

Cultural Arts Commission

Grant Application Questions 23-24

Each question is worth 5 points.

1. What are your organization's Mission and Goals and how do your organization activities support them?
2. What do you consider to have been your greatest success in the last fiscal year?
3. What do you consider to have been your greatest need for improvement?
4. What is your organization's strategy for diversification of your board and volunteer base and/or attracting a diverse audience or participants?
5. What is your organization's strategy in maintaining the fiscal health of your organization in relation to section XII (fiscal health recommendations for non-profits) of this manual?
6. What is your organization's strategy for bringing in revenue? (Please be specific.) This may include fundraising and sponsorship or the sale of tickets and marketing space, etc.
7. How do you publicize or market your activities or event? (Please be specific.) How do you evaluate these efforts and what has been done to increase the effectiveness of your marketing efforts?
8. How does your organization engage under-served communities? Engagement may include providing access to your artistic or cultural experience through direct participation or observation.
9. What recognition and/or awards has your organization received from peers, media, and/or other sources?
10. What unique opportunities does your organization provide to the public not otherwise available in the North Texas community? This may include guest performers, workshops, or recognition of excellence, etc.
11. How does your organization offer a unique service or experience that enriches or promotes the City and Plano residents?
12. What is your organization's strategy to provide an excellent, innovative, and creative experience to your audience or attendees? (This may include an event, exhibit or performance, etc.)
13. What are your organization's outreach efforts to promote and educate the community and region on the organization's art form or cultural experience?
14. How does your organization collaborate with other local and national groups for performance and marketing opportunities?
15. How does your organization measure the effectiveness and success of the experience (event, exhibit, performance, etc.) produced by your organization?

16. Does your organization use Plano venues for your programs, exhibits and gala/fundraisers? Which venues are used and why? If venues outside the City of Plano are utilized, which venues are used and why?

17. What is your organization doing to bring visitors to Plano to stay in local hotels and otherwise support the hospitality industry? (Please be Specific.) This may include endeavors such as partnerships with restaurants and hotels, multi-day events/workshops/performances, etc.

18. What is your organization doing that directly impacts tourism in Plano?

19. What is your organization's strategy to track and increase attendance of Plano and non-Plano residents?

20. Without this grant from the City of Plano, what impact would the loss of revenue have on your organization and how would your organization compensate?