



Attachment A: Program Outcome Information - Community Cultural Connections Grants

Agency Mission and Description:

ArtsBuild's mission is to galvanize broad participation in and widespread support for the arts. Since 1969 ArtsBuild, previously known as Allied Arts of Greater Chattanooga, has served as the catalyst and singular voice for the arts in our community. We provide general operating support for 14 of the city's major arts and cultural organizations. Additionally, ArtsBuild supports Chattanooga through arts education programs, raising awareness of the value of the arts through advocacy, and serving as the leader to assure successful implementation of *Imagine Chattanooga 20/20*, our community's long-range cultural plan.

Program Goal:

The Diversity section of *Imagine Chattanooga 20/20* suggests the following goal:

"To ensure that neighborhoods and underserved communities are better served, a special neighborhood arts and culture program should be developed that provides small grants for neighborhood and community cultural initiatives." The Community Cultural Connections (CCC) grants initiative aims to fulfill this goal by offering small grants (up to \$6000) to underserved populations including geographic, ethnic, age and individuals with disabilities. Applicant organizations are not required to have 501 (c)(3) nonprofit status, making the CCC grants available to a much larger and more diverse pool of institutions.

Outcome Objectives:

An outcome objective of the CCC grants is to provide greater accessibility to a diverse array of programs for people who might otherwise not be able to participate in arts programs. Examples of funded projects include: increasing accessibility to the language and imagery of ballet for African-Americans through exhibits, classes, and performances; funding an 11th street art project featuring 12 freestanding pillars painted by artists and community youth; the design, creation and publishing of a printed publication featuring art and poetry from the homeless community.

Priority Area Addressed:

The CCC program addresses our priority area that all community members, no matter their ethnic background, age, ability, or geographic location, should have access to the arts.

Means of Measurement:

We will measure the effectiveness of the CCC grant program through a final evaluation of the grant activities from the grantees. Grantees report on the number of program participants, provide surveys of participant's responses to the programs, and surveys of those who participate in the programs.



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Outcome Results:

We expect to increase underserved and culturally diverse audiences participating in arts programs within social service agencies, faith-based organizations, neighborhood associations, community centers, and senior centers throughout the community.

Comparative Information:

While there are similar programs in cities of comparable size to Chattanooga, we are not aware of any grant programs specifically addressing the arts in these types of organizations in the Chattanooga area.