

Today's seminar will begin shortly

Please complete your phone connection now:

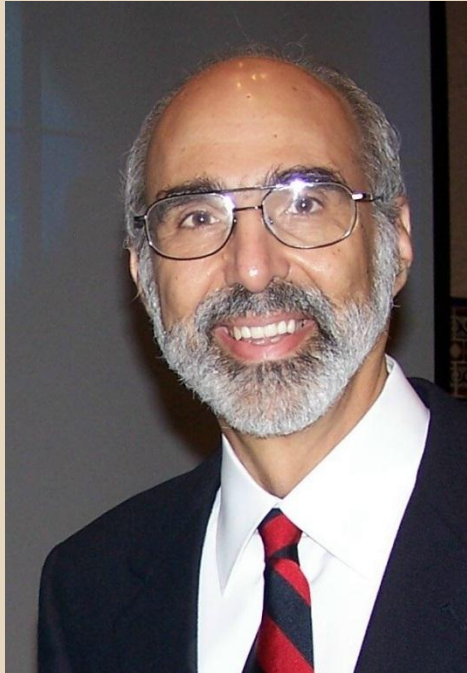
- 1. Dial the toll free number** 1 866 275 3495.
- 2. Enter the meeting number** *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.
- 3. Identify yourself.** Using your **phone** keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.

Welcome

National Assembly of
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



Jonathan Katz

Chief Executive Officer

New Directions in SAA Grant Making

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).

Your Hosts



Kelly J. Barsdate

Chief Program and Planning Officer



Eric Giles

Learning Services Manager

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- **View all participants** in the roster to the right
- **Use the “Chat” box at any time** to submit a question or get technical help
- **During the Q&A break** presenters will answer chat questions

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Change drivers

New strategies

Lessons learned

Public values



Jaime Dempsey
Deputy Director
Arizona Commission on the Arts

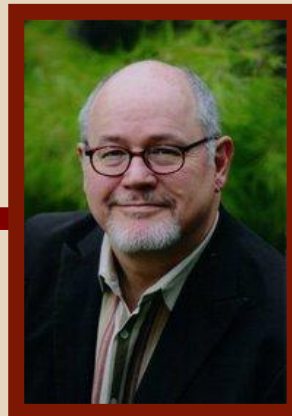


Jim Bob McMillan
Deputy Director
Texas Commission on the Arts



Karen Paty
Executive Director
Georgia Council for the Arts

Why change?

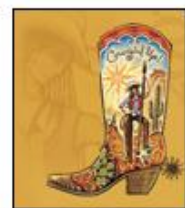


Arizona Commission on the Arts: Some Context

Summary of fiscal changes:

- The Arts Commission's staff has been reduced by 50% since FY2008.
- As of FY2012, the agency receives \$0 annually from the State's General Fund.
- Over 3 years, the Arizona ArtShare Endowment (a 16-year old, \$20 million publicly-held endowment) was swept via 3 legislative fund transfers, leaving the corpus at \$0.
- State arts funding now comes solely from the Arizona Arts Trust Fund, funded by Arizona Corporation Commission filing fees.
- Annual state arts funding has been reduced by over 70%, from \$4.8 to \$1.3 million.

	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Grantmaking Budget	\$4,098,797	\$3,191,485	\$2,280,233	\$1,726,804	\$1,612,425	\$1,517,564
# Grant Programs	14	12	12	8	7	7
# Grants Delivered	494	507	515	320	334	305
# Outreach Activities*	897	744	604	519	515	520
* Defined by the State of Arizona as site visits, public presentations, convenings, and dedicated technical assistance.						



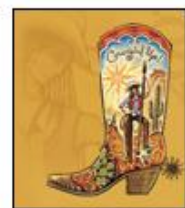
Core Drivers for Grants Renovation

Guiding Philosophy:

- **Put Arizona citizens first.**
- Incentivize best practices and innovative strategies which prioritize fiscal ingenuity and encourage broad participation and engagement.
- Ensure that the state's investment in arts and culture reflects Arizona's diverse population and evolving demographics.

Goals for Launched FY2014 Grant Programs:

- *Increase sector-wide competitiveness around*
 - long-term community investment,
 - quality arts and culture programming and services,
 - fiscal ingenuity, and
 - capable stewardship of public funds.
- *Make strategic investments* in programs and services which maximize benefits to citizens of Arizona.



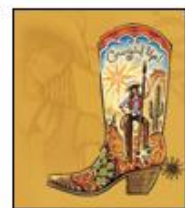
General Operating Support Departs, Community Investment Grant is Born

What Stays:

- Timeline/framework
- Program's core constituency
- Unrestricted! operating support
- Match requirement
- Education plan requirement for largest institutions

What's New:

- New “entry” levels
- Competitive panel review for all applicants
- Review criteria, weighted scoring, narrative questions and submission requirements *in tight alignment with overall grantmaking priorities*
- Award structure/potential



More on CIG Award Structure/Potential

Level	Applicant Organization's Adjusted Annual Income[1]:	Maximum Award Baselines[2][3] (Based on Panel Review Ranking):
CIG Level I	\$5,000 to \$49,999	\$1,000 Low \$2,000 Medium \$3,000 High
CIG Level II	\$50,000 to \$124,999	\$2,000 Low \$3,000 Medium \$5,000 High
CIG Level III	\$125,000 to \$249,999	\$3,000 Low \$5,000 Medium \$8,000 High
CIG Level IV	\$250,000 to \$549,999	\$5,000 Low \$8,000 Medium \$15,000 High
CIG Level V	\$550,000 - \$1,249,999	\$8,000 Low \$15,000 Medium \$22,000 High
CIG Level VI	\$1,250,000 and above	\$15,000 Low \$35,000 Medium \$60,000 High

[1] Adjusted Annual Income = ACA Funder Report Revenue Line 36 in CDP (*Total Unrestricted Revenue LESS In-Kind*).

[2] Maximum Grant Award cannot exceed 15% of an organization's adjusted annual income.

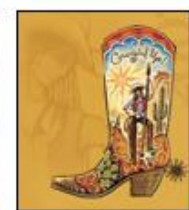
[3] Actual Grant Awards may be adjusted from baseline recommendations based on the availability of grant funds.



NASAA

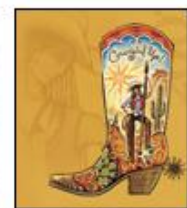


New Directions in Grant Making



Planning, Development, Rollout

- Timeframe
- Integrated constituent engagement
- By the way, new grants application system
- Happiness meter
- **Desired outcomes**



Before and After – TCA Grant Programs

BEFORE

16 grant programs



AFTER

4 grant programs

simplified application
reduced attachments
simplified reporting
aligned with State priorities
focus on arts organizations



Arts Create - Operational Grants



- For arts organizations with budgets of \$50,000+
- Provides operating support resulting in employment and arts programming
- Arts Create supports discipline-based organizations such as:
 - Art museums
 - Opera companies
 - Theaters
 - Local Arts Agencies
 - Art centers
 - Literary organizations
 - Presenters
 - Media arts groups
 - Dance companies
 - Minority based arts groups
- Two-year grants

Arts Respond - Project Grants



- For all arts organizations of any budget size
- Provides project support for arts-based programs
- Applications reviewed and awarded twice a year (Semi-Annual)
- Must align with one of these priority areas:
 - Economic Development
 - Education
 - Health and Human Services
 - Natural Resources and Agriculture
 - Public Safety and Criminal Justice



Arts Respond Priority Areas

State of Texas Priorities

- **Economic Development** projects use art to diversify the economy, generate revenue, and attract visitors
- **Education** projects use art in K-12 educational settings
- **Health and Human Services** projects use art to improve health or functioning, focus on health topics, and/or serve specific populations
- **Natural Resources and Agriculture** projects use art to understand and/or improve the ecological and agricultural environment
- **Public Safety and Criminal Justice** projects use art to prevent juvenile delinquency and recidivism, and focus on at-risk or incarcerated



Performance Support



- For Texas nonprofits, schools, colleges, and units of government
- Utilizes the Texas Touring Roster (125 artists):
 - Dancers
 - Folk Artists
 - Poets
 - Authors
 - Musicians
 - Theaters and Actors
 - Visual and Media Artists
 - Storytellers
- Provides professional artist fees to hire artists for performances
- Allows TCA to reach rural and underserved areas of the state
- Applications reviewed and awarded quarterly



Key Questions

- What is the best way for GCA to serve the state?
- What is the best way for us to use the funds that we have?
- What is our responsibility to the state as well as to artists and arts organizations in Georgia?
- What is our role in economic development for the state?
- How can we document the impact of our awards as well as the impact of the arts in the state?

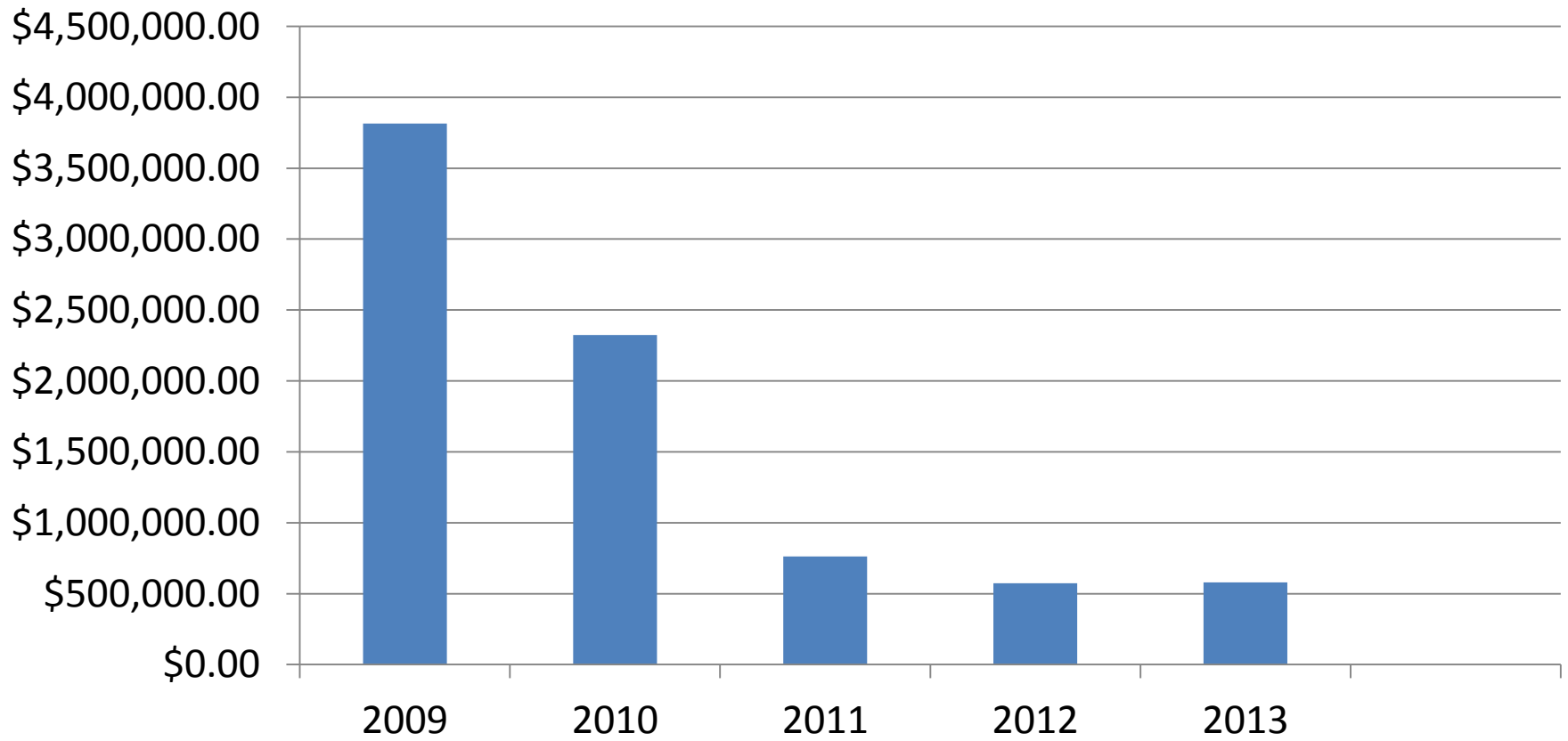


New Mission

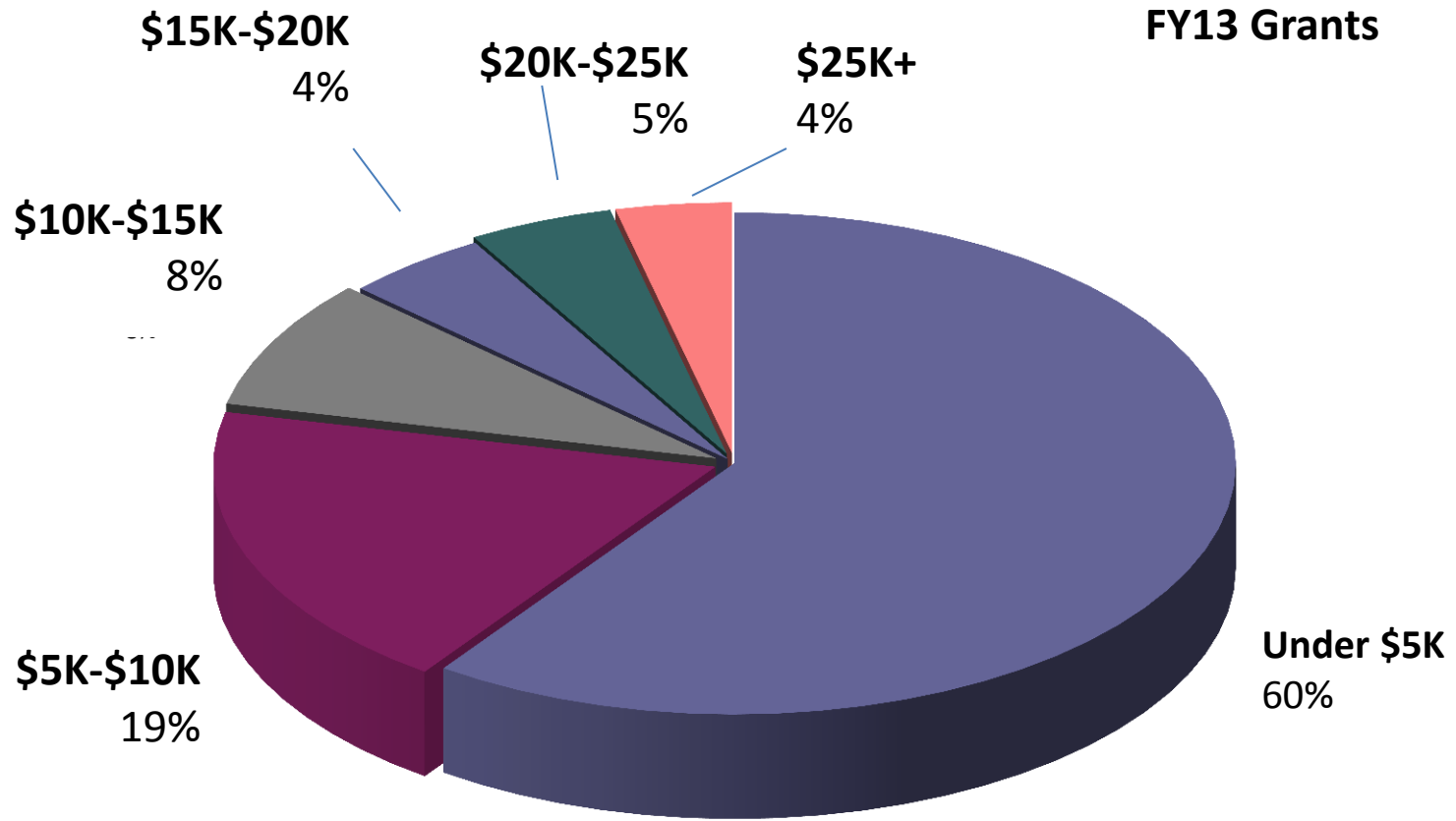
The mission of Georgia Council for the Arts is to cultivate the growth of vibrant, thriving Georgia communities through the arts



GCA State Allocation



FY13 Grant Distribution





New FY14 Grants

Partner Grant	Project Grant
General operating support	Project support
Max request- \$25,000	Max request- \$5,000
Open to arts organizations only	Open to <ul style="list-style-type: none"> • non-profits (including arts orgs.) • government entities • schools • colleges/universities

Implications of change?



Audience Questions

Use the “chat” box.

Resources

Follow-up email
www.nasaa-arts.org



Thanks for participating!

Questions or comments about this session? Contact Eric Giles,
Learning Services Manager (eric.giles@nasaa-arts.org).

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.