



Arkansas Arts Council

**Guide to Grants for
General Operating Support (GOS)
Fiscal Year 2004**

Guide to Grants for General Operating Support (GOS) Fiscal Year 2004

The Arkansas Arts Council was created by an act of the Arkansas State Legislature in 1971, following federal legislation that created the National Foundation of the Arts and Humanities in 1965.

Seventeen members appointed by the governor meet four times a year to oversee state arts policies. Meetings are open to the public.

ARKANSAS ARTS COUNCIL
1500 Tower Building
323 Center Street
Little Rock, AR 72201
501-324-9766
info@arkansasarts.com
Visit the Arts Council at www.arkansasarts.com

The Arkansas Arts Council is an agency of the Department of Arkansas Heritage.

Funding for the Arkansas Arts Council and its programs is provided by the State of Arkansas and the National Endowment for the Arts, a federal agency.



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General Operating Support (GOS)

Draft Deadline for Staff Review (Optional):
January 24, 2003

Final Application Due Date:
February 14, 2003

Maximum award: 7% to 12% of total income from last adjusted operating actuals based on budget size

Match: 2:1 cash match with artistic expenditures

Contact: Grant Programs Manager

The Arkansas Arts Council is privileged to review grant applications that represent the range of artistic creativity in cities, towns, and rural areas throughout the state. This *Guide to Grants for General Operating Support Fiscal Year 2004* includes information and application materials for the grant program designed to help fund administrative operating expenses of established not-for-profit local arts agencies or single discipline organizations with a budget equal to or greater than \$50,000.

By definition, a local arts agency is a community organization or agency of city or county government that provides financial support, services, or other programs for a variety of arts organizations and/or individual artists and the community as a whole.

A single-discipline arts organization is primarily a producing/presenting agency in one art form with a permanent administrative facility, a representative board, and at least a part-time executive or artistic director.

Grant awards for FY 04 are made for projects, programs and activities occurring between July 1, 2003 and June 30, 2004.

Grant funds are supplementary to the budget of any grantee. Applicants are encouraged to secure and demonstrate broadly based financial commitments for the proposal submitted.

Grant awards are based on anticipated Arkansas Arts Council revenues and can be reduced at any time during the grant period.

General Operating Support Eligibility

An organization is eligible to apply for General Operating Support if it

- Received a GOS award for FY03 as a 501(c)(3) arts organization with a total operating budget equal to or greater than \$50,000

OR

Has been approved as a newly eligible GOS applicant after filing a **Letter of Intent by January 3, 2003.**

- Employs a full-time executive or artistic director if its annual budget total is \$125,000 to \$1 million

OR

Employs at least a part-time paid executive or artistic director if its annual budget is \$50,000 to \$125,000

- Has an independent audit of its most recently completed fiscal year on file with the Arkansas Arts Council if its annual budget is over \$100,000

OR

Has an IRS tax form 990 on file with the Arkansas Arts Council if the annual budget is less than \$100,000

Intent to Apply for General Operating Support

Potential new GOS applicants must send a Letter of Intent to apply by **January 3, 2003**.

Organizations seeking to become eligible to apply for a General Operating Support grant must first consult with the Art Council's Grant Programs Manager, and then submit

- A one-page letter describing the organization's history and stating that its annual budget exceeds \$50,000; that it employs at least a part-time executive or artistic director; and that it has competed for, received, and managed at least one Project Support, Arts in Education, or Expansion Arts Program grant
- A copy of the organization's IRS Letter of Determination
- A completed copy of the basic GOS application form Cover Page found in Sections 1-7 of *Guide to Grants for General Operating Support (GOS) Fiscal Year 2004* (see pages 16-17)
- A copy of the GOS budget form used in *Guide to Grants for General Operating Support (GOS) Fiscal Year 2004* with only Column A of Section 8 completed (see pages 18 and 19)

Application Limits

Eligible GOS applicants may submit a maximum of three proposals. This will include an application in the General Operating Support category, along with two others in either the Project Support category or the Arts in Education category, or one in each.

General Operating Support Application Cycle

Organizations will be panel reviewed for General Operating Support in the first year of a three-year cycle. Years 2 and 3 will be staff reviewed. Request amounts in non-review years will be determined from percentages of the total yearly actuals in the previous completed fiscal year. **The Year 2 and Year 3 requests for FY04 will be based on percentages of each applicant's actual Total Income as calculated at the end FY02.**

New GOS applicants are panel reviewed in the first year of their eligibility regardless of the discipline or budget category the organization fits into. The organization will be panel reviewed again in the next Year 1 of its particular rotation cycle.

Established GOS applicants that miss a scheduled review year must file a letter of intent and be panel reviewed. The organization will be panel reviewed again in the next Year 1 of its particular rotation cycle.

General Operating Support Limitations

Arts Council funds may be spent **only** for non-programmatic, administrative expenses. These can include, but are not limited to, administrative staff salaries, facility rental, utilities, maintenance of the facility, staff travel, or other expenses associated with the operations of the organization.

These funds may not be used for artistic or technical staff, or for contracted administrative or artistic costs. Any question on the appropriateness of a proposed budget line item should be referred to the list of **Standard Definitions** on pages 24-27, or to the Grant Programs Manager.

General Operating Support Request Amounts

General Operating Support applicants may request a percentage of the adjusted operating Total Income actuals of their last completed fiscal year. The amount of percentage is based on budget size:

\$50,000–\$125,000	12 %
\$125,000–\$500,000	10 %
\$500,000–\$1 million	7 %

For example, if the calculated total income at the end of an organization’s FY02 were \$235,000, it would be eligible to request a FY04 GOS grant of 10% of that amount, or \$23,500.

Matching Funds

GOS requests for administrative support must be matched 2:1 by the applicant’s expenditures on artistic programming.

The cash must be from sources other than the Arkansas Arts Council, the Heartland Arts Fund through the Mid-America Arts Alliance or the National Endowment for the Arts. Other portions of the proposal not involved in the specific arts council request and its match may be funded by government sources.

Matching funds that are anticipated at the time of application must be received and obligated no later than June 30, 2004.

In-kind contributions may not be used as matching funds on applications or counted as matching funds on final reports. They may, however, be included in applications as evidence of the commitment of other resources to the applicant.

Funding Restrictions

Under these guidelines, funding for organizations is not available for:

- Deficits or start-up costs for new organizations
- Contingency funds
- Contributions and donations to other organizations or individuals
- Building renovations or capital expenditures for facilities
- Entertainment expenses
- Tuition for academic study or any form of scholarship or student financial aid
- Faculty salaries
- Lobbying expenses
- Interest and other financial costs

Legal Requirements

The applicant gives assurance to the Arkansas Arts Council (officially, the Office of Arkansas State Arts and Humanities) that

- (1) This application has been authorized and signed by the governing body and staff of the applicant, and that its indicated representative has been authorized to file this application for and in behalf of said applicant, and otherwise to act as the authorized representative in connection with this application
- (2) Applicant shall comply with all applicable federal and state laws including Title IV of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Fair Labor Standards under Section 5(j) of the National Foundation for the Arts and Humanities Act of 1965; Section 504 of the Rehabilitation Act of 1973; Title VI, Section 504 of the Age Discrimination Act; Executive

Order 12549; the Americans with Disabilities Act of 1990; the Drug-Free Workplace Act of 1988; Section 6002 of the Resource Conservation and Recovery Act; Section 304 of the Department of Interior and Related Agencies Appropriations Act of 1990; the Arkansas Freedom of Information Act, the Single Audit Act of 1984, P.L. 98-502 and the Single Audit Act amendments of 1996, P.O. 104-156 (OMB Circular A-133)

- (3) Funds granted shall be utilized solely for activities described in the approved application. Changes in the approved plan can be made only after the Council's receipt of an Arkansas Arts Council Grant Modification Form and written approval being given by the Council for the modification
- (4) The applicant agrees to the stipulation that all publicity, programs, brochures, etc. will acknowledge the support of the Arkansas Arts Council by using the stated Arkansas Arts Council credit line:

This program is supported, in part, by the Arkansas Arts Council, an agency of the Department of Arkansas Heritage, and the National Endowment for the Arts

- (5) Applicant shall submit a final report to the Council in such a form and detail as requested within thirty days after the end of the program. Failure to comply can delay state and federal reporting requirements and result in the loss of part or all of current or future grant funds to the applicant
- (6) For accounting purposes, financial records shall reflect all receipts,

obligations and disbursements of grant and matching monies. The financial accounts shall be subject to audit by appropriate agencies of the Arkansas Arts Council, State of Arkansas, and/or the Federal Government. The grantee shall be responsible for the safekeeping and identification of records maintained to accounts for funds awarded herein. Said records must be kept in the grantee's file for a period of three years after completion of the grant program and must be made available to the Arkansas Arts Council upon request.

Important Information for Applicants

The format of the General Operating Support application is designed both to assist the review process and to provide the applicant with an analysis of its artistic and administrative components. Application narratives are evaluated according to the review criteria for this category as set forth in these guidelines. Read the *Guide to Grants for General Operating Support (GOS) Fiscal Year 2004* thoroughly.

Include all requested application information and submit complete, final copies by the category deadline. If an item does not apply, write NA in the space. If a budget line item does not apply, write a zero (0) in the space. Do not leave blank spaces in any section of the application. **The Total Income projected for the FY04 Projected Budget should equal the Total Expenses. Any surplus amount of operating income indicated for FY04 will be subtracted from the GOS grant request.**

To clarify for applicants what each budget line item includes, a set of **Standard Definitions** is included on pages 24-27. Applicants should use those definitions to determine how to divide their operational resources among the budget line items indicated on the grant application form.

Applicants should use either the application form supplied or a computer generated version that reproduces the forms included in the *Guide to Grants for General Operating Support (GOS) Fiscal Year 2004*. The grant form is available on disc or online at the Arkansas Arts Council website **www.arkansasarts.com**. Additional information requested should be submitted on separate 8½” by 11” pages that allow one (1) inch margins on all sides. Single-spaced lines are acceptable on computer-generated text, but the font used must be clear and no smaller than 12 point.

Application Draft Review Period

Consult with the Grant Programs Manager on any questions or concerns that develop in the preparation of the application. For a guaranteed review, applicants are strongly encouraged to send a draft copy of their application to the Grant Programs Manager by **January 24, 2003**.

When to Apply

Complete applications must be hand delivered by 4:30 p.m. or postmarked no later than February 14, 2003. Late applications will not be accepted.

Applications that are incomplete will be determined ineligible and changes cannot be made after the application deadline. We strongly recommend you send material “return receipt requested.” Without proof of mailing from the delivery service, the Arts Council may not accept applications that are delayed or lost in the mail.

“Complete application” means **two collated sets** of all indicated parts of the application for a specific grant category. Any application missing either a requested item or a sufficient number of copies will be eliminated from the review process.

Where to Apply

Mailed applications must be received at the following address:

**Arkansas Arts Council
1500 Tower Building
323 Center St.
Little Rock, AR 72201**

Hand-delivered applications must be brought to **room 1400 of the Tower Building**.

Application Review Process

Prior to the beginning of the grant cycle each year, the Arkansas Arts Council approves grant categories, policies, and review procedures. The Council uses a review process at the time of application to determine grant recommendations. All panel recommendations are then presented to the full Council for review and are voted on at the annual funding meeting to determine final grant amounts. Grant award payment schedules are designed relative to the activity periods outlined in the approved grant applications.

Panel Selection

Review panels are composed of Arts Council members and field representatives. The Arts Council Chair appoints Council panelists chosen from members who have expressed an interest in reviewing a particular grant category. Members serve on panels as ex-officio advisors to facilitate the review process and to provide insight and historical perspective.

Field representatives are chosen from a pool of nominations consisting of former panelists, academicians, arts administrators, and discipline specialists. Staff members select panelists from the pool based on consideration of geographic, artistic, racial/gender diversity, and availability. The executive director of the agency approves final panel selections. Each panelist completes a conflict of interest statement prior to the application review and does not participate in any application review where a potential conflict may exist.

Application Processing

Applicants must submit a complete application package as outlined in the *Guide to Grants for General Operating Support Fiscal Year 2004* no later than the stated application deadline.

Once an organization submits its application package, the Arts Council staff checks the application for lateness and technical completeness. Any question of application eligibility is resolved at that time.

Ineligible line items requested in an application budget are noted and are subtracted from the application request. A projected GOS budget surplus for FY04 is also subtracted from the amount of the request before the panel review.

These changes are communicated to the panel at the beginning of the grant review.

Each panelist receives copies of every application in a specific grant category for analysis prior to the scheduled panel review. The signed copy of each submitted application is available in the Arts Council office for review.

Review Attendance

Panel reviewed applicants are notified of a general time frame in which their application will be discussed during the scheduled review. Representatives of the organization are encouraged, but not required, to attend the panel review to answer questions that panelists may have and to utilize the review comments as a management tool. Non-attendance by applicants does not affect application scores, recommendations, or funding awards made by the Council.

Application Review

Procedural rules are stated prior to the beginning of the panel discussions to insure that all panelists understand their responsibilities. The panel chair, facilitated by staff, is responsible for enforcing procedural rules.

The discussion for each application is limited to the amount of time agreed upon in advance of the reviews. The time limit is strictly enforced. A timekeeper will monitor the time, give a five-minute warning and

notify the chair when the time limit has been reached.

The panel chair introduces each application to the panel. The staff facilitator presents comments on technical aspects of the application based on the information submitted, including any reduction in request amount due to ineligible line items or a projected budget surplus.

The panel then discusses and evaluates the information in each application narrative relative to each established criterion.

Official representatives of an applicant organization will be given the chance to answer specific questions addressed to them by the panel during its discussion of the application narrative. Answers will be limited to the specific questions posed by panel members.

Panel Recommendations

Each panel discussion is recorded and a staff member takes separate notes based on the panelists' comments. These notes are read back and the panelists agree upon a consensus statement that serves as a formal evaluation for the application.

Each panelist uses a review sheet listing the criteria established by the Council to record a numerical score and comments. The criteria are the four mission points of the Arkansas Arts Council, plus a fifth component for planning and evaluation. The completed panelist review sheets are signed, dated, and submitted to the Council staff for processing.

The staff calculates an average of the field panelists' scores and an average of the Council member panelists' scores. The panel compares the lists of the two averages, with further discussion held on any application with significant score discrepancies.

The average of the field panelists' scores is given precedence in determining the panel's recommendation to the Council. If panel

agreement on a final score cannot be reached, the matter will be forwarded to the full Council for discussion.

All scores are reported to the Council. Review sheets are kept on file in the Arts Council's office.

Criteria Scoring

The Council has established a weighted scoring scale that the panels are instructed to use in evaluating the different grant categories:

GENERAL OPERATING SUPPORT (ROTATION CYCLE YEAR ONE)

To acknowledge the importance of broadly based community involvement with organizations requesting General Operating Support, the review criteria are scored on the following scale:

- Artistic innovation, diversity, and excellence—30 points
- Access to the arts for all Arkansans—20 points
- Education for lifelong learning—20 points
- Community cultural development—20 points
- Planning and evaluation—10 points

GENERAL OPERATING SUPPORT (ROTATION CYCLE YEAR TWO AND YEAR THREE APPLICATIONS)

The agency staff reviews applications in the second and third year of the established General Operating Support rotation cycle. The grant recommendation for those years is determined from the eligible request percentage of the last completed fiscal year's total income adjusted by the panel score determined in Year 1 of the

organization's funding cycle. An increased grant recommendation in Years 2 and 3 will generally be based on a larger eligible percentage determined by operating growth as reflected in the organization's larger actual total income at the end of its last completed fiscal year.

Funding Decisions

Applicants should remember that the final amount of funding awarded for each grant application is determined at the annual May funding meeting of the Arkansas Arts Council.

Each year the Council decides on its funding priorities for each grant category. Based on available funds, GOS Year 2 and 3 are reviewed for funding by the Council prior to GOS Year 1 panel reviewed applications.

A formula based on the panel's numerical score, the amount of request adjusted for non-allowable items, and the available Arkansas Arts Council funds, provides the basic amount of funding recommended for each applicant. The Arts Council staff then reviews the formula amount for each application to determine the final grant to recommend to the Arkansas Arts Council.

The recommended amount is presented to the Council along with a prepared summary on each application review that also includes the following information:

- Name of the applicant, grant category, grant application number, amount of request
- Staff review with notes on technical problems from the administrative side, the program managers and the director
- Panel consensus statement
- Explanation of staff funding recommendation

The Council reviews the recommendations and votes to approve or reject the grant amounts. A copy of this summary will be sent to each grant applicant after the annual funding meeting as part of the official announcement of the grant award.

Request for Reconsideration

Once the Arkansas Arts Council determines the awards at the annual funding meeting, an applicant may request reconsideration of a decision. A request for reconsideration may be made if the applicant can demonstrate any of the following:

- The review of its application narrative and budget statistics was based on criteria other than those appearing in the Council's guidelines
- The final decision was unduly influenced by a panelist with undisclosed conflicts of interest
- Required information submitted by the applicant was withheld from the review panel or the Arts Council

Dissatisfaction with either the denial of an application or the amount of an award is not sufficient reason to request a Council reconsideration.

Reconsideration Process

To request reconsideration, an organization should consult with the appropriate program manager to review the factors that contributed to the Council's decision.

If an applicant believes there are grounds for reconsideration, its representative must write a formal letter to the Arkansas Arts Council Executive Director requesting reconsideration within ten (10) working days of funding notification. The letter should contain evidence to support one or more of the listed grounds for reconsideration.

The request will be reviewed by members of the agency staff and by the Executive Committee of the Arts Council. The Executive Committee may deny the request, or it may recommend a review by the full Council at its next scheduled meeting.

The applicant will be notified in writing of any decision made by the Executive Committee and by the Arkansas Arts Council within thirty days of the decision.

Instructions to Complete General Operating Support Application

Blank General Operating Support application forms are provided for Sections 1-13 following these application instructions. A hard copy, a disc, or a computer-generated template for these sections is available from the Arts Council staff upon request; the forms are also available online at the Arkansas Arts Council website www.arkansasarts.com. Pages for Sections 14-20 are to be provided by the applicant.

SECTION 1: APPLICANT INFORMATION

- a.-g. Self-explanatory.
- h. Web site: The <http://> address of the applicant's Internet web page.
- i. Executive director: The name of the person directly responsible for administrative management of the organization.
- j. Board president: The name of the person chairing the organization's Board of Directors.
- k. Description of area served (include radius in miles): in the space provided give a socio-economic and geographical description of the area to be served by the proposal. Include a specific listing of locations, communities, cities, towns etc. where programs indicated in the proposal will occur.

SECTION 2: ORGANIZATION DESCRIPTION

Use the space provided to write a brief statement describing the organization.

SECTION 3: PROPOSAL SUMMARY AND BUDGET SPECIFICS

Use the space provided to list the administrative line items and the amounts for which the grant award will be used. The total amount must equal line a in Section 4 (Amount of Request).

SECTION 4: PROPOSAL INFORMATION

- a. Amount of Request: The dollar amount requested in this GOS application. Round to nearest whole dollar.
- b. Project Dates: Applicants should indicate the organization's fiscal year.
- c. Contact Person: The name of the person most familiar with the GOS application information who can answer questions about the application.
- d. Phone: The phone number of the contact person.
- e. Estimated Audience Served: The number of people expected to attend or participate in all programs and services included in GOS proposal.
- f. Number of FY04 AAC proposals (including this one): The total number of applications being made to the AAC in all categories for FY04. GOS applicants may include this application as a third.
- g. Total FY04 AAC Dollar Request (including this one): The combined dollar amount of funds being requested in all categories for FY04.
- h. Total FY04 Projected Operating Budget: The total amount of all operational expenses budgeted by the applicant organization for FY04. For GOS applicants, this amount must equal item 28 in Column C in Section 8.

SECTION 5: MISSION STATEMENT

Use the space provided to write the mission statement approved by the applicant organization's Board of Directors.

SECTION 6: DEMOGRAPHIC ANALYSIS

List the numbers, **not percentages**, of each ethnic group to be served in the applicant's proposal area (as defined in Section 1.k.) and in all the other categories listed.

The **Projected FY04 Audience** should be the total number of audience members anticipated for the activities described in the GOS proposal.

The **Total FY02 Audience** is the total number of all audience members served by the organization during its last fiscal year.

The **Current Area Population** is the total number of inhabitants living in the geographic area served by your organization.

The **Current Staff** is the total number of full and part-time paid employees working for your organization.

The **Current Board** is the total number of Board members overseeing your organization.

The **Current Volunteers** are the total number of non-paid individuals working for your organization in any capacity.

For each group total, list the number of people younger than 18 years of age participating, the number of people over 65 participating and the number of people with disabilities participating.

SECTION 7: AUTHORIZATION

The executive director and the board president of the applicant organization must sign and date the application form after

reading the Legal Requirements on pages 3-4 and completing all application materials required.

SECTION 8: BUDGET

Complete each column in Section 8 for the fiscal year noted. Round all budget figures to the nearest dollar. **The dollars should indicate only unrestricted operating monies. The figure should not include capital expenditures (plant, property or equipment) or restricted funds.**

Column A should indicate the actual total income and total expenses calculated at the end of FY02 and should match figures provided in the submitted independent audit or form 990.

Column B should indicate the total income and total expenses projected in the applicant's current FY03 operating budget.

Column C should indicate the total income and total expenses projected for FY04. The **Total Income** in line 11 should equal the **Total Expenses** in line 28. **Any projected surplus will be subtracted from the GOS request amount.**

The Budget line items in Section 8 should be self-explanatory. If any items are unclear, applicants should refer to the **Standard Definitions** on pages 24-27 to determine what amounts should be included in a specific line item, or should consult with the Grant Programs Manager.

Any budget amounts from the applicant's own accounting system that do not fit into the application line items indicated on the budget form should be combined in one of the "Other" items provided in each budget subsection. Any "Other" line items should be listed by fiscal year on a separate 8½"x 11" page and broken out by type and amount.

SECTION 9: RATIO ANALYSIS

Use the GOS Budget figures indicated in Section 8 to calculate the ratios requested in Section 9. For example, divide the administrative expense figure in item 19 in Column A by the total expenses figure in item 27 Column A to give the ratio for FY02 Actuals. **Express ratios in percentages, not numbers, and round them to the nearest hundredth of a percent (xx.xx)**

SECTION 10: BUDGET ANALYSIS

Answer the two questions (a and b) in the space provided.

SECTION 11: STATEMENT OF ASSETS AND LIABILITIES

List the totals based on your last audited fiscal year in the space provided. On a separate 8½" x 11" page, explain long-term debt, or any changes since the last audit figures.

SECTION 12: ENDOWMENT STATUS

Explain the status of your endowment, if you have one, including revenue generated, or describe your plans to establish an endowment fund if one does not exist.

SECTION 13: REQUEST SUMMARY

Each applicant should use the space provided to explain how it plans to use the specific amounts itemized in the GOS request.

- **Year 1 Applicants** should explain how the requested amounts will be used in relation to their three-year goals.
- **Year 2 and 3 Applicants** should describe how the requested amounts will be used for FY04 administrative operating expenses.

SECTION 14: NARRATIVE QUESTIONS (YEAR 1 ONLY)

Answer each of the questions listed on page 21 fully, but concisely, in the order presented. Use a maximum of eight (8) separate 8½" x 11" pages. Follow the outline numbers given for the questions and repeat the questions on the narrative pages. On computer generated pages, use a font that is no smaller than 12 point.

Narrative summaries longer than the maximum of eight pages cannot be shortened after the stated application deadline of February 14, 2003. The extra length will cause the whole application to be rejected.

SECTION 15: LIST OF PREVIOUS, CURRENT AND PROJECTED YEAR'S ARTS PROGRAMMING/GUEST ARTISTS

On separate sheets enclose a list of arts programming/guest artists for the three requested years.

SECTION 16: STAFF LIST

Enclose a staff list with the name of each employee, position title and area of responsibility.

SECTION 17: BOARD OF DIRECTORS

Enclose a list of all Board members of the applicant organization. Include each director's name, address, city and occupation, along with their assigned committee roles on the Board. Indicate officers with a cross (+). Indicate any Board members who are Asian, Black/African American, Hispanic/Latino, American Indian/Alaska Native, or Native Hawaiian/Pacific Islander with an asterisk (*).

SECTION 18: IRS LETTER OF DETERMINATION

Enclose a copy of the applicant organization's 501(c) (3) Letter of Determination from the Internal Revenue Service.

SECTION 19: FINANCIAL STATEMENT

Based on budget size

- If the income of the applicant organization was equal to or greater than \$100,000 for the last fiscal year, enclose a copy of the organization's most recent independent audit.
- If the applicant organization's income was greater than \$50,000 but less than \$100,000 for the last fiscal year, enclose a copy of the organization's IRS form 990.

SECTION 20: SUPPLEMENTAL MATERIAL (Year 1 ONLY)

Enclose **one copy** of the most representative audio/visual/published artistic material of the applicant. The Arts Council's archive files with materials sent by the organizations will be available to the panel members as additional reference material for review.

General Operating Support Checklist for Year 1 (Panel Reviewed)

The General Operating Support application package consists of **TWO COMPLETE SETS of ALL REQUESTED materials**. Each set has a number of items in it. Where possible, copy on the front and back of pages to reduce the total number of pages in the application package. Use only paper clips to group together separate copies. **Do not use staples or separate folders**. Each set should be collated in the specific order listed:

Two (2) Collated Sets:

- **Sections 1- 7 (Cover Page)**
with original signatures
- **Section 8 (Budget)**
with extra “Other” page if necessary
- **Section 9 (Ratio Analysis)**
- **Section 10 (Budget Analysis)**
- **Section 11 (Statement of Assets and Liabilities)**
- **Section 12 (Endowment Status)**
- **Section 13 (Request Summary)**
- **Section 14 (Narrative Questions Year 1 Only)**
- **Section 15 (List of Previous, Current, and Projected Year’s Arts Programming/Guests Artists)**
- **Section 16 (Staff List)**
Titles of all staff members with their areas of responsibility
- **Section 17 (Board of Directors)**
List of board members with their areas of responsibility.
- **Section 18 (IRS Letter of Determination)**
- **Section 19 (Financial Statement)**

One Set Only:

- **Section 20 (Supplemental Materials)**
Audio/visual/published materials documenting artistic quality of the organization.

General Operating Support Checklist for Years 2 and 3 (Staff Reviewed)

The General Operating Support application package for Years 2 and 3 consists of **TWO COMPLETE SETS of ALL REQUESTED materials**. Each set has a number of items in it. Where possible, copy on the front and back of pages to reduce the total number of pages in the application package. Use only paper clips to group together separate copies. **Do not use staples or separate folders**. Each set should be collated in the specific order listed:

Two (2) Collated Sets:

- **Sections 1- 7 (Cover Page)**
with original signatures
- **Section 8 (Three-Year Budget)**
with extra “**Other**” page if necessary
- **Section 9 (Ratio Analysis)**
- **Section 10 (Budget Analysis)**
- **Section 11 (Statement of Assets and Liabilities)**
- **Section 12 (Endowment Status)**
- **Section 13 (Request Summary)**
- **Section 15(List of Previous, Current and Projected
Year’s Arts Programming/Guests Artists)**
- **Section 16 (Staff List)**
Titles of all staff members with their areas of
responsibility
- **Section 17 (Board of Directors)**
List of board members with their areas of responsibility.
- **Section 18 (IRS Letter of Determination)**
- **Section 19 (Financial Statement)**

No additional supplementary material is required.

Arkansas Arts Council FY04 General Operating Support Grant Application Form

(for projects occurring between July 1, 2003 and June 30, 2004)

for AR Arts Council use only

FY04- _____ - _____

(revised 9/02)

1. Applicant Information

- a. Organization Name: _____
- b. Mailing Address: _____
- c. City: _____ d. Zip: _____
- e. Phone: _____ f. Fax: _____
- g. E-Mail: _____ h. Website: _____
- i. Executive Director: _____
- j. Board President/Chair: _____
- k. Description of area served (include radius in miles): _____

2. Organization Description (use only the space provided)

3. Proposal Summary and Budget Specifics (use only the space provided)

4. Proposal Information

- a. Amount of Request _____ b Project Dates: beginning date: _____ ending date: _____
- c. Contact Person: _____ d. Phone: _____
- e. Estimated Audience for this Project: _____
- f. Number of FY04 Arkansas Arts Council Proposals (including this one): _____
- g. Total FY04 Arkansas Arts Council Dollar Request (including this one): _____
- h. Total FY04 Projected Operating Budget: _____

GOS

5. Organization Mission Statement

6. Demographic Analysis (list numbers, not percentages)

Ethnicity/Racial Characteristic	Projected FY04 Audience	Total FY02 Audience	Current Area Population	Current Staff	Current Board	Current Volunteers
Asian						
Black/ African American						
Hispanic/Latino						
American Indian/ Alaska Native						
Native Hawaiian/ Pacific Islander						
White						
TOTALS						
18 and under						
65 and older						
People with disabilities						

7. Authorization

By signing this application, the executive director and board president/chair for the applicant organization certify that the information contained in the application, including all attachments and support materials, is true and correct to the best of their knowledge, and that the organization will comply with the requirements outlined in the "Legal Requirements" section of these guidelines.

_____ signature of executive director

_____ date

_____ signature of board president/chair

_____ date

8. Budget (GOS) The Excel version of Section 8 on this CD will calculate budget totals.

Include only unrestricted operating monies; do not include capital (plant, property or equipment) or restricted funds

INCOME		A. FY02 Actual Income	B. FY03 Operating Income	C. FY04 Proposed Income
Revenue (Earned Income)				
1)	Admissions			
	a) Single Ticket Sales			
	b) Subscriptions			
	c) Memberships			
	Total Admissions			
2)	Contracted Services			
	a) Workshops/Classes			
	b) Government Contracts			
	c) Performances/Residencies			
	d) Other Services (explain)			
	Total Contracted Services			
3)	Other Revenue			
	a) Sales/Concessions			
	b) Fundraising			
	c) Interest Received			
	d) Miscellaneous (explain)			
	Total Other Revenue			
4)	Subtotal - Revenue			
Support (Contributed Income)				
5)	Private Contributions (cash)			
	a) Individuals			
	b) Board Members			
	c) Affiliated Organizations			
	Total Private Contributions			
6)	Corporate Contributions			
7)	Foundation Grants			
8)	Government Support			
	a) City			
	b) County			
	c) State			
	GOS (this request)			
	Other (explain)			
	d) Regional			
	e) Federal			
	Total Government Support			
9)	Applicant Cash			
10)	Subtotal - Support			
11)	TOTAL INCOME			
	(total of line 4+10)			
12)	In-Kind Contributions			

8. Budget continued (GOS)

EXPENSES		A. FY02 Actual Expenses	B. FY03 Operating Expenses	C. FY04 Proposed Expenses
Administrative (Operating Expenses)				
13)	Staff Salaries/Benefits			
14)	Contracted Personnel			
15)	Marketing/Public Relations			
16)	Fundraising			
17)	Space/Facilities			
18)	Travel			
19)	Remaining Expenses			
	a) Phone/Postage/Fax			
	b) Insurance			
	c) Concessions/Sales			
	d) Other (explain)			
	Total Remaining Expenses			
20)	Subtotal-Admin. Expenses			
Artistic (Programming Expenses)				
21)	Staff Salaries/Benefits			
22)	Tech./Prod. Salaries/Benefits			
23)	Contracted Personnel			
24)	Prod. Supplies/Materials			
25)	Rentals/Maint. (non-facility)			
26)	Remaining Expenses			
	a) Phone/Fax			
	b) Insurance			
	c) Travel (non-contract)			
	d) Shipping/Hauling			
	f) Other (explain)			
	Total Remaining Expenses			
27)	Subtotal-Artistic Expenses			
28)	TOTAL EXPENSES			
	(total of line 20+27)			
29)	Surplus (Deficit)			

9. Ratio Analysis (GOS)

	Budget Line Item Number	A. FY02 Actual Totals	B. FY03 Operating Totals	C. FY04 Proposed Totals
Administrative Expenses/Total Expenses	(20/28)	_____	_____	_____
Artistic Expenses/Total Expenses	(27/28)	_____	_____	_____
Marketing Expenses/Total Expenses	(15/28)	_____	_____	_____
Fundraising Expenses/Total Expenses	(16/28)	_____	_____	_____
Surplus(Deficit)/ Total Expenses	(29/28)	_____	_____	_____
Revenue/Total Income	(4/11)	_____	_____	_____
Support/Total Income	(10/11)	_____	_____	_____
Individuals/Support	(5a/10)	_____	_____	_____
Foundations/Support	(7/10)	_____	_____	_____
Corporate/Support	(6/10)	_____	_____	_____
Total Government/Support	(8/10)	_____	_____	_____
In-Kind Contributions/Total Income	(12/11)	_____	_____	_____

10. Budget Analysis (GOS)

a. Does any ratio in Section 9 (Ratio Analysis) change by 10% or more from one year to the next?
 Yes No If yes, explain the cause for the change(s).

b. Do the budget amounts on lines 28 and 29 in Section 8 (Budget) reflect an accumulated surplus or deficit over the 3 year period?
 Yes No If yes, explain the plan to use the surplus or to eliminate the deficit.

11. Assets/Liabilities (GOS)

Based on the last audited fiscal year.

Assets	_____	Property and Equipment	_____
Liabilities	_____	Long-Term Debt	_____

Explain the Long-Term Debt figures and any changes in the totals since the last audit.

12. Endowment Status (GOS)

Explain the status of the endowment, including revenue generated or plans to establish a fund if one does not exist.

13. Request Summary (GOS)

Each applicant should use the space provided to explain how it plans to use the specific amounts itemized in the GOS request.

14) Narrative Outline Questions (GOS)

Answer each of the questions fully, but concisely, in the order presented. Use a maximum of eight (8) separate pages. Follow the outline numbers given for the questions and repeat the questions on the narrative pages. On computer generated pages, use a font that is no smaller than 12 point.

A. Artistic innovation, diversity and excellence (30 points)

1. Describe your organization and its history, including the year it began operation.
2. Describe the artistic goals of the organization.
3. Name the administrative and artistic staff and describe their artistic experience.
4. State how this grant will help your organization develop administratively in the upcoming three-year cycle and describe how this development will support your organization's artistic goals.

B. Access to the arts for all Arkansans (20 points)

1. Describe the goals and strategies used by your organization's staff to identify representatives from underserved communities. An underserved community is one in which individuals lack access to arts programs due to geography, economic conditions, ethnic background, disability or age.
2. Evaluate past efforts by the governing board to reach underserved communities and describe steps taken to increase or maintain diverse representation.
3. Describe distinctive aspects of the planned programs and services offered by your organization during the upcoming three-year cycle that will involve underserved communities.
4. Describe the efforts your organization makes to address the physical access concerns of its audiences.

C. Education for lifelong learning (20 points)

1. Summarize your organization's planned educational program activities during the upcoming three-year cycle.
2. Identify specific educational innovations that will relate to the needs of underserved audience groups.
3. Indicate the extent public input is involved in educational planning.
4. Describe any anticipated collaborations with existing educational organizations and identify the educational staff from your organization involved in coordinating such collaborations.

D. Community cultural development (20 points)

1. Describe long-range plans for marketing your organization and explain specific efforts to market to target audience groups.
2. Describe the anticipated efforts of your organization to raise earned and contributed income in the upcoming three-year cycle and identify the development staff involved in coordinating fundraising.
3. Outline what your measures of success in marketing and fundraising will be in relation to your organization's operational plan.

E. Planning and evaluation (10 points)

1. Describe the extent that public input will be sought and used in the planning process for introducing new/innovative art forms or more inclusive programming during the upcoming three-year cycle.
2. Describe the processes that will be used to evaluate programming achievements.

STANDARD DEFINITIONS

Administrative Staff Salaries/Benefits—Payments for full or part-time administrative employee salaries, wages and benefits specifically identified with the event(s) described in the application. This includes executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund-raisers, clerical staff such as secretaries, computer programmers, bookkeepers and supportive personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel. This amount should include the salary portion of the Executive Director for time spent on administrative duties. The salary portion for time spent on artistic duties should be included in Artistic Staff Salaries/Benefits in item 20.

Affiliated Organizations—Cash support from separate but connected organizations that was or will be contributed for the event(s) described in the application. This amount may also be a portion of a larger grant that has been or will be set aside specifically for this proposal.

Artistic Salaries & Benefits—Payments for full or part-time artistic employee salaries, wages and benefits specifically identified with the event(s) described in the application. This includes artistic directors, staff stage directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. This amount should include the salary portion of the Executive Director for time spent on artistic duties. The salary portion for time spent on administrative duties should be included in Administrative Staff Salaries/Benefits in item 12.

Assets—Things of value held by the organization. The total listed under Assets in Section 11 includes figures that are both current (e.g. cash, accounts receivable, inventory and merchandise, pledges receivable, prepaid rent, prepaid insurance) that will be used up within one year, and fixed (e.g. equipment and vehicles) that are generally not converted to cash within one year. The amount listed for Property and Equipment in Section 11 should be included in the amount listed for Assets.

Board Members—Cash support from board members that was or will be contributed for the event(s) described in the application.

Capital Expenditures—Broadly speaking, all assets are capital assets except those specifically excluded by the tax Code. A capital expenditure is one made for assets with useful lives of more than one year. A capital improvement is one made to extend the useful life of a property or add to its value. Major repairs such as the replacement of a roof are capital improvements.

City—Cash support through grants or appropriations by city, or other local government agencies for the event(s) described in the application. This amount may also be a portion of a larger amount that has been or will be set aside specifically for this proposal.

Contracted Administrative Personnel—Payments for salaries for administrative employees not normally considered employees of the applicant, but hired specifically for the event(s) described in the application. This includes additional clerical staff or contracted technical staff involved with marketing, publicity or fundraising, etc.

Contracted Artistic Personnel—Payments to firms or persons for the services of individuals who are not normally considered employees of the applicant, but whose services are specifically identified with the artistic event(s) described in the application. This includes artistic stage or

music directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities and hired specifically for the event(s) described in the proposal. Totals for artists/consultants contracted for AIE residencies should also include artist fees, separate travel costs for residency artists/consultants if not included in artist fee, separate lodging costs, separate meal costs, planning meeting expenses, and payment for preparation time.

Contracted Services—Income earned from fees paid to the applicant for services other than this grant request. This can include fees from workshops/classes, etc. paid by other community organizations, government contracts for specific services, outside performance or residency fees, tuition, etc. Include foreign government support.

Corporate Contributions—Cash support that was or will be contributed by businesses, corporations or corporate foundations for the event(s) described in the application. This amount may also be a portion of a larger contribution that has been or will be set aside specifically for this proposal.

County—Cash support through grants or appropriations by county or in-state regional agencies for the event(s) described in the application. This amount may also be a portion of a larger amount that has been or will be set aside specifically for this proposal.

Federal—Cash support through grants or appropriations by the federal government for the event(s) described in this application. This amount may also be a portion of a larger amount that has been or will be set aside for this proposal. Grants from the National Endowment for the Arts cannot be used as part of the cash match required for this application.

Foundation Grants—Cash support that was or will be granted by private foundations for the event(s) described in the application. This amount may also be a portion of a larger grant that has been or will be set aside specifically for this proposal.

Fundraising—Payments for general fundraising activities. This may also be a portion of a larger amount that has been or will be set aside for this proposal. Do not include payments to individuals or firms that belong under administrative Contracted Personnel in item 13. This includes costs of advertising, printing, mailing, and food, drink or space rental when directly connected to general fundraising activities.

Individuals—Cash support from individual patrons that was or will be contributed for the event(s) described in the application.

In-Kind Contributions—The value of any administrative or artistic expense items specifically identified with the event(s) described in the application that are provided to the applicant by volunteers or outside parties at no cash expense to the applicant.

Interest Received—An amount received for the use of money that is to be repaid in full at a specified time or on demand.

Liabilities—What the organization owes creditors. The total listed under Liabilities in Section 11 includes figures that are both current (e.g. accounts payable, taxes, and wages) that are due within a year, and fixed (e.g. notes payable that have a five-year maturity) that are due in more than one year. The amount listed for Long-Term Debt in Section 11 should be included in the amount listed for Liabilities.

Local Arts Agency—A community organization or an agency of city or county government which provides financial support, services, or other programs for a variety of arts organizations and/or individual artists and the community as a whole.

Long-Term Debt—The amount owed creditors that is not due within one year. The amount listed for Long-Term Debt in Section 11 is part of the organization's total Liabilities.

Marketing/Public Relations—Payments for marketing, publicity and promotional efforts specifically identified with the event(s) described in the application. Do not include payments to individuals or firms, which belong under administrative Salaries/Benefits in item 12 or administrative Contracted Personnel in item 13. This includes costs of newspaper radio and television advertising, printing and mailing of brochures, flyers and poster, and food, drink or space rental when directly connected to promotion, publicity or advertising. Include the costs of catalogue production. Use Fundraising in item 15 to list expenses involved in fund-raising activities.

Memberships—Income earned through sale of special donor packages for the event(s) described in the application. These donor packages include extra benefits for the contributors.

Operational Deficit—The amount of money lacking when TOTAL EXPENSES in item 27 are subtracted from TOTAL INCOME in item 11 on General Operating Support budget page.

Other Revenue—Income earned from sources other than those listed above. This can include catalog sales, concessions, gross proceeds from fundraising events, interest earned as a result of investments made by the applicant, endowment income earned from a bequest or a gift set aside for the purpose of providing support for the applicant, advertising space in programs, gift shop income, parking income, etc.

Production Supplies/Materials—Payments for the purchase of limited use equipment or resources specifically for the artistic events(s) described in the application. This includes disposable artist materials, nonpermanent set materials, costumes and scripts, display materials, etc.

Property and Equipment—Value is recorded at cost, if purchased, or at appraised value at the date of receipt, if contributed. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis. Artwork is valued at the historical cost if purchased, or at the appraised value at the time of donation. Artwork does not depreciate in value over time. The value determined for Property and Equipment in Section 11 is part of the organization's total Assets.

Regional—Cash support for artists obtained from the Heartland Arts Fund through the regional Mid-America Arts Alliance.

Remaining Artistic Expenses—Payments for all artistic expenses not entered in other artistic categories and specifically identified with the event(s) described in the application. This includes expenses for incidentals such as artist telephone and FAX expenses, specific insurance fees for artists, artist travel costs not included in contract fees, artistic shipping and hauling expenses not included in artist contract fees, documentation costs, and food and beverages for artists.

Remaining Operating Expenses—All payments not entered in other administrative items identified with the event(s) described in the application. This includes telephone, postage, and FAX costs, insurance fees, food consumed on administrative premises, incidental storage, interest charges, photographic supplies, publication purchases, administrative equipment rental, non-structural improvements, trucking, shipping and hauling, and Arts in Education planning meeting expenses.

Rentals/Maintenance (non-facility)—Payments for artistic space or equipment rental expenses, utilities and maintenance expenses specifically identified with the event(s) described in the application. Do not include payments that belong under administrative Space/Facilities in item 16 as part of normal operating expenses.

Single Ticket Sales—Income earned from the sale of single admissions tickets for the event(s) described in the application.

Single-discipline Organization—A producing/presenting agency in one art form with a permanent administrative facility, a representative board and at least a part-time executive or artistic director.

Space/Facilities—Payments for administrative space rental costs, utilities and maintenance costs identified with the events(s) described in the application. This may include purchase of permanent or generally immobile equipment identified with the event(s) described in the application, or acquisitions to a collection identified with the proposal. This includes purchase of buildings or real estate, renovations or improvements involving structural change, payments for roads, driveways or parking lots, grid systems or central air conditioning, works of art, artifacts, plants, animals or historic documents, etc. This may also be a portion of a larger amount that has been or will be set aside for this proposal.

State—Cash support from the Arkansas Arts Council through the grant request described in this application. The **first** State line item includes only the amount requested in the application. The **second** “Other” State line item includes all other grants from Arkansas besides this specific grant request that have been received or are anticipated, including Arkansas Arts Council Assistance Fund grants and artist fee subsidies for Arkansas Arts on Tour artists.

Subscriptions—Income earned from the sale of season tickets or subscriptions for the event(s) described in the application.

Technical/Production Salaries/Benefits—Payments for full or part-time artistic technical/production employee salaries, wages and benefits specifically identified with the events(s) described in the application. This includes technical management and production staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stagehands, video and film technicians, exhibition preparators and installers, etc.

Travel—Payments for administrative travel expenses and lodging in connection with the event(s) described in the application.

Surplus/(Deficit)—The balance remaining when TOTAL EXPENSES in item 28 are subtracted from TOTAL INCOME in item 11.

FY05 General Operating Support Rotation Cycle

Year 1 (panel reviewed)	Year 2 (staff reviewed)	Year 3 (staff reviewed)
Fort Smith Symphony	Arts & Science Center for	Arts Council of the
Hot Springs Documentary Film Institute	Southeast Arkansas	Grand Prairie
North Arkansas Symphony	Arts Center of the Ozarks	Batesville Area Arts Council
Pine Bluff Symphony	Crawford County Art	Cleburne County Arts Council
Shakespeare Festival of Arkansas	Association	Fine Arts Center of Hot Springs
South Arkansas Symphony	Crittenden Arts Council	Lane House
The Weekend Theater Off Broadway	Fort Smith Art Center	Sager Creek Arts Association
Western Arkansas Ball	Ozark Arts Council	Studio for the Arts
	South Arkansas Arts Center	
	Southwest Arkansas Arts Council	

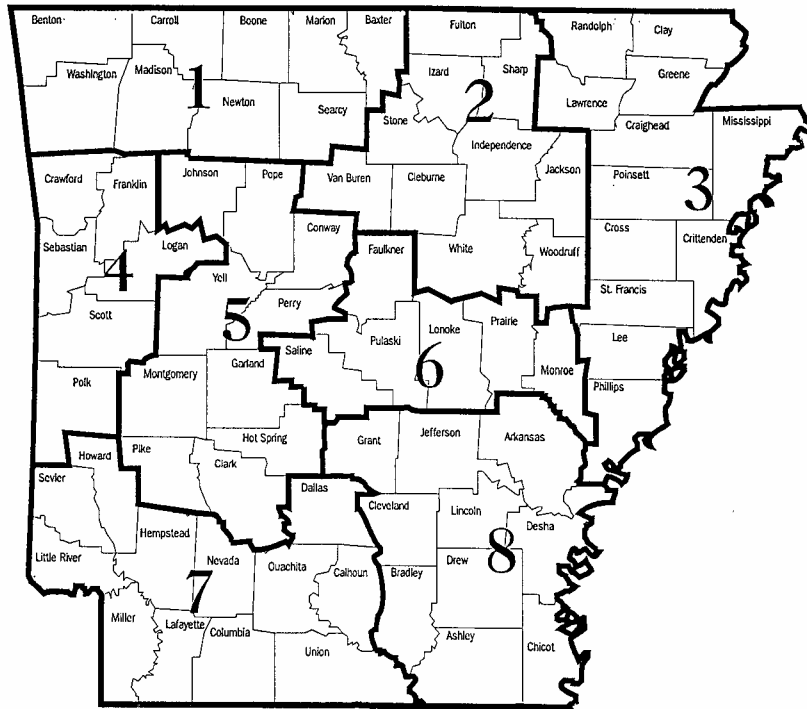
A **Local Arts Agency (LAA)** is defined as a community organization or an agency of city or county government that provides financial support, services, or other programs for a variety of arts organizations and/or individual artists and the community as a whole.

Successful LAA's share several common goals:

- Improving the artistic and administrative quality of artists and arts organizations in their community
- Creating a balanced group of art consumers and producers in their community
- Preserving cultural pluralism
- Fostering the development of local artistic traditions and retaining artists and arts organizations in their community
- Promoting the inclusion of aesthetic considerations in local decision making
- Providing such ongoing cultural planning activities as programming, administrative services and technical assistance, facility development and operation, fiscal assistance and advocacy.

A **Single-Discipline Organization** is primarily a producing/presenting agency in one art form with a permanent administrative facility, a representative board and at least a part-time executive/artist director.

Arkansas Arts Council District Map



District One
Mary Benjamin - Siloam Springs
Dick Trammel - Rogers

District Two
Robin King - Batesville
Linda Van Trump - Onia

District Three
Ray Crutchfield - Paragould
Barbara Dodge - West Memphis

District Four
Nancy Beauchamp - Ozark
Lorraine Cravens - Fort Smith

District Five
Ken Futterer - Russellville
Bess Sanders - Hot Springs

District Six
Garbo Hearne - Little Rock
Michael Tidwell - Little Rock

District Seven
Lanatter Fox - El Dorado
Michael Malek - Hope

District Eight
Heath Bryant - Warren
Mildred Franco - Pine Bluff

At-Large
Anne Douglas - Texarkana

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