



## MCA Cultural Grants Glossary

**Accessibility** – opening existing programs, services, facilities, and activities to individuals with disabilities. Inclusiveness of persons with disabilities is addressed through staffing, mission, policy, budget, education, meetings and programs to ensure that audiences/participants have an equal range of opportunities.

**Admissions** – revenue derived from the sale of admissions, tickets, subscriptions, memberships, etc. for events attributable or prorated to the project.

**Applicant Cash** – funds from “applicant’s” present and/or anticipated resources that “applicant” plans to provide to proposed project. For general program support or total operating budget purposes, this line-item represents withdrawal from savings. This line item is often used to “balance the budget” when expenses exceed applicant’s ability to “pay the bills” for all expense items. If there are excess revenues, reduce this line item to zero or only the amount needed to balance the budget. Negative numbers cannot be used to balance the budget. “Applicant Cash” can also be money received in the current year, but prior to the beginning of the grant period.

**Artist** – an individual who creates or performs, on an ongoing basis, works of art within an artistic discipline (dance, folk arts, interdisciplinary, literature, media arts, music, theatre, or visual arts), and is pursuing it as a means of livelihood or for the highest level of professional recognition. Does not include beginning/amateur such as beginning students who are not yet seriously committed to the discipline or are life-long learners who are taking art classes. The total number of artists should reflect the number of professional artists that are directly involved in providing artistic services specifically identified with the grant.

**Artistic Excellence\***-The **artistic excellence** of the project includes the quality of the artists, organizations, arts education providers, works of art, and/or services that the project will involve and their relevance to the audience or communities being served.

**Artistic Merit\*** The **artistic merit** of the project includes the:

- Importance and appropriateness of the project to the organization’s mission, artistic field, artists, audience, community, and/or constituency.
- Ability to carry out the project based on such factors as the appropriateness of the budget, the quality and clarity of the project activities and goals, the resources involved, and the qualifications of the project’s personnel.
- Potential to serve and/or reach individuals whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability, as applicable.
- Appropriateness of proposed performance measurements. This includes, where relevant, measures to assess student and/or teacher learning in arts education.

- Plans for documentation and dissemination of the project results, as applicable.
- Evidence of direct compensation to artists, art collectives, and/or art workers.

\*as defined by the National Endowment for the Art

**Arts** – any and all artistic disciplines which include but are not limited to music, dance, drama, theatre programs, creative writing, literature, architecture, folk arts, visual arts, and media, and the execution and exhibition of other such allied major art forms.

**Authorizing Official** – name of person with authority to legally obligate the “Applicant”.

**Community** – the geographic area and/or constituents served by the applicant (for general program support requests) or by the proposal (for project requests).

**Community Organizations** – civil, social service and business groups that may be involved in the project of which funding is being requested. These may include science organizations, historical organizations, and organizations which serve diverse populations.

**Contact Person** – the person to contact for additional information about the application. The person with immediate responsibility for the project.

**Contracted Services Revenue** – revenue derived from fees earned through the sale of services (other than this grant request). Include sale of workshops etc. to other community organizations, government contracts for specific services, performance or residency fees, tuition, etc.

**Corporate Support** – cash support derived from contributions given for this project (other than this grant request) by businesses, corporations and corporate foundations, or a proportionate share of such contributions allocated to this project.

**Cultural** – includes the disciplines of dance, music, theatre, folk arts, visual arts, literature, media arts, interdisciplinary, multidisciplinary, and programs of museums.

**Cultural Equity** – Cultural equity embodies the values, policies, and practices that ensure that all people— including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

**Cultural Events** – includes different artistic, cultural, or educational activities which were produced or sponsored by the grantee, were open and accessible to the public, and took place within the grant period, i.e., performances, exhibits, rehearsals, workshops, classes, seminars, demonstrations, conferences, publications, or media broadcasts. Do not include strictly fund-raising/gala events. Note: to count number of events, only include the number of different events which were offered, i.e. a play performed ten times, or a museum exhibit running for three months, should each be counted as one event.

**Demographics** – statistical information relating to the characteristics of human populations, with reference to size, growth, density, distribution, and the purposes of the proposal, information on the economic base. Includes information (types and percentages) on the geographic service area of the applicant with respect to age groups, ethnic, and other diverse populations, types of employment, and the capacity for expansion or decline for both economic and population bases.

**Disability** – physical or mental impairment that substantially limits one or more major life activities.

**End Date** – the last date of fiscal activity in the project for which assistance is requested.

**Equipment** – all items which cost in excess of \$5,000 (per unit) and have a life expectancy of over one year.

**Exchange** – to take or give in return for something else, to provide or transfer goods or services for something of equal value, to take part in a mutual trade, to give and receive in a reciprocal manner.

**Foundation Support** – cash support derived from grants for this project (other than this grant request) by private foundations, or a proportionate share of such grants allocated to this project.

**General Program Support** – funding to assist underwriting general programming expenses (not for specific projects) of eligible organizations through a specific period. General program support funds may be used only for those programming expenses itemized on the grant proposal budget form. This type of funding is broad in scope. Panel review is more comprehensive and encompasses evaluation of all activities conducted by the applicant organization.

**Government Support Federal** – cash support derived from grants or appropriations given for this project (other than this grant request) by agencies of the federal government or proportionate share of such grants or appropriations allocated to this project.

**Government Support – Local/County** – cash support derived from grants or appropriations given for this project (other than this grant request) by city, county, in-state regional, and other local government agencies, or a proportionate share of such grants or appropriations allocated to this project. Applicants may include grants from the Ocala Municipal Arts Commission (OMAC) on this line item.

**Government Support – State/Regional** – cash support derived from grants or appropriations given for the project (other than this grant request) by agencies of the state government and/or multi-state consortiums of state agencies, or proportionate share of such grants or appropriations allocated this project.

**Grant Award** – the dollar amount of a grant award approved by Marion Cultural Alliance of a project, program, or general program support as outlined in the application.

**Grant Period** – the term in which the project, program or general program will be accomplished as set forth in the application by the start date and the end date.

**Grantee** – an organization receiving a grant award from the Marion Cultural Alliance.

**Individuals Participating** – the total number of individuals who are directly involved in the funded activity as artists, non-artist project participants or audience members between the grant or project start and end dates. Figures should encompass only those individuals directly affected or involved in the funded activity. For

General Operating Support, count artists, staff, audiences, and project participants directly involved with the organization's events and services within the given funding period; do not substitute the entire population of the geographic area served. For projects-related publications, report the number of persons using the materials or the number of copies actually distributed; do not substitute the total number of copies produced. For internet-based projects, report the number of unique users; do not substitute the number of "hits" or times the information was accessed.

**In-kind Contributions** – all non-cash contributions provided to the grantee and other non-federal parties. These contributions may be in the form of charges for real property and non-expendable personal property and the value of goods and services directly benefitting and specifically identifiable to the project or program. The basis for valuation of personal services, material, equipment, buildings, and land must be fair market value and be documented. This includes all such goods and services provided the grantee by a third party in lieu of a cash contribution. Note: Grant Proposal Budget: In-kind contributions may not exceed 25% of the total project costs.

**Marketing** – all costs for marketing/publicity/promotion specifically identified with the project. Do not include payments to individuals or firms which belong under "personnel", or "Outside Professional Services". Include costs of newspaper, radio, and television advertising, printing and mailing of brochures, fliers, posters, and rental spaces directly connected to promotion or advertising.

**Matching Funds** – the portion of the project costs not borne by the Marion Cultural Alliance grant. Matching funds shall amount to at least 50% of the project costs and may include up to 25% of project costs as in kind, unless specified in the Grant Award Agreement.

**Minority** – for the general purpose of the Marion Cultural Alliance grants program, a minority is a lawful, permanent resident of Florida who is one of the following: African American, Asian American, Native American, or a person with a disability. For the purpose of this grant, gender and religious affiliations are not basis for consideration as a minority.

**Other Private Support** – cash support derived from cash donations given for this project or a proportionate share of general donations allocated to this project. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from fundraising events.

**Other Revenue** – revenue derived from sources other than those listed above. Include catalog sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

**Outside Artistic Fees and Services** – payments to firms or persons for the services of individuals who are not normally considered employees of "Applicant", but consultants or the employees of other organizations, whose services are specifically identified with the project. Include all non-employee/non-staff individuals such as artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc.

**Outside Other Fees and Services** – payments to firms or persons for non-artistic services or individuals who are not normally considered employees of "Applicant", but consultants or employees of other organizations, whose services are specifically identified with the project.

**Personnel – Administrative** – payments for employee salaries, wages, fees, and benefits specifically identified with the project for executive and supervisory administrative staff, program directors, educational administrators, managing directors, business managers, press and agents, fundraisers, clerical staff such as secretaries, typists, bookkeepers, and support personnel such as maintenance and security staff, ushers, and other front-of-the-house and box office personnel.

**Personnel – Artistic** – payments for employee salaries, wages, fees, and benefits specifically identified with the project for artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, musicians, teachers, instructors, puppeteers, etc.

**Personnel – Technical/production** – payments for employee salaries, wages, and benefits specifically identified with the project, for technical management and staff, such as technical directors, wardrobe, lighting and sound crews. Stage managers, stagehands, video and film technicians, exhibit preparatory, and installers, etc.

**Presenter (Sponsor)** – an organization that is in the business of presenting professional performing artists or arts groups to the public.

**Project Costs** – all allowable expenditures incurred by the grantee during the grant period and the value of the in-kind contributions made by the grantee or third parties in accompanying the grant.

**Project Title** – a short descriptive of the project for which “Applicant” is requesting assistance. If no formal title exists or if the title is not descriptive, a short phrase describing the activities of the project should be substituted.

**Regranting** – using Marion Cultural Alliance monies to underwrite grant programs or individual grants within one’s own organization. Regranting of Marion Cultural Alliance funds is prohibited.

**Remaining Operating Expenses** – all expenses not entered in other categories and specifically identified with the project. Include non-structured renovations, improvements, scripts and scores, lumber and nails, electricity, telephone, storage, postage, photographic supplies, publication purchases, sets and props, equipment rental, insurance fees, trucking, shipping, and hauling expenses not entered under “travel”.

**School-Based Cultural Events** – cultural events that directly involve the participation of a public or private PreK-12 school, i.e., school field trips to arts organizations, performances or workshops which took place on school grounds, or other collaborations between arts organizations and schools. In school-based cultural events, the school is involved in organizing the children’s participation in the cultural event.

**Seniors** – individuals over the age of 65 who directly attended/participated in the project or program.

**Space Rental/Rent or Mortgage** – payments specifically identified with the project for the rental of office, rehearsal, theatre, hall, gallery, and other such spaces. Include the interest portion of mortgage payments only. Do not include the principal portion of mortgage payments. Do not include rental of housing for guest artists or other persons traveling under the grant project to this line item. (See definition for “Travel”.)

**Specific Project** – A particular project, program, or series within the applicant organization’s total operations. Organizations selecting to submit a specific project application should be certain the application is indeed for a

project and not general program support. A specific project proposal budget should not reflect the entire general operating budget.

**Sponsor** – see “Presenter”.

**Start Date** – the first date of fiscal activity in the project for which assistance is requested.

**Total Number of Opportunities to Participate** – the total number of times the public can participate. For example: a concert is considered as one (1) event, but it may have three (3) performances; therefore, 3 “opportunities to participate”. An art exhibit is considered one event, but it is open for the public to view for 20 days; therefore, there are 20 “opportunities to participate”.

**Total Operating Budget** – gross operating income for the organization’s last completed fiscal year. Governmental agencies may include all funds directly appropriated and administered by the applicant agency, as well as support services provided by the agency that is directly attributed to the program. Do not include capital contributions or expenses in the operating budget.

**Travel** – all costs for travel directly related to the travel of an individual or individuals and specifically identified with the project. For transportation not connected with travel of personnel; see “Remaining Operating Expenses”. Includes fares, hotel, other lodging expenses, food taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping, or hauling expenses see “Remaining Operating Expenses”.

**Youth Participating** – individuals under the age of 18 who directly attended/participated in the project or program.