by latitude and longitude. This is an either/or requirement. If a physical address is not present, it is possible to enter a latitude and longitude instead. This applies to each record on a case-by-case basis. States and regions do not have to choose just one method. **Systems should accommodate the entry of either method.**

As an example, let's say an outdoor film festival offered three events over the course of two days in Washington, D.C. The organization presenting the festival is located in an office building in D.C., but the program had three separate screenings, one at the White House, one in the middle of the National Mall and one near the Washington Monument.

The FDR Detail record should show the address of the office location in the Applicant Address field (Field 28), and the Activity location records should record the locations for the screenings. One easy way to generate the latitude and longitude of an event is to use [Google Maps](#).

How do I use Google Maps to secure location data?

First, open Google Maps and find the general area where the event took place. If the event occurred in a park or in the middle of the street, right click on the area that most closely represents the event's location. You will be given the option to select "What's here?"



After selecting "What's here," a card displays the location's latitude and longitude. The latitude is the first number. In the above image, the latitude is 38.889951 and the longitude is -77.025183. These numbers should be entered in their respective fields as shown below. Note that the latitude and longitude coordinates for two locations below are relatively close. If it is helpful to your internal process, you may add a field describing the venue name to more easily differentiate between activity locations that have only latitude and longitude values.

Activity Location Field #	1	2	3	4	5	6	7	8
Activity Location Field Name	Venue Address	Venue City	Venue State	Venue ZIP	Venue Latitude	Venue Longitude	Number of Days	SAA/RAO Unique Identifier
	1600 Pennsylvania Ave.	Washington	DC	20004			1	12345
					38.889426	-77.035285	1	12345
					38.889951	-77.025183	2	12345

When the physical address of a venue is reported, you are not required to additionally report the Venue Latitude and Longitude, although you may if you wish.

We have an event with a large footprint that covers several addresses. Which address or location should we use?

If you have an event that covers multiple addresses, such as a street festival that continues for multiple blocks without discrete venues, the Activity Location should be reported as central address or central latitude and longitude. The "center" location should be determined by the grantee and may be perceived as either the center of activity or the geographic center. In cases where an event takes place within multiple addresses that are enclosed within the larger footprint of the event, you may report each of these Venue Addresses as separate Activity Locations.

Do I need to report the Applicant Address in the Activity Location table?

No, that information already is included in the FDR Detail table. Only locations other than the Applicant Address are reported in the Activity Location table.

We fund Activity Types not listed in Column A for organizations that work in multiple venues across the state. Can I still collect and report those Activity Locations?

Yes, please! Activity Location data is very valuable for reporting the full reach of your agency. If you are planning on collecting Activity Location data for Activity Types beyond those that are required per Column A of the Activity Type table, please proceed. You are not required to report those locations, but you may include them within the table. NASAA retains the records of all reported Activity Locations. Retained records can be used in conjunction with your agency to help create maps.

As an example, Activity Location data is not required for general operating support awards (Activity Type 11, Institution/Organization Support), although those awards comprise a significant portion of annual grant activity in most states. Many general operating support grantees serve multiple locations, some in large numbers.

Operating support awards were exempted by the NEA from Activity Location requirements in order to reduce reporting burden. However, if a state arts agency wants to show the true geographic impact of all its awards, adding Activity Location records for operating support awards would significantly complete the picture. NASAA can assist state arts agencies with the analysis and visualization of this data upon request.

How do I complete the Number of Days field?

If any activity took place at a reported Activity Location, it should be reported as at least one day. The Number of Days field should reflect the total count of days on which activities took place, reflected as whole numbers, rounded up for any partial days.

Days should not be reported as a fraction or decimal. Partial days or hours should always be rounded up to whole numbers.

As an example, an organization conducted a two-hour artist business training workshop in a local library. No other activities took place at that particular venue the rest of the grant period. That address or Venue Latitude/Longitude should be reported on the Activity Location table and the Number of Days should be entered as a numeric 1. If the two-hour training occurred on five different days at the same venue over the course of the grant period, the Number of Days should be entered as a numeric 5.

We have grantees that conduct events spanning weeks or months. How should we report the number of days for those activities?

The Number of Days field should reflect the total count of days on which activities took place, reflected as whole numbers, rounded up for any partial days.

For example, a grantee might conduct five one-day workshops at different times throughout a year-long grant period. In this case your FDR should report the total number of days on which workshops occurred (5), not the duration of the entire grant period (365). If multiple venues are involved, Activity Location records for each venue should total the number of days where activities occurred at each site.

Exhibition Calendar Example

Let's say an agency funds a visual arts exhibition (Activity Type 6). The organization receiving the grant has a separate address in an office building, but is holding the exhibition in a community multi-use facility that has space for events, classes and a gallery. The funded work occurs over the course of a month and includes a number of classes, workshops and events. For the purpose of this example, let's also

assume that the gallery space holding the work is open on only two nights, for an opening and closing event.

The schedule for the exhibition and activities tied to the grant are shown on the calendar below. All of the events, workshops and classes took place at the same facility. The number of days entered for this record in the Activity Location table should be 15.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Workshop 1pm-3pm	Workshop 1pm-3pm	Workshop 1pm-3pm	Workshop 1pm-3pm	Workshop 1pm-3pm	
		7pm - 9pm Class				
7pm - 9pm Class						Opening Event 6pm-9pm
	Workshop 1pm-3pm	Workshop 1pm-3pm	Workshop 1pm-3pm	Workshop 1pm-3pm	Workshop 1pm-3pm	
		7pm - 9pm Class				
			Intensive 8am -7pm			
		7pm - 9pm Class				Closing Event 7pm -11pm

A grantee's activities took place in multiple venues for the same number of days at each location. If I report the number of days as the same for each venue, will it look like we are over-counting the number of days?

No. The intent of the Number of Days field is to determine the relative number of days that an activity location was used for the life of the award. Each Number of Days record will be considered separately and not aggregated.

Using our film festival example, let's say the total length of the festival was two days. Screenings occurred on one day at two of the locations and screenings occurred on two days at a separate location. The number of days are entered as shown below. These days will not be aggregated.

Activity Location Field #	1	2	3	4	5	6	7	8
Activity Location Field Name	Venue Address	Venue City	Venue State	Venue ZIP	Venue Latitude	Venue Longitude	Number of Days	SAA/RAO Unique Identifier
	1600 Pennsylvania Ave.	Washington	DC	20004			1	12345
					38.889426	-77.035285	1	12345
					38.889951	-77.025183	2	12345

What about artist residencies where an artist is living at the activity location for the entire award period?

In this case, if the funded activity includes artist housing, the number of days at the location should equal the total number of days that the artist is housed at the location.

More Information

Activity Location data is a new and valuable addition to Final Descriptive Report data that can benefit the field. Many more questions undoubtedly will surface as reports are created for SAA/RAO fiscal year 2016 and beyond. NASAA and NEA staff are available to help with any questions as they arise.

More information can be found at the [NEA's Partnership Agreement "Manage Your Award" section](#) or at [NASAA's National Standard Reference Center](#).

For questions related to FDR reporting requirements and the National Standard, contact:

[Kelly Liu](#), NASAA Grants Data Associate

[Ryan Stubbs](#), NASAA Research Director

[Andi Mathis](#), NEA State & Regional Specialist

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**National Assembly of
State Arts Agencies**
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