



Sustaining Impact Grants

Glossary

FY2023-2024

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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 innovation skills that separate students who are prepared for increasingly complex life and work environments in the 21st 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 21st Century Skills, refer to Partnership for 21st Century Learning (P21) [Framework for 21st 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**.

Artistic Area: artist communities; arts education; dance; design; folk & traditional arts; literary arts; media arts; museums; music; musical theater; opera; presenting & multidisciplinary arts; theater; and visual arts.

Asian or Asian American: 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.

BIPOC: Acronym for "Black, Indigenous, and People of Color".

Board Leadership: Board members who, for example, are members of an Executive Committee or lead or chair board sub-committees.

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



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

Community Impact: an organization's ability to maximize its capacity to support the community priorities of **Imagine Greater Louisville 2020/2025**.

Consumer: an individual who observes or participates in arts, such as attending a **performance** or **exhibit**, reading a book, seeing a movie, experiencing art in public places, participating in a **workshop** or **residency**.

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

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

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

Cultivation: **Greater Louisville** is a magnet for artists and creative professionals, where arts organizations and **creative industries**, both institutional and emerging, are thriving.

Direct Consumer: an individual who intentionally observes or participates in an arts **offering**, such as attending a **performance** or visiting an **exhibit** or taking a **workshop** but is not engaged in the creation of arts.

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 through **offerings in-school**, **out-of-school**, and with their families.

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



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Imagine Greater Louisville 2020/2025 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.

Exhibition: an arts **offering** that is a display of art 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 exceptional, providing exciting, unignorable, nationally and regionally recognized **offerings** that attract talent and attention to **Greater Louisville**.

Female: an individual who perceives themselves and calls themselves female.

Foreign Born: anyone who is not a US citizen at birth. This includes naturalized US citizens, lawful permanent residents (immigrants), temporary migrants (such as foreign students), humanitarian migrants (such as refugees and asylees), and unauthorized migrants.

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 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.

Funding Level: Sustaining Impact Grants have three funding levels:

- **Level 1**: Nonprofit arts organizations with **operating revenues** of \$300,000 and below, averaged over the previous three fiscal years.
- **Level 2**: Nonprofit arts organizations with **operating revenues** between \$300,001 and \$1 million, averaged over the previous three fiscal years.
- **Level 3**: Nonprofit arts organizations with **operating revenues** above \$1 million, averaged over the previous three fiscal years.

Gender Identity: One's innermost concept of self as male, female, a blend of both or neither – how individuals perceive themselves and what they call themselves. One's gender identity can be the same or different from their sex assigned at birth.

Government Revenue Generated: The total dollars received by your local and state governments as a result of the expenditures made by your arts 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, school districts, and other special districts.



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Greater Louisville: Fund for the Arts Sustaining Impact Grants support the following counties in Greater Louisville: Bullitt, Jefferson, Oldham, Shelby, and Spencer counties in Kentucky; Clark, Floyd, and Harrison counties in Indiana.

Hispanic or Latino/a: 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 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 2020/2025: 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.

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

Installation: an arts **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**.

LGBTQ: an acronym for “lesbian, gay, bisexual, transgender and queer”.

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

Location: an arts **offering** can take place at a designated arts venue (i.e., theater, 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
<u>22 schools</u>
TOTAL 26 locations

Male: an individual who perceives themselves and calls themselves male.



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Multi-Session Learning Offering: an arts **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.

Nonbinary/Gender Nonconforming: An adjective describing a person who does not identify exclusively as a male or a female. Nonbinary people may identify as being both a male and a female, somewhere in between, or as falling completely outside these categories. While many also identify as transgender, not all nonbinary people do. Nonbinary can also be used as an umbrella term encompassing identities such as agender, bigender, genderqueer, or genderfluid.

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

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

Offering: the opportunity for an individual to participate in arts and culture as a **creator** or **consumer**; arts **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 productions x 4 performances =	24 offerings
1 special event x 1 performance =	1 offering
1 workshop x 25 =	25 offerings
TOTAL	50 offerings

Older Adult: an individual aged 65 or older.



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One-Time Learning Offering: an arts **offering** that is 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 FY2023-2024, and beyond, so that it may recover from COVID-19 and rebuild a thriving, 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.

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.

Passive Consumer: an individual who is exposed to arts but does not directly engage in arts, such as passing art in public places.

Paying Participant: a **creator** or **consumer** who pays money to experience arts, 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 sells 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 performances x 100 full price tickets =	2,400 paying participants
24 performances x 15 discounted tickets =	360 paying participants
20 workshops x 25 students =	500 paying participants
TOTAL	3,260 paying participants

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

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

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



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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.

Refugee: a person outside his or her country of nationality who is unable or unwilling to return to his or her country of nationality because of persecution or a well-founded fear of persecution on account of race, religion, nationality, membership in a particular social group, or political opinion.

Residency or Series: a multi-session arts **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 **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; this includes but is not limited to trolley hops, festivals, resource fairs, etc.

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.

Staff Leadership: staff members who make important decisions; for example, department heads, director level staff members, and above.

Total Expenditures Generated: the total dollars spent by your nonprofit arts 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 participants
Performances:	42,000 participants
Special Events:	1,000 participants
TOTAL	46,000 total experiences

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 in total.

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



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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 **offering** led by a professional **creator** and is designed to teach a specific skill or concept.

Young Adult: an individual aged 18 to 40 years old.

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 2** and **Level 3**) and board designated endowment funds (**Level 2** and **Level 3**).

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, programs, and projects. This should not include partnership gifts or contributions for items that are additions to property, plant, and equipment.

Government Grants: local, state, and federal government grants, for example, External Agency Fund, Neighborhood Development Fund, Kentucky Arts Council, and National Endowment for the Arts.

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.

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.



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Level 1 Organization: nonprofit arts organizations with **operating revenues** of \$300,000 and below, averaged over the previous three fiscal years.

Level 2 Organization: nonprofit arts organizations with **operating revenues** between \$300,001 and \$1 million, averaged over the previous three fiscal years.

Level 3 Organization: nonprofit arts organizations with **operating revenues** above \$1 million, averaged over the previous three fiscal years.

Operating Revenue: total unrestricted revenue (per audited financial statements for **Level 2 & 3** or Form 990-EZ Line 9/Form 990 Line 12 for **Level 1**), 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.

Good: the applicant has provided sufficient evidence through the application demonstrating the organization has the capacity and the programming to drive impact.

Needs Work: the applicant has provided little evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact.

Strong: the applicant has provided strong evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact.

Weak: the applicant has provided very limited evidence throughout the application demonstrating the organization has the capacity and the programming to drive impact.