



IMPACT GLOSSARY

21st Century Skills

A broad set of knowledge, skills, work habits, and character traits that are believed — by educators, school reformers, college professors, employers, and others — to be critically important to success in today's world, particularly in collegiate programs and contemporary careers and workplaces

Activity

Actions taken or work performed by your organization (Activities should be broad, but meaningful. For example, if you are a performing arts organization and your educational programming consists of student matinees twice a week and a 3-day in-school workshop, those would be two separate activities rather than one. But you would not list your Tuesday and Thursday matinees as separate activities.)

Arts Experiences

The full spectrum of offerings by arts organizations available to the general public

Arts Integration*

An approach to teaching in which students engage in a creative process which connects an art form and another subject area and meets learning objectives in both (integrating the arts into a math class would be an example of arts integration).

Arts Enrichment*

The arts are used as a device or strategy to support learning. In the simplest terms, this is arts education that is arts for art's sake (inviting a school to attend a play would be arts enrichment).

Community*

Communities can mean many things, but for our purposes, we are interested in geographic communities. For consistency, please communicate your communities served by zip codes. If you are measuring geographic communities in another way, please let us know.

Community Engagement

Community Engagement in the arts is a variety of programming, performances, events, and activities which leverage art to engage community members in cultural, social and economic development. These activities will most likely occur outside of your location, recognizing there may be some exceptions. For an event or activity to be considered community engagement within your space, it must be purposeful and above and beyond your normal programming. Community engagement activities must be low-cost (under \$10 per person) or free to attend. Do not include activities that took place outside of the region or with people from outside of the region.

Cross Cultural Understanding

Knowledge and appreciation of the characteristics, values, beliefs and behaviors of other cultures

Economy

Refers to conditions of prosperity which contribute to a thriving quality of life, rather than traditional economic impact indicators

Equitable Access

Additional services are provided and/or actual or potential barriers are removed so that all individuals have equal opportunity to take full advantage of available arts opportunities

Extraordinary

Experiences in the arts that are out of the ordinary, could not necessarily be found in other places, or that are otherwise seen as fresh and innovative – helping to differentiate our region through the arts

Low Price Arts Opportunity*

Arts events, experiences, or activities that cost less than \$10 per person.

Meaningful Arts Education Opportunities

Varied arts learning experiences for youth provided both inside and outside of the school environment, including learning and creating art with teaching artists, experiencing art created or presented by professional artists, and integrating the arts into the learning of other subjects

New Applicant

An organization not currently receiving funding through ArtsWave's Sustaining Impact grant program.

Other Arts Education

Arts Education activities that take place outside of the school day (after school, before school, weekend) OR that are coordinated by someone other than a school (summer camp, boy/girl scouts, etc...). Arts education activities that do not fit the definition of School-Based Arts Education (see definition) would be included in Other Arts Education.

Outcomes

Answer the questions: "What difference did the activity make?" and "What does success look like for this activity?"; can be qualitative or quantitative

Patrons*

All people reached. Paid audience members AND non-paid audience members. DO include participation numbers from community engagement activities. DO NOT include arts education activities. For ArtsWave's purposes, patrons do not mean donors.

Racially/Culturally Diverse Arts Opportunities*

Arts experiences, events, and activities that primarily feature artists and/or serve audiences that are racially/culturally diverse (non-white).

Region*

As defined by the United States Census, the 15 counties in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana that comprise the Cincinnati-Middletown, OH-KY-IN Metropolitan Statistical Area, including Brown, Butler, Clermont, Hamilton and Warren Counties in Ohio; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton Counties in Kentucky; and Dearborn, Ohio and Union Counties in Indiana

School-Based Arts Education

School-Based Arts Education must be coordinated by a school AND occur during the school day. The activity can take place either at the school, your location or another location in the community. Do not include activities with schools outside the region.

Teaching Artist*

A teaching artist is a practicing professional artist with the complementary skills and sensibilities of an educator, who engages people in learning experiences in, through, and about the arts. For ArtsWave's reporting purposes, teaching artists can be paid contractors, paid employees or volunteers.

Underserved

Those individuals and groups who by virtue of prioritization, interest, geography, economics, or other barriers have disproportionately less access to arts opportunities than others

Young Professional*

People in the workforce under the age of 40.

Youth*

Persons aged 0-18 years

**Definitions with asterisks are relevant to the Outcomes data collection.*

FINANCIAL GLOSSARY

ArtsWave Grant(s)

Total restricted and unrestricted grants received from ArtsWave for support of operations. This should include endowment income from ArtsWave's Alter and Mid-Sized Arts Organization endowments.

Government Grants

OAC, IMLS, City of Cincinnati, etc. grants (exclusive of services-required grants)

Contributions/Sponsorships/Memberships

Gifts and grants (exclusive of ArtsWave and government grants) from individuals, corporations and trusts/foundations; program and exhibit sponsorships; and memberships.

Admission/Performance Income

Ticket sales, admission fees, and performance commissions/fees.

Tuition

Fees charged for classes and/or camps.

Sales to Public

Gross sales of gift shop, facility rentals, concessions, catering, parking, etc.

Investment/Endowment Income

Investment income is income earned on checking, savings and investments of unrestricted operating assets (excluding unrealized gains and losses but inclusive of realized gains and losses). Endowment income is either the board approved spending rate or the actual dividend and interest income earned if an organization does not have a spending policy. Endowment income should include endowment income on Funds Held for the Benefit of or Funds Held in Trust by ArtsWave.

Special Events Income, net

All revenue and direct expenses related to fundraising events

Artistic Expenses

Includes artistic director, curators, individual performers and artists, exhibit contributors and speakers, guest lecturers, exhibit installation costs, contract services (including orchestra fees),

artist lodging/housing, art transportation and art insurance. The salaries and benefits of individuals fulfilling these roles should be included.

Programming

Performance and non-exhibit related costs, such as set design and construction, costumes, non-capitalized publication costs, hall rental, stage crew, and educational programming costs. The salaries and benefits of individuals working on performances and exhibits should be included.

Marketing/Promotion

Includes all advertising, design and promotional expenses as well as the costs associated with visitor services and box office. The salaries and benefits of individuals working in advertising, design, promotion, visitor services and box office should be included.

Development

Includes all expenses the development office controls. The salaries and benefits of individuals working in the development department should be included.

Merchandising/Concessions

The direct cost of goods sold as well as all other costs related to the operations of the gift shop, facility rentals, concessions, catering, parking etc. These other costs would include the salaries/benefits of individuals working in these departments, rent of such facilities, supplies, management fees, etc.

Facilities

Operating costs of facilities and physical plant, such as utilities, general maintenance, maintenance personnel, office rent, security, grounds keeping and cleaning, etc. The salaries and benefits of individuals working in the facilities and physical plant area should be included.

Administrative Expenses

Costs of all administrative departments including finance, information technology and communications, personnel, governance and executive management. The salaries and benefits of individuals working in these departments should be included.

Capital Improvements/Purchases with Operating Funds

Transfer of unrestricted operating assets made for items that are additions to property, plant and equipment, net of restricted funding. Transfer should always be out of operations and therefore treated as an expense.

Transfers (to)/from Board Designated Funds

Transfer of unrestricted operating assets (i.e., unexpected gifts or bequests, current year surplus, etc.) for investment in board designated endowment or reserves. (These types of items would reduce the bottom line.) Transfer from board designated endowment or reserves to operating assets (i.e., special project or bridge funding, operating deficits, additional draws from endowment beyond the board approved spending rate, etc.) (These types of items would increase the bottom line.)

Net surplus/ (deficit)

Total operating revenues less total operating expenses plus total transfers.

Current ratio (unrestricted)

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 obviate the need to borrow or sell assets.

- Example: \$100,000 in assets divided by \$50,000 in liabilities = 2

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

Current liabilities typically include accounts payable, current portion of long-term liabilities, accrued liabilities and deferred revenue.

Liquidity ratio (in # of months)

Assets Available within One year of Fiscal Year End for Operations divided by Expected Annual Operating Expenses times 12 months. Ideally this number should approach 6 months which can be another indicator of ample short-term liquidity.

- Example #1: \$50,000 in assets available within 1 year of fiscal year end / \$75,000 in expected annual operating expenses * 12 months = 8 months
- Example #2: \$25,000 in assets available within 1 year of fiscal year end / \$75,000 in expected annual operating expenses * 12 months = 4 months

Assets Available within One Year of Fiscal Year End for Operations typically include year-end cash and cash equivalents, accounts receivable, grants and pledges receivable (current portion), prepaid expenses, other assets, operating investments (level 1 and 2), board designated endowment funds (level 1 and 2) and temporarily restricted assets that will meet their restriction during the next 12 months.

Expected Annual Operating expenses should be the organization's budgeted annual expenses for the next fiscal year exclusive of depreciation.