

## DEFINITIONS

### Glossary for creatives & arts administrators

**Accessibility:** Conditions that allow the most amount of people to access a project or place. Barriers to accessibility are posed by financial, environmental, physical, social, religious, political and/or cultural barriers.

**Audit:** A short form report by a CAB member, staff member or community expert that attends the event/performance/activity to report back to the grant making panel.

**Authentic:** The genuine or real article, feel, mood, fact or style as it applies to individual, collective and communal memory, emotions, experience, attitudes, stories, history, cultural attributes and creativity.

**Capital budget:** Assets that support business operation determined by all sources of revenue and cash flow and used to assess the worth of pursuing a potential project.

**Capital repairs:** Are those repairs related to capital as defined by GAAP. (Generally Accepted Accounting Principles).

**Charrette:** A technique for consulting with some of the most interested community stakeholders early in a project. It typically involves intensive meetings, whereby municipal officials, developers, organizational leaders, community members and potential tenants are invited to gather and discuss issues, challenges and desires related to the project

**Collaboration:** a group of people and/or organizations work with others to do a task and to achieve shared goals. It is a recursive process where two or more people or organizations work together to realize shared goals.

**Community:** A group of people who reside in a specific location and/or share common values, interests, heritage, culture or beliefs.

**Community building:** An applied art – not a science; involving the design and application of collaborative strategies to the resolution of issues; management of change; strengthening capacity, building leadership and effectively engaging all elements of the community in the processes.

**Community development:** Change in the social, economic, organizational or physical structures of a community which improve welfare and positively enhance community wellbeing.

**Conflict of interest:** All CAB members must make known any affiliations which may conflict, or appear to conflict, with the objective evaluation of a funding proposal. If a conflict of interest has been established, that individual(s) must leave the room during deliberations. (New York State Public Officers Law, Sec. 74)

**Creative advantage:** The competitive edge that an organization, community or city has by virtue of their ability to sustain creativity and innovation.

**Creative capacity:** The relative ability of an organization, community or city to generate ideas, goods and services; the strength of creative assets and resources of an organization, community or city.

**Creative cluster:** A geographical concentration (often regional in scale) of interconnected individuals, organizations and institutions involved in the arts, cultural industries, new media, design, knowledge building and/or other creative sector pursuits.

**Creative Placemaking:** In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

**Cultural and creative sector:** A broad, complex and evolving mix of industries that range from the performing and visual arts to magazine publishing, digital media and design. While there is no broadly recognized definition of the breadth (i.e. industry and occupational composition) and depth (i.e. extent of the value chain) of the sector internationally, there is emerging consensus on the key industries that constitute its nucleus.

**Core creative fields:** Focuses on the production of "originals" (e.g., visual arts, artisan crafts, designer-makers) and "experiences" (e.g. live theatre, dance, and music as well as heritage).

**Cultural industries:** Focuses on the creative content producing industries, whether private or public, which exploit intellectual property through mass production (e.g., film and television production, broadcasting, record companies, book and magazine publishers, computer games and leisure software).

**Creative services:** Based around providing creative services to clients, earning revenue through fee-for-service and providing intellectual property that has a high degree of both expressive and functional value (e.g., design consultancies, advertising agencies, architecture practices, digital media firms).

**Creative hub:** A multi-tenant center, complex or place-based network that functions as a focal point of cultural activity and/or creative entrepreneurship incubation within a community. A hub provides an innovative platform for combining the necessary hard and soft infrastructure to support the space and programming needs of commercial, not-for-profit and community sectors.

**Creative process:** An ongoing, circular and multi-dimensional process of discovery, exploration, selection, combination, refinement and reflection in the creation of something new.

**Creativity:** The ability to generate something new; the production by one or more person of ideas and inventions that are personal, original and meaningful; a mental process.

**Culture:** A society's values and aspirations, the processes and mediums used to communicate those values and aspirations and the intangible expressions of those values and aspirations.

**Cultural arts:** Can be any and all cultural disciplines, which include but are not limited to: music, dance, drama, theatre programs, creative writing, literature, architecture, painting, sculpture, folk arts, photography, video and film, public media, history, museums; and the execution and promotion of other allied major cultural forms.

**Cultural ecology:** A dense and connected system of a distinct and evolving blend of community, educational, recreational, cultural and entertainment venues and environments that generate "thickness" in the creative fabric of a city. They provide the necessary infrastructure that accommodates cross-fertilization between a varied mix of stakeholders and interest groups, cultural producers, artists, entrepreneurs and residents.

**Culture-led regeneration:** A multi-dimensional approach to the re-use, renewal or revitalization of a place wherein art, culture and/or creativity plays a leading and transformative role.

**Diversity:** Distinct or different personal characteristics and qualities encompassing creative and artistic discipline, vocation, race, culture, sex, religious or spiritual beliefs, age, weight, disabilities, sexual orientation, everything which celebrates the variety and uniqueness of all individuals and things; may also apply to the mandates, goals, etc. of groups, organizations and companies.

**Downtown:** A downtown is that unique portion of a community that has or is striving to create a traditional “main street” business core. Concentrated commercial activity dominates the downtown area (retail and service businesses), but office and institutional uses are also usually present. Downtown development is pedestrian oriented. In a downtown, buildings are separately owned but are closely clustered together and located very close to the street, not set back from the street. A sidewalk is all that separates most downtown buildings from the public street. On-street parking is often supplemented by off-street parking located behind the stores and in municipal parking lots. An aerial photo showing the project location must be attached to the application.

**Evaluation criteria:** A benchmark or set of benchmarks used to evaluate the performance or suitability of a person or project. Developed at the beginning of a new project or proposal to ensure the content/outcome reflects the criteria and is relevant to your needs and vice versa. For example, if certain skills are critical to the success of the project, be sure to rate those required skills as a strong priority.

**Execution:** The act of completion in a legally valid form.

**Expiration date:** The date on which a contract is no longer valid.

**Final Report:** A financial and programmatic accounting of a grantee’s implementation of its awarded project. Failure to submit a final report will result in future eligibility for these grant opportunities.

**Fiscal Sponsor:** A New York State non-profit organization with designation as a U.S. 501©3 may apply to these grants on behalf of unincorporated arts organizations or groups. They cannot apply on behalf of an established commercial enterprise. The fiscal sponsor accepts responsibility to serve as a fiscal conduit for the funded project, receiving and disbursing funds related to the grant, and administering the requirements throughout the grant process, including final reporting. The unincorporated arts organization or group completes the project activity.

**Innovation:** The creation or invention of ideas, goods or services that are novel and intended to be useful; intended to create some product that has commercial application and/or appeal to a customer, consumer or audience; the process of generating and applying creative ideas.

**Insolvency:** Inability to meet financial obligations that are due.

**Interest:** The cost of borrowing money for a given period of time. Interest is usually paid to the lender in instalments along with repayment of the principal loan amount.

**Leverage Funds:** Shows what kind of other financial support your program has and indicates that your program has community support. The applicant indicates earned revenue and/or other private/public support

**Matching Funds:** These are funds that are set to be paid in equal amount to funds available from other sources. Matching fund payments usually arise in situations of charity or public good

**Marketing Plan:** A good marketing plan can help you reach your target audience, boost your supporter base and increase your project's participation rate. It helps you set clear, realistic and measurable objectives for your project. It can help keep your team on the same page, creates a tangible timeline for everyone to follow, tracks the marketing of your project until completion and is a tangible plan that can be communicated to interested parties. When creating your plan keep the 4 P's in mind: Price, Product, Promotion and Place.

**New-Urbanism:** Planning approach that promotes density, diversity, walkability, high-quality urban design and architecture, green transportation, sustainability, and mixed-use development.

**Operational (operating) budget:** The annual budget for costs required to operate an organization or property. Calculated by determining variable costs, gross profit, fixed costs, depreciation and interest.

**Placemaking:** An integrated and transformative process that connects creative and cultural resources to build authentic, dynamic and resilient communities or place.

**Private sector:** Economic activity that takes place outside the public sector by independently controlled for-profit individuals and companies.

**Project budget:** A budget showing income and expenses of a discrete project.

**Public performance:** An activity that is open to the general public and to which any person has access. It does not include activities for which attendance is not voluntary or for which institutional membership is a requirement for admission.

**Public sector:** Publicly owned and not-for-profit organizations that administer and deliver public services.

**Public support:** Collected attitudes, opinions and beliefs that help lead to the success and advancement of a project.

**Registered charities:** The US Internal Revenue Service defines a registered charity as "an organization established and operated for charitable purposes, and must devote its resources to charitable activities".

**Stakeholders:** Resident, organization, group, or community directly or indirectly affected by the outcome of a development project.

**Sustainability:** A trait that describes the best creative, cultural, economic, social, institutional and ecological products, environments, systems, processes and outcomes for hard and soft infrastructure and communities of all sizes; marked by durability and longevity; experienced and shared by present and future generations of tenants, clients, partners and citizens.

**Underrepresented communities:** A collective group of identities that is inadequately represented or is represented in numbers that are disproportionately low.

*This Glossary was used in part from*

*<http://www.artscapediy.org/Resources/Glossary.aspx#sthash.X3iYF0H4.dpuf>  
and nysca.org*