

# FY2021 Cultural Lou Recovery Grants Glossary



Derived from Arts & Culture Common Language written through the Collective Impact Pilot Study in partnership with Arts & Culture Alliance

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## Impact Terms

**21st Century Skills:** the learning and innovations skills that separates students who are prepared for increasingly complex life and work environments in the 21<sup>st</sup> century, and those who are not. A focus on creativity, critical thinking, communication and collaboration is essential to prepare students for the future.

For additional resources on 21<sup>st</sup> Century Skills, refer to Partnership for 21<sup>st</sup> Century Learning (P21) [Framework for 21<sup>st</sup> Century Learning](#).

**Academic Achievement:** a student's success in meeting short- or long-term goals in education, which could include mastery of a specific academic standard or learning objective, improving GPA, graduating high school college-and-career ready, earning a college degree, etc.

**Access:** arts, culture and creativity are fully integrated into daily life and accessible to everyone in every neighborhood, every day. More art for more people in more places.

**Adult Participant:** an individual aged 18 to 64 years: generally a person who is out of high school

**Advocacy:** the pursuit of **outcomes**, including public policy and resource allocation decisions within political, economic, and social spheres

**American Indian and Alaska Native:** a person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or **community attachment**

**Asian:** a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam

**Black or African American, Non-Hispanic:** a person having origins in any of the Black racial groups of Africa. It includes people who indicate their race as "Black or African American," or report entries such as African American, Kenyan, Nigerian, or Hattian

**Collaborator:** an individual, foundation, municipality, non-profit, or other entity that provides support or resources to facilitate arts and culture **offerings**; support or resources could be financial, paid, or in-kind support to arts and culture in the form of a donation or gift, grant, professional service, or volunteer service

**Community Attachment:** the ties and connection people form to a particular location or group of people



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**Consumer:** an individual who observes or participates in arts and culture, such as attending a [performance](#) or [exhibit](#), reading a book, seeing a movie, viewing public art, participating in a [workshop](#) or [residency](#)

**Creative Industries:** arts-centric businesses that range from nonprofit museums, symphonies, and theatres to for-profit film, architecture, and advertising companies; businesses involved in the production or distribution of the arts

**Creator:** an individual, group or organization who pursues artistic and creative expression and/or education. Creators can be describe as any of the following:

- A creator whose main income is derived from arts and culture
- A creator who receives income from arts and culture, but whose income is not derived primarily from arts and culture
- A creator of any age enrolled in arts and culture pre-professional coursework or training
- A creator who engages in arts and culture for pleasure, learning, and/or expression and derives no income from arts and culture

**Cultivation:** [Greater Louisville](#) is a magnet for artists and creative professionals, where arts and culture organizations and [creative industries](#), both institutional and emerging, are thriving

**Direct Consumer:** an individual who intentionally observes or participates in an arts and culture [offering](#), such as attending a [performance](#) or visiting an [exhibit](#) or taking a [workshop](#), but not is engaged in the creation of arts and culture

**Diverse Populations:** people of varying races/ethnicities, ages, disabilities, sexual orientations, genders, gender identities, socioeconomic statuses, geographies, citizenship statuses, religions, etc.

**Early Childhood Participant:** an individual aged birth to 5 years; generally a child not yet in Kindergarten

**Education:** every child in our community has the opportunity to experience and participate in arts and culture through [offerings in-school](#), [out-of-school](#), and with their families

**Exhibition:** an arts and culture [offering](#) that is a display of art or culture in a designated space, such as a museum or gallery, or a space that is made accessible to the public; can be led by a guide or self-guided

**Extraordinary:** an organization that is extraordinary, providing exciting, unignorable, nationally- and regionally-recognized [offerings](#) that attract talent and attention to [Greater Louisville](#)

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**Equity, Diversity & Inclusion:** an organization that is equitable and inclusive, intentionally serving and telling the stories of **diverse** and traditionally underrepresented and underserved populations.

**Imagine Greater Louisville 2020** priority area statement: cultural equity is leading the way to a more equitable, **diverse** and inclusive community improving the social equity and cultural vitality of the region

**Essential:** an organization that is essential to **Greater Louisville**, building a thriving community by driving educational **outcomes**, **access** to the arts, and economic activity

**Full-Time Equivalent Jobs Generated:** The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two half-time employees, etc. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

**Government Revenue Generated:** The total dollars received by your local and state governments as a result of the expenditures made by your arts and cultural organization and/or its audiences. Government revenue includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

**Greater Louisville:** Bullitt, Jefferson, Oldham, Shelby and Spencer counties in Kentucky; Clark, Floyd and Harrison counties in Indiana

**Hispanic or Latino:** a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race

**Household Income Generated:** The total dollars paid to community residents as a result of the expenditures made by your arts and cultural organization and/or its audiences. Household income includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

**Imagine Greater Louisville 2020:** a community-based plan that outlines how arts and culture have the power to transform the **Greater Louisville** region, to help advance a more competitive, economically stronger, more educated, creative and compassionate **Greater Louisville**

**Individuals with Disabilities:** people who have a physical or mental impairment that substantially limits one or more major life activity

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**In-School Time:** the time during which school is held when the school year is in session

**Installation:** an arts and culture **offering** that is one or more works of art that is displayed for public consumption, such as public art, art that is not part of a curated **exhibition**

**Local:** occurring in or deriving from **Greater Louisville**

**Location:** an arts and culture **offering** can take place at a designated arts and culture venue (i.e., theatre, museum, music hall, amphitheater, or gallery) or an informal **location** (i.e., community center, school, library, park, business, or other gathering place)

Example of how to calculate **Total # of Locations where Offerings were Provided:**

Annually, ABC Theatre's **productions** are staged at two theatres and one community center. The summer festival the theatre attends each year occurs in a park. Last year, ABC Theatre conducted 25 **workshops**: one school received 3 **workshops**; one school received 2 **workshops**; and 20 schools each received 1 **workshop**. Last year, ABC Theatre served 26 **locations**.

2 theatres  
1 community center  
1 park  
22 schools  
26 **locations**

**Multi-Session Learning Offering:** an arts and culture **offering** that is led by a professional **creator** that takes place over multiple sessions with the goal of accomplishing deeper learning

**Native Hawaiian or Other Pacific Islander:** a person having origins in any of the peoples of Hawaii, Guan, Samoa, or other Pacific Islands

**Non-Local:** occurring in or deriving from outside of **Greater Louisville**

**Non-Paying Participant:** a **creator** or **consumer** who experiences arts and culture at no cost to them, such as attending a free **performance**, **special event**, or **workshop**

Example of how to calculate **Total # of Non-Paying Participants:**

ABC Theatre gives 25 free tickets to a local school for each of its 24 **performances**. The summer festival where ABC Theatre performs is free to the public. ABC Theatre estimates that there 200 people in the audience for its **performance** at the festival. As a service to the community, ABC Theatre



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provided 5 **workshops** to schools at no cost to the school. Each **workshop** serves 25 students.

|  |                                    |
|--|------------------------------------|
| 24 <b>performances</b> x 25 free tickets = | 600 <b>non-paying participants</b> |
| 1 <b>performance</b> x 200 people =        | 200 <b>non-paying participants</b> |
| 5 <b>workshops</b> x 25 students =         | 125 <b>non-paying participants</b> |
| TOTAL                                      | 925 <b>non-paying participants</b> |

**Offering:** the opportunity for an individual to participate in arts and culture as a **creator** or **consumer**; arts and culture **offerings** encompass varying levels of skill and engagement and occur at varying **locations**.

Example of how to calculate the **Total # of Offerings Provided:**

Annually, ABC Theatre includes 4 **productions** in its season. Each **production** includes 4 **performances**. Additionally, ABC Theatre attends a **special event** (summer theatre festival), where it performs a play. Every school year, ABC theatre offers a **workshop** to local schools. The **workshop** is given 25 times. In total, ABC Theatre provides 50 **offerings** each year.

|   |                     |
|---|---------------------|
| 6 <b>productions</b> x 4 <b>performances</b> =  | 24 <b>offerings</b> |
| 1 <b>special event</b> x 1 <b>performance</b> = | 1 <b>offering</b>   |
| 1 <b>workshop</b> x 25 =                        | 25 <b>offerings</b> |
| TOTAL   | 50 <b>offerings</b> |

**Older Adult:** an individual aged 65 or older

**One-Time Learning Offering:** an arts and culture **offering** that is a led by a professional **creator**, is one session in length with the goal of achieving a learning objective

**Organizational Capacity & Sustainability:** an organization that:

- Demonstrates strong plans for maintaining sustainable operations in FY2021, and beyond, so that it may recover from COVID-19 and rebuild a thriving, vibrant, inclusive, and equitable community for all.
- Is looking for opportunities for new collaborations, shared services, and strategic alliances that could result in cost savings and/or revenue generation across the sector.

**Other Ethnic Origin or Race:** includes all other responses not included in the “Hispanic or Latino,” “White,” “Black or African American.” “American Indian or Alaska Native,” “Asian,” and “Native Hawaiian or Other Pacific Islander” ethnic origin or race categories. People reporting entries such as “multiracial,” “mixed,” or “interracial” are included in this category.

**Outcome:** the benefit or change for individuals or populations during or after participating in an experience



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**Out-of-School Time:** before or after school hours or during summer and other holiday or school vacations

**Participant:** an individual who engages in arts and culture

**Passive Consumer:** an individual who is exposed to arts and culture but does not directly engage in arts and culture, such as passing public art in a park or in an airport

**Paying Participant:** a **creator** or **consumer** who pays money to experience arts and culture, such as purchasing a ticket or product or paying tuition or admission for a **workshop** or **training**

Example of how to calculate **Total # of Paying Participants:**

ABC Theatre sell 100 full-price tickets and 15 discounted tickets for each of its 24 **performances**. 20 of the theatre's school **workshops** were paid for by the schools who received them (either through a grant that the school received or with funds from the school budget) or by a donor gift to ABC Theatre. Each **workshop** serves 25 students.

|   |                                  |
|---|----------------------------------|
| 24 <b>performances</b> x 100 full price tickets = | 2,400 <b>paying participants</b> |
| 24 <b>performances</b> x 15 discounted tickets =  | 360 <b>paying participants</b>   |
| 20 <b>workshops</b> x 25 students =               | 500 <b>paying participants</b>   |
| TOTAL   | 3,260 <b>paying participants</b> |

**Performance:** an arts and culture **offering** that is a single staging, presentation, and/or showing of theatre, dance, film, spoken word, storytelling, and/or music

**Presentation or Lecture:** an arts and culture **offering** that is a one-session educational talk

**Production:** an arts and culture **offering** that is any work of theatre, dance, film, spoken word, storytelling or music that is performed and/or presented

**Promotion:** **Greater Louisville** is recognized nationally and internationally as a leading city of arts and culture attracting talent to live and work here and tourists to stay and play

**Residency or Series:** a multi-session arts and culture **offering** that is hands-on, led by a professional **creator**, and is designed to teach a specific skill(s) or concept(s)

**Special Event:** an arts and culture **offering** that is an organized event with the specific intent of raising funds, generating income for **creators**, promoting, or increasing access to and awareness of arts and culture; this includes but is not limited to trolley hops, festivals, resource fairs, etc.



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**Special Population:** a disadvantaged group, such as individuals with disabilities, individuals living in institutions, low-income individuals, individual with limited English proficiency, individuals of color, individuals identifying as LGBTQ, etc.

**Total Expenditures Generated:** The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

**Total Number of Experiences:** the total number of participants served by your organization.

Example of how to calculate **Total # of Experiences:**

Last year, ABC Theatre engaged 3,000 **participants** in **workshops**, 42,000 **participants** at **performances**, and 1,000 **participants** at **special events**. In total, ABC Theatre provided 46,000 **experiences**.

|                        |                                  |
|------------------------|----------------------------------|
| Workshops:             | 3,000 <b>participants</b>        |
| Performances:          | 42,000 <b>participants</b>       |
| <u>Special Events:</u> | <u>1,000 <b>participants</b></u> |
|                        | 46,000 <b>total experiences</b>  |

**Please Note:** **Total number of experiences** can include an individual who is counted multiple times over the course of the year. For example, the same **participant** could attend a **workshop**, a **performance**, and an **exhibit** throughout the year. This **participant** will have engaged in three experiences total.

**Training:** a multi-session arts and culture **offering** for **creators** of any age that is regularly occurring and long-term with the goal of improving or advancing their arts and culture skills and/or knowledge

**White, Non-Hispanic:** a person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as “White” or report entries such as Irish, German, Italian, Lebanese, Arab, Moroccan, or Caucasian. People who do not report being of Hispanic origin.

**Workshop:** a one-session, hands-on arts and culture **offering** led by a professional **creator** and is designed to teach a specific skill or concept

**Youth Participant:** an individual aged 6 to 17 years; generally a person in grades Kindergarten through 12

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## Financial Terms

**Caution:** organization has a deficit within 10% of total **operating revenue** averaged over three years

**Contributions for Capital Purposes:** contributions specifically identified/restricted (and released) for items that are additions to property, plant and equipment

**Corporate Contributions:** gifts and grants from corporations including partnership gifts; program and exhibit sponsorships and memberships. Excludes contributions for items that are additions to property, plant and equipment.

**Current Assets:** typically include cash and cash equivalents, grants and pledges receivable (current portion), prepaid expenses, other assets, operating investments (level 1 and 2) and board designated endowment funds (level 1 and 2).

**Current Liabilities:** typically include accounts payable, current portion of long-term liabilities (including leases), accrued liabilities and deferred revenue.

**Current Ratio:** current Assets divided by Current Liabilities. Determines the organization's ability to pay current debt using current assets. Ideally, this number should approach 2, which indicates ample short-term liquidity to reduce the need to borrow or sell assets.

**Foundation Contributions:** gifts and grants from local and national foundations including partnership gifts; program and exhibit sponsorships and memberships. Excludes contributions for items that are additions to property, plant and equipment.

**Full Time Equivalent:** at least one staff or contract person that is paid for 40 hours of work per week; for example, an organization could employ two 20-hour per week individuals

**Fund for the Arts Grant:** total unrestricted and restricted grants received from Fund for the Arts for support of operations and programs. This should not include partnership gifts or contributions for items that are additions to property, plant and equipment.

**Government Grants:** Kentucky Arts Council, other Kentucky state, local government, national government

**Individual Contributions:** gifts and grants from individuals including partnership gifts; program and exhibit sponsorships and memberships. Excludes contributions for items that are additions to property, plant and equipment.

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**Investment/Endowment Income for Operations:** investment income is income earned on checking, savings and investments of unrestricted operating assets (excluding unrealized gains and losses and including realized gains and losses). Endowment income is either the board approved spending rate or the actual amounts available for operations.

**Operating Revenue:** total unrestricted revenue (per audited financial statements or Form 990-EZ Line 9/Form 990 Line 12), less in-kind, less unrealized capital gains and losses, less contributions utilized for capital purposes, plus transfers from endowments for operating purposes.

**Other Admission/Performance Income:** admission fees and performance income not reported elsewhere

**Pass:** organization maintained a balanced budget averaged over three years

**Probationary:** organization has a deficit of more than 10% of total **operating revenue** averaged over three years or within 10% for more than three years

**Rental Income:** gross revenue from facility rentals, parking, etc.

**Sales to Public, net:** sales of gift shop, concessions, catering, etc. net of direct expenses

**Season Tickets/Admissions, Single Ticket/Admission, Group Sales:** all ticket sales revenue properly classified

**Special Events Income, net:** all revenue and direct expenses related to fundraising events

**Transfer from Internal Endowment for Operations:** amounts reported in Total **Operating Revenue** for Fund for the Arts determination that represent agreed upon transfer from internal endowment to operations that are not reported for audited statement purposes

**Tuition/Fees:** tuition and fees charged for classes and/or camps including material fee charges

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## Application Review Terms

**Exemplary:** the applicant has provided overwhelming evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of [Imagine Greater Louisville 2020](#)

**Good:** the applicant has provided sufficient evidence through the application demonstrating the organization has the capacity and the programming to drive impact in support of [Imagine Greater Louisville 2020](#)

**Needs Work:** the applicant has provided little evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact of support of [Imagine Greater Louisville 2020](#)

**Strong:** the applicant has provided strong evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of [Imagine Greater Louisville 2020](#)

**Weak:** the applicant has provided very limited evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact in support of [Imagine Greater Louisville 2020](#)