

# ArtsHERE Webinar

WILL BEGIN SOON



# Welcome



# Q&A

To ask a question or review the questions posed by others watching the webinar, please use the Q&A button on the Zoom interface, which is located alongside your other Zoom controls, likely on the bottom of your screen.

# Accessibility

To enable captions, please select the “Captions” setting in your Zoom controls, which are likely on the bottom of your screen. To access captions in languages other than English, you must be using a Windows or Apple computer with Zoom Meeting Client version 5.11.2 or higher; language translation services are not available on mobile devices such as Android, iPhone, and tablets or Chromebooks.

# Maria Rosario Jackson, PhD

CHAIR, NATIONAL ENDOWMENT FOR THE ARTS





# ArtsHERE Overview

- Goals
- Program Components
- Application Process
- Question & Answer
- Regional Contacts

# ArtsHERE Goals

- Ensuring arts participation and access
- Promoting the well-being and resilience of people and communities
- Building capacity and infrastructure within the arts sector



## ArtsHERE

In the long-term, investments made through the ArtsHERE program will build grantees' capacity to sustain meaningful community engagement, and increase arts participation for underserved groups/communities.



# ArtsHERE Core Components

## BENEFITS TO GRANTEES

- Investment
  - Grants ranging from \$65,000 to \$130,000
  - No cost share/match requirements
- Learning
  - Monthly cohort sessions & coaching
  - Quarterly workshops
- Evaluation
  - Reports & Surveys



# How to Apply

## TWO-STEP APPLICATION PROCESS

- Part I - Statement of Interest
- Part II - Full Application by invitation only

# Eligibility

## THE FOLLOWING ENTITIES ARE ELIGIBLE TO APPLY

- Nonprofit, tax-exempt 501(c)(3), U.S. organizations
- Federally recognized tribal communities or tribes
- Non-federally recognized tribal communities or tribes that are also nonprofit, tax exempt 501(c)(3), U.S. organizations

# Part I - Statement of Interest

Statement of Interests must be submitted by  
January 19, 2024 by 11:59 PM ET

# Part I - Statement of Interest

## ARTISTIC EXCELLENCE & ARTISTIC MERIT

The organization's use of the arts in any discipline as a core component of consistently engaging its community or serving and/or reaching individuals whose opportunities to experience the arts are limited by race/ethnicity, economics, geography, or disability.

# Part I - Statement of Interest

## ARTISTIC EXCELLENCE & ARTISTIC MERIT REVIEW CRITERIA

- Organizational Capacity and Capacity-Building Project
- Alignment with ArtsHERE Commitment to Equity
- Engagement with Historically Underserved Communities

# Learning





## Technical Assistance

- Monthly cohort sessions (1.5-2 hrs)
- Monthly 1:1 meetings with an assigned coach (30- 60 min)
- Quarterly workshops with topic-based experts (1.5 hrs)



# Workshop Topics

- Fundraising
- Budgeting
- Marketing & Communications
- Diversity, Equity, Inclusion & Accessibility (DEIA)
- Community Engagement

# Capacity Building Activities

- Revision of Operational Policies/Systems
- Budgeting & Grants Management
- Strategies for Monitoring, Evaluation & Learning
- Financial Structures

# Evaluation



# ArtsHERE Evaluation

- The National Endowment for the Arts (NEA) will document and evaluate ArtsHERE to better understand the project activities supported through this program and how grantees approach their work.
- The evaluation will:
  - Examine the program's processes and outcomes.
  - Help ArtsHERE funders and service providers better respond to grantee needs and improve program delivery.
  - Identify lessons learned that will be shared with other arts funders, organizations, and cultural practitioners seeking to do similar work.
- The NEA will regularly share findings with grantees throughout the grant period.

# Expectations for Grantees

- All grantees are expected to complete:
  - Annual progress reports;
  - Final reports; and
  - Additional forms providing feedback on the initiative.
- Grantees may be asked to share program-related materials (e.g., flyers, publications).
- Selected grantees will be asked to participate in the following optional evaluation activities:
  - Case study interviews; and
  - Technical Working Group meetings
- Grantees may choose not to participate in optional evaluation activities or withdraw from them at any time without jeopardizing their grant award.
- Grantees participating in optional evaluation activities will be compensated for their time.

# Informed Consent

- Informed Consent Notice
  - Will be provided upon completion of Part 1-Submit Statement of Interest.
  - Alerts applicants that the program will be evaluated by the NEA and that grantees will receive more information about the evaluation upon the acceptance of a grant award.
  - Will ask your organization if the notice was read and understood.
- Informed Consent Form
  - Will be provided to grantees upon acceptance of a grant award.
  - Describes evaluation activities, approaches used, benefits and risks of participation, privacy, and more.
  - Will confirm whether your organization does or does not volunteer to be part of optional evaluation activities.

# ArtsHERE Evaluation Contact

Patricia Moore Shaffer, Ph.D.

Deputy Director, Research & Analysis

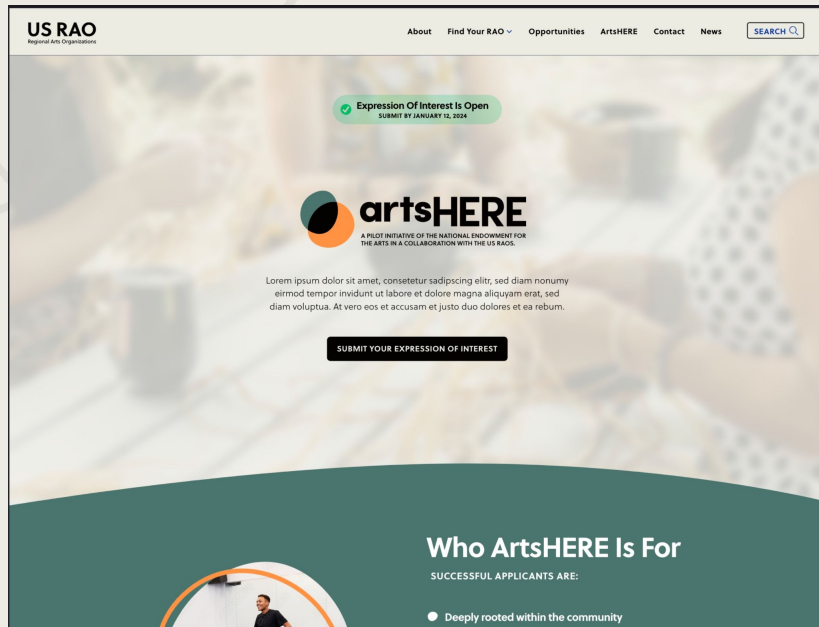
National Endowment for the Arts

[shafferp@arts.gov](mailto:shafferp@arts.gov)

# GO Smart Online Grant Portal







# Visit ArtsHERE.org

Before submitting your statement of interest for ArtsHERE, first visit ArtsHERE.org to read the guidelines and learn more about:

- Expectations
- Timeline
- Resources
- Regional Breakdown
- Contact Information

Application forms for ArtsHERE are hosted on GO Smart. Click any Apply Here button to go to [usregionalarts.gosmart.org](https://usregionalarts.gosmart.org).




usregionalarts.gosmart.org

US RAO  
Regional Arts Organizations

Create New Account  
Log In

Home Additional Resources

 artsHERE

## Welcome to the ArtsHERE Application Portal

Steps to Apply:

- 1) Read the eligibility and [guidelines](#).
- 2) [Register your organization](#) using the Create New Account button in the top right corner.

**Please note:** If you already have another GO Smart account, you will have to create a new account with a unique username specifically for ArtsHERE.

If you have already registered here, use your username and password to log in again.

- 3) Once logged in, select your Statement of Interest application based on your 990 organization location or federally or state recognized tribe location.
- 4) Submit the Statement of Interest by **January 19, 2024 by 11:59 PM EST.**

**Need help?**

Check out the **Additional Resources** menu above for the FAQ, applicant resources, and contact information.

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[Help Center](#)

# What to Expect at the GO Smart Application Portal

1. Review the homepage and Additional Resources.
2. Click Create New Account.
3. If you have registered at another gosmart.org site in the past, you must **register anew** at this gosmart.org site and you must use a **unique username**.

The screenshot shows the 'New Profile' page on the US RAO website. The page includes a header with the US RAO logo and navigation links. The main content area is titled 'New Profile' and contains instructions for creating an account. Below the instructions is a 'Terms & Conditions' section with a 'Print Agreement' link. The 'Terms & Conditions' section includes the text: 'GO SMART™ END USER TERMS AND CONDITIONS' and 'By clicking "Yes" to the "I agree" option in the Terms of Use dialog box, the user agrees that the following terms and conditions (the "Agreement") apply between user (defined below as the Applicant) and The Western States Arts Federation ("WESTAF"), a Colorado non-profit corporation, with respect to the Applicant's use of the Web Site and GO Smart Service, as defined below.' Below this text is a list of definitions, including '1. Certain Definitions. For purposes of this Agreement, the following definitions shall apply:' and '1. "Agreement" means this Agreement as agreed to and accepted by the Applicant's actions in clicking on the "I agree" option in the Terms of Use dialog box of the GO Smart Service.' and '2. "Application" means the information requested by a Licensee and provided by an Applicant concerning the Applicant's personal identifying information and relevant history, training, education, experience and Work Samples which are submitted by the Applicant to the Licensee through use of the GO Smart Service.' Below the definitions is a checkbox labeled 'By checking this box, you agree to the GO Smart Terms and Conditions.' Below the 'Terms & Conditions' section is a question 'Are you an individual or organization?' with two radio button options: 'Individual' and 'Organization'. The 'Organization' option is selected and highlighted with a red box. Below the question is a 'Primary Information' section with a 'Username' field and a 'Password' field. The 'Username' field has a note: 'Usernames must contain at least 5 characters, and cannot include spaces.' The 'Password' field has a note: 'Confirm Password: [required]'.

# Complete Registration Form

1. Agree to the terms of use.
2. Select **Organization** as account type.
3. The **primary grant contact** should be named in the profile.
4. Select the response that feels closest to accurate for **Organization Type** and **Discipline**; responses will not affect your application score.
5. Include organization **unique entity identifier (UEI)** if available.

# Locate and Begin Your Statement of Interest

1. Click on **Grant Applications & Forms**.
2. Scroll the page to locate the **Regional Arts Organization (RAO)** that houses the state where your organization files a **990** or where your **federally or state recognized tribe** primarily conducts its programming.
3. Click the **teal START** button to begin.
4. Click the **yellow EDIT** button if you are returning to an In Progress statement of interest.

The screenshot displays the USRAO website interface. At the top, the navigation bar includes 'Home', 'GR Profile', 'Grant Applications & Forms', and 'Additional Resources'. The main content area features three program listings, each enclosed in a red rectangular box:

- Arts Midwest - FOR INTERNAL REVIEW BY RAO STAFF**: Status: In Progress. Includes a 'START' button highlighted in yellow.
- Mid Atlantic Arts - PLACEHOLDER - NOT READY FOR REVIEW**: Includes a teal 'START' button.
- Mid-America Arts Alliance - PLACEHOLDER - NOT READY FOR REVIEW**: Includes a teal 'START' button.

Each listing contains a 'Program Description' with a map of the region, a 'Program Message', and a 'Dates & Options' section with a 'First Submission Deadline'.

Table of Contents



Eligibility

Regional Check - Arts Midwest

Organization Information

Organization Operations

Informed Consent Notice

Submission Page

## Eligibility

Organizations must meet the following requirements in order to be eligible for ArtsHERE funding.

1. They must be a 501(c)(3) nonprofit, federally recognized tribe, or a state recognized tribe organized as a 501(c)(3) nonprofit.
2. They must have three or more years of programming history. *"Programming" should include arts-related programs, or programs that utilize the arts as a core component of the program's delivery. Programming is not required to have taken place during consecutive years. "History" refers to any time an organization conducted its programming and does not require the organization to have been incorporated or receiving nonprofit, tax-exempt status during this entire time. Organizations that previously operated as a program of another institution may consider arts programming it carried out while part of that institution for its years of history.*

If you do not have the appropriate organizational structure or you have not completed at least 3 years of programming, your organization is not eligible for ArtsHERE funding. Please do not submit a statement of interest if your organization is not eligible.

What is the structure of your organization? *(required)*

A 501c3

How many years of programming history does your organization have? *(required)*

3-5 Years

Save Work

Save and Next

View PDF

# Complete the Questions of the Statement of Interest

1. Respond to all **required** questions.
2. Click **Save Work** to save your responses and keep working on the same page.
3. Click **Save and Next** to save and continue to the following page.
4. Save your In Progress statement of interest and **return to work on it** as many times as you like up until the deadline.

**Submission Page**

✓ You have met all requirements for Arts Midwest - TEMPLATE FOR INTERNAL REVIEW BY RAO STAFF.

Thank you for submitting your ArtsHERE statement of interest.

U.S. RAO staff will review your submission to ensure all eligibility requirements are met and send eligible applications to panelists.

**All applicants who submit a statement of interest will receive an update in March 2024.**

Please review your responses before clicking Save and Submit. **Once you have submitted, you will not be able to modify your submission.**

You can continue to modify your statement up until the deadline by clicking Save and Keep Working. Statements of interest must be submitted by 11:59 p.m. EST on January 19, 2024 and will close automatically at the deadline.

**Please note that staff and technical assistance is not available over the weekends or after 5 p.m. in their region's respective time zone.**

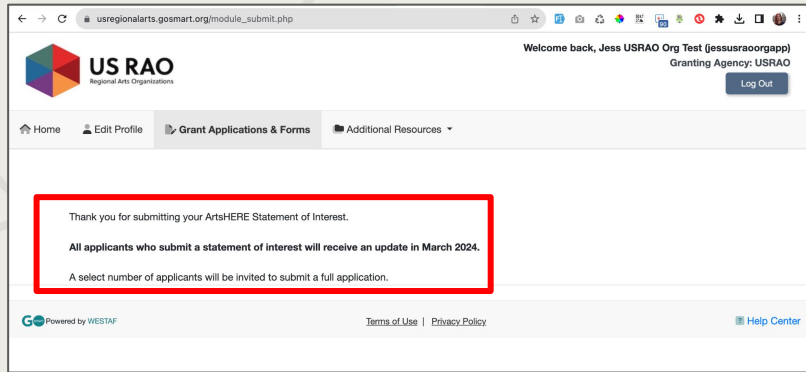
Are you ready to submit?

[Save and Keep Working](#) [Save and Submit](#)

[Previous](#) [View PDF](#)

# Review and Submit Your Completed Statement of Interest

1. Click **View PDF** to review the read-only version of your statement of interest.
2. Click **Save and Submit** to submit your statement of interest before 11:59 p.m. ET on January 19, 2024.
3. Statements **cannot be modified** after they are submitted.
4. **Do not submit more than one** statement of interest.



# Confirmation Message and Email

1. After submitting, you will see a one-time **confirmation message** and receive a **confirmation email**.
2. Avoid emails going to spam by **adding [noreply@gosmart.org](mailto:noreply@gosmart.org)** to your address book and use an email that is amenable to bulk emails sent from servers.

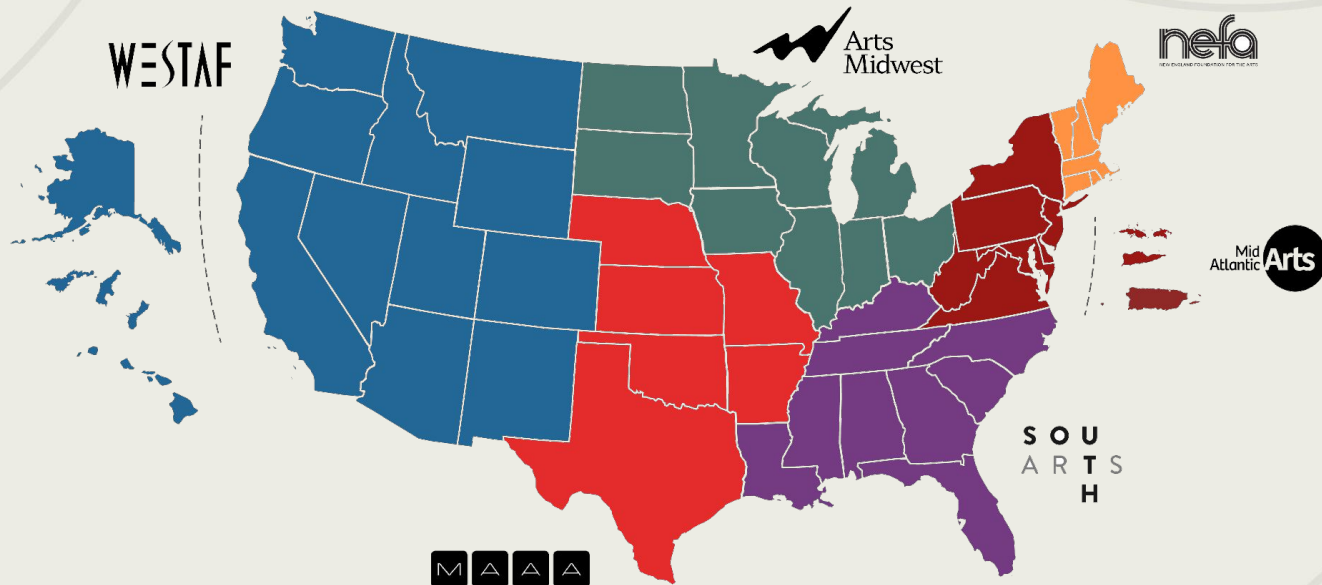
# Support

- For technical issues with the GO Smart application portal, email [artshere@gosmart.org](mailto:artshere@gosmart.org)
- For eligibility, narrative, or programmatic questions, visit ArtsHERE.org to find the contact for your region





# Regional Contacts



WESTAF

Arts  
Midwest

nefa  
www.nefa.org

Mid  
Atlantic  
Arts

SOUTH  
ARTS

M A A A  
MID-AMERICA ARTS ALLIANCE

arts  
HERE

arts  
HERE

# Arts Midwest



Holly Doll (She/Her/Hers)  
Program Manager  
612.238.8020  
artshere@artsmidwest.org



Torrie Allen (He/Him)  
President & CEO



# Mid Atlantic Arts



Leeann Wallett (She/Her/Hers)  
Program Director, Creativity in Community  
410.539.6656 x119  
artshere@midatlanticarts.org



Juan Souki (He/Him)  
Executive Director



# Mid-America Arts Alliance



Christine Bial (She/Her/Hers)  
Director, Arts and Humanities  
Grant Programs  
816.421.1388 x227  
artshere@maaa.org



Todd Stein (He/Him)  
President & Chief Executive Officer



# New England Foundation for the Arts



Audrey Seraphin (She/Her/Hers)  
Program Manager, Regional  
Grants and Initiatives  
617.865.1825  
artshere@nefa.org



Harold Steward (They/He)  
Executive Director



# South Arts



Aiyana Straughn (She/Her/Hers)  
Director, Arts Partnership  
404.874.7244 x111  
artshere@southarts.org



Suzette M. Surkamer (She/Her/Hers)  
President & CEO



# WESTAF



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artshere@westaf.org



Christian Gaines (He/Him)  
Executive Director



# Questions and Answers





