



## Attachment A: Program Outcome Information - Operating Support

### 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 Cultural Partner's operating support grants are designed to provide stable operating funds for eligible and approved arts organizations with professional staff which have year-round, on-going programs that are vital to the cultural life of the community and that have demonstrated long-term viability. These grants are intended to supplement other revenue earned, contributed, and generated by the organization.

### Outcome Objectives:

ArtsBuild awards its operating support grants to assure balanced and diverse cultural programming for the community. In 2012 operating grants were awarded to 14 arts organizations to provide cultural services in music, dance, theatre, visual arts, and literature. Operating grants were awarded to support the missions of the cultural partner organizations. **These grants are in line with ArtsBuild's belief statements that the arts are for everyone; they should be used to enhance public celebrations and spaces; address social problems; educate our children; enhance our city's livability; and promote the city's economic development.**

### Priority Area Addressed:

This program meets our priority of strengthening the area's cultural life by fostering a vibrant and diverse array of arts and cultural activities across Chattanooga are communities. Below is a list of grantees and grant amounts for FY 2012-2013:

Arts and Education Council - \$35,000	Chattanooga History Center - \$28,000
Association of Visual Artists - \$38,000	Chattanooga Symphony & Opera - \$290,000
Ballet Tennessee - \$30,492	Chattanooga Theatre Centre - \$112,000
Bessie Smith Cultural Center - \$28,798	Choral Arts of Chattanooga - \$1,350
Chattanooga Ballet - \$39,000	Creative Discovery Museum - \$90,000
Chattanooga Boy's Choir - \$28,000	Hunter Museum of American Art - \$230,000
Chattanooga Girl's Choir - \$16,000	Shaking Ray Levi Society - \$3,671



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**Means of Measurement:**

Applicant organizations are evaluated on artistic integrity, organizational management, accessibility, and record of achievement/organization's effectiveness. See attached Operating Support application and evaluation form.

**Outcome Results:**

Aggressive branding and public relations activities are expected to result in increased audiences for the arts, increased programming for young people, increased outreach to underserved audiences, and financial stability for the city's arts organizations. These are outcomes that also relate to the goals of Imagine Chattanooga 20/20. In 2011-2012 the cumulative attendance of the organizations funded by ArtsBuild exceeded 727,040. We expect that attendance number to increase in the coming year.

**Comparative Information:**

ArtsBuild's grants allocation process is structured to provide the reviewers more detailed financial and program information while streamlining the process for efficiency and effectiveness. The Director of Grants and Initiatives directs the allocations process. He has served on allocation panels for the National Endowment for the Arts and the Tennessee Arts Commission.