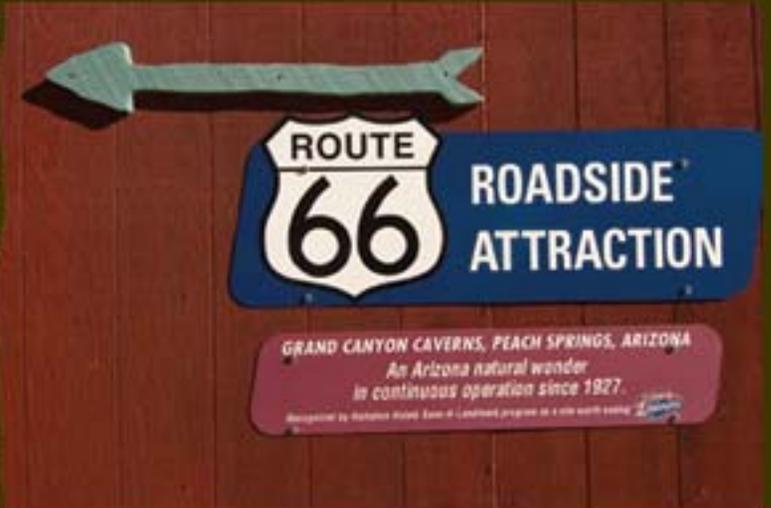


Arizona Tourism University (ATU):

Leveraging and Linking Grant Funds



Leveraging and Linking Grant Funds

Today's Workshop

- The Grant Process
- Managing and Maintaining Grants
- Funding Sources and Grant Resources
- Arizona Smart Growth

The Grant Process

The grant process is much more than identifying a funding source and writing a proposal.

The Grant Process

Plan to Succeed

- Rule #1: Believe that someone **wants** to give you the money!
- Project your organization into the future.
- Start with the end in mind...look at your organization's big picture. Who are you? What are your strengths and priorities?
- Create a plan not just a proposal.
- Do your homework: Research prospective funders. Search locally first. Target funding sources that have interest in your organization and program.

The Grant Process

If you need the money now, you have started too late.

The Grant Process

Use Your Resources

- Make your plan known and gain support
- Discuss your plan with the grant administrator
- Prepare your proposal well before the deadline. **Do not rush!**
- Have your proposal objectively reviewed
- Awarded or not – review and improve

The Grant Process

Manage the Grant

- Create a timeline and budget
- Set up a accounting structure
- Utilize a status sheet
- Document the progress (collect drafts, pictures, etc.)
- Address requirements and deadlines

The Grant Process

Set Goals and Evaluate Them

- What are the goals of your project?
- How do they help your organization achieve its mission?
- Develop SMART objectives
 - SMART = Specific, Measurable, Achievable, Realistic, and Timely
- Develop a method to track the measures
- Link the results to the objectives
- Were the objectives met? Why or why not?

Grants

Managing and Maintaining



Arizona
Commission
on the Arts

December 2008 • Arizona Tourism University
Mitch Menchaca, Senior Director of Programs
Arizona Commission on the Arts

Managing and Maintaining

Leveraging and Linking Grant Funds Grants: Managing and Maintaining

Arizona Tourism University • December 2008

AGENDA

The Application Process

Program Planning

Outcome Based Evaluation

Managing and Maintaining

The Application Process

Process

The Application Process

- There are always guidelines
- Different funders have different kinds of applications
- Budget forms are all different
- All grants have an administrator
- Read everything and follow the directions
- Be patient with the application

Process

The Application Process

- Every grant has a review committee
- Only send what is required
- Be patient for your outcome

Process

The Application Process

- If you are not funded, read any feedback provided and don't take comments personally, it's a competitive process
- If you are funded, read all requirements, submit any required documentation, and remember the process is not over
- Be patient for payment

Process

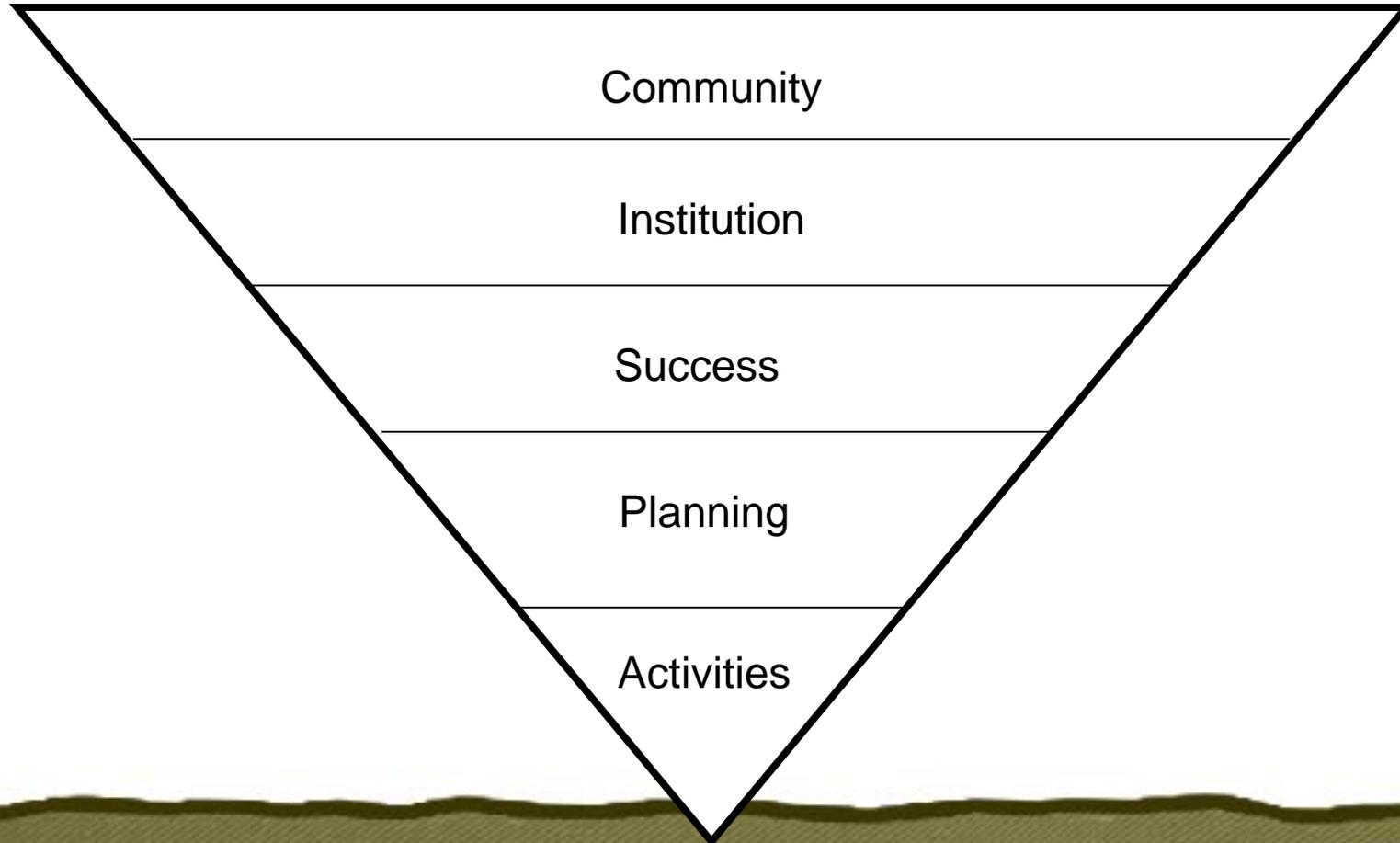
The Application Process

- If the project shifts, please notify your grant administrator
- Complete any mid or final reports
- Be patient with the funder with any final requirements

Managing and Maintaining

Tips for Writing a Proposal

Program Planning



Program Planning

Community

- Do you know your community?
- What is your audience?
- What needs are in your community?
- Does your community know you?

Program Planning

Community

How to learn about your community:

- Informal Processes
- Formal Processes

Program Planning

Institution

Do you know who you are?

- Institution Type
- Institution Mission
- Scope of Current Services

Program Planning

Success

- What does it mean to be successful?
- How do you measure that success?

Program Planning

Planning

Putting the pieces together:

- **Partners/Collaborators: what can they offer?**
- **Who, What, When, Why and How**
- **Logistics**

Program Planning

Activities

Executing the Process:

- **What experience are you giving to your audience?**
- **Will this activity help you measure your success?**

Managing and Maintaining

Outcome Based Evaluation

Outcome Based Evaluation

Outcome Based Evaluation

What is Outcome Based Evaluation?

- Measuring Change in People

“If our museums are not being operated with the ultimate goal of improving the quality of people’s lives, on what [other] basis might we possibly ask for public support?”

Stephen W. Weil
Emeritus Senior Scholar
Center for Education & Museum Studies
Smithsonian Institution

Evaluation: Outcome Based

Outcome Based Evaluation

What are Outcomes?

Outcomes are achievements or changes in the target audience's:

- Skill
- Knowledge
- Behavior
- Attitude
- Status
- Life Condition

Outcome Based Evaluation

Outcome Based Evaluation

Why measure Outcomes?

- Know if your project met its purpose
- Improve/create programs and events
- Guide management & institutional planning (staffing & training)
- Communicate program & institutional impact
- Help tell your story
- Help get your funding
- Satisfy funder's need to know

Outcome Based Evaluation

Outcome Based Evaluation

Doing Evaluation

- The evaluation methods should measure the success of the activities to bring about the desired change.
- Incorporate the evaluation throughout the project, not just as an add-on at the end.
- Evaluation early and often!

Outcome Based Evaluation

Outcome Based Evaluation

Types of Evaluation

How will you evaluate each activity to determine whether it helped you get to the desired outcome?

- Pre-, mid- and post-tests
- User surveys
- Completing tasks
- Testing prototypes
- Visitor surveys
- Observation
- Focus Groups
- Attendance statistics

Outcome Based Evaluation

Outcome Based Evaluation

How will you benefit from Outcome Based Evaluation?

- Share with other staff
- Planning tool for organization
- Advocacy tool for yourself
- Evaluation proves that success is more than just completing the project!

Outcome Based Evaluation

Outcome Based Evaluation

What can Outcome Based Evaluation do for my grantwriting?

- Write clear, concise, measurable outcomes.
- Remember, outcomes lead to changes in people, not organizations.
- Activities (and/or products) must be tied to outcomes.
- Determine method of evaluation.
- Write a final report!

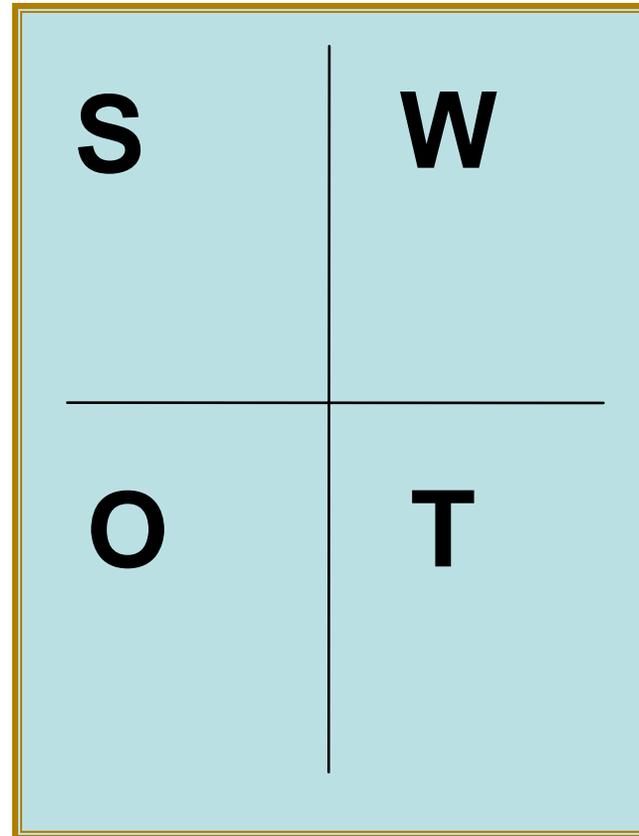
Managing and Maintaining

SWOT Analysis

Outcome Based Evaluation

SWOT Analysis

- S – Strengths
- W – Weaknesses
- O – Opportunities
- T – Threats



Managing and Maintaining

Contact

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Funding Sources and Grant Resources



- Arizona Community and Business Financing Guide
 - More than 15 state and federal agencies and investment banks
 - Categorized
 - <http://www.azcommerce.com/financing+guide.htm>

Funding Sources and Grant Resources



- Search engine for Federal grants
 - <http://www.grants.gov/>

- Grantee Resources –
 - Resources from Grantors
 - Success Stories
 - http://www.grants.gov/applicants/all_about_grants.jsp
 - http://www.grants.gov/applicants/email_subscription.jsp

Funding Sources and Grant Resources



- Resource for Federal Heritage Tourism Programs
 - Federal Assistance Programs
 - <http://www.achp.gov/heritagetourism.html>
- Heritage Tourism Funding Sources
 - <http://www.achp.gov/heritagetourism-assist.html>

Funding Sources and Grant Resources

— non-profit guides —

- Grant Resources
 - Grant Writing Tips
 - Sample Proposals
 - Links to Funders
 - <http://www.npguides.org/index.html>

Funding Sources and Grant Resources

- **Tourism Cares**

http://www.tourismcares.org/RelId/606053/ISvars/default/Worldwide_Grant_Program.htm

- **APS Corporate Giving Program**

<http://www.aps.com/main/community/dev/default.html>

- **SRP Corporate Contributions**

<http://www.srpnet.com/community/contributions/>

- **Arizona Community Foundation**

<http://www.azfoundation.org/>

Funding Sources and Grant Resources

AOT's grant programs (info at www.azot.gov) including:

- **Teamwork for Effective Arizona Marketing (TEAM)**
 - Assists communities and regions with tourism marketing
 - Distributed \$1.1 million in fiscal year 2009
- **Rural Tourism Development Grant Program (RTDGP)**
 - Assists communities and nonprofits with tourism infrastructure
 - Distributed \$463,000 in fiscal year 2009

Funding Sources and Grant Resources

Teamwork for Effective Arizona Marketing (TEAM)

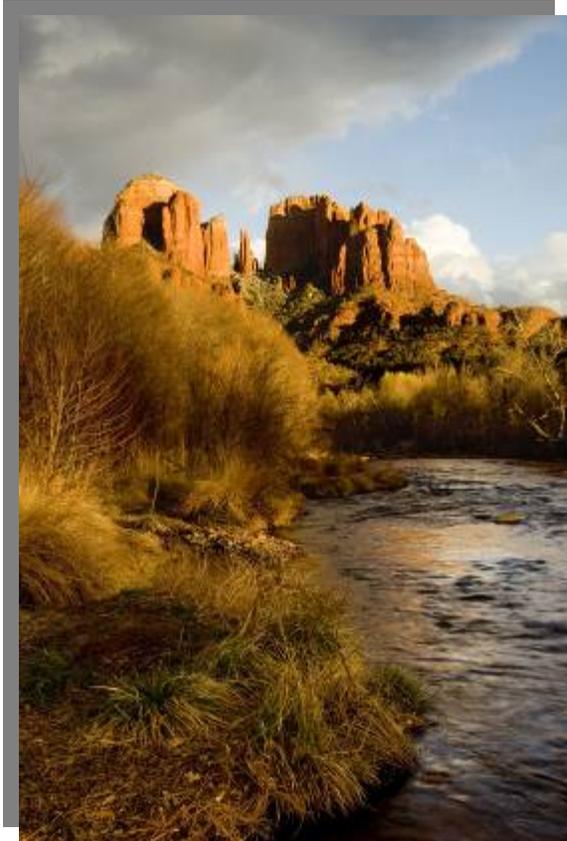
- Eligible entities include:
 - Destination Marketing Organizations
 - Statewide Nonprofit Tourism Associations
 - Tribal Tourism Entities
- Awarded annually from July – June
- Requires 50% in matching funds
- Funds are available for:
 - advertising, internet Web site development, printed materials, media communications/public relations, strategic planning and research and product development

Funding Sources and Grant Resources

Rural Tourism Development Grant Program (RTDGP)

- Eligible entities include:
 - Not-for-profit organization located outside of Maricopa and Pima Counties
 - Tribal Governments
 - Destination Marketing Organization (DMO)
- Requires 25% in matching funds (10% from In-kind)
- Priority goes to projects with a Centennial component.
- Examples of fundable projects:
 - Visitor centers and kiosks; improvements of downtown, local parks, event grounds, historic attractions; public infrastructure; and the purchase of new or existing attractions.

Arizona Centennial



February 14, 2012

Karen Churchard
Executive Director

Arizona Centennial
Commission
kchurchard@azot.gov

Arizona Centennial

Arizona Historical Advisory Commission (AHAC)

- Provides Centennial Legacy Designation
- Must meet specific criteria
- Does not provide direct funding
- Designation can be used as leverage for other funding sources
- www.azcentennial.gov

Arizona Centennial

AHAC Legacy Projects

Submit a three page statement addressing the following criteria:

- accurately portray a significant aspect of Arizona history
- be accessible to a large number of users/visitors
- demonstrate collaboration in the planning
- produce an enduring project that will live on after 2012
- include an educational component
- include an implementation plan

Arizona Smart Growth

The screenshot shows a Mozilla Firefox browser window displaying the Arizona Department of Commerce Smart Growth website. The browser's address bar shows the URL <http://www.azcommerce.com/SmartGrowth/>. The website header features the Arizona Department of Commerce logo with the tagline "The center for economic advancement" and a search bar. The main content area is titled "Welcome to the Arizona Office of Smart Growth!" and includes a "NEW!" announcement for the "Annual Boards and Commissions Conference" with a link to a brochure and online registration. Below this, there is a section titled "What is Smart Growth?" which explains that smart growth is a continuous planning process to guide the preservation, development, or redevelopment of a neighborhood, community, or region to promote the goals and ambitions of its residents. The text further elaborates on the cumulative effects of population growth and the importance of smart growth in managing resources and promoting economic development.

Business Assistance

- Economic Information
- Site Selection
- Smart Growth
- Community Assistance
- Workforce Assistance
- Film in Arizona
- Energy Programs
- Military Affairs
- Councils & Commissions

Welcome to the Arizona Office of Smart Growth!

NEW! [Annual Boards and Commissions Conference](#) brochure and online registration

What is Smart Growth?

Growth itself is neither positive nor negative, but the cumulative effects of population growth, its patterns and form have long-term social, environmental, and economic consequences.

Smart growth is a continuous planning process to guide the preservation, development, or redevelopment of a neighborhood, community, or region to promote the goals and ambitions of its residents. Quality of life, infrastructure, and land use are typically key considerations in the process. Smart growth communities prudently manage and direct their growth-strained resources to assure an economic future consistent with their goals. In addition, smart growth informs economic development efforts by providing a framework to coordinate investments and policies.

Smart growth is guiding growth in ways that result in vibrant communities, strong economies, and a healthy environment. Smart growth means adding new homes, schools, businesses, jobs and infrastructure to Arizona's economy in ways that make sense and promote balance. Smart growth enhances the communities where we live, without over-burdening our transportation and infrastructure systems, polluting our air and water, or depleting our open spaces and magnificent natural landscapes. Smart growth embodies qualities that make communities great places to live and give them a sense of place – walkable neighborhoods, recreational amenities, historic spaces, vibrant downtowns, choices in transportation, jobs, and housing, prudent investments in capital facilities and infrastructure and opportunities for diversity and citizen involvement.

www.azcommerce.com/SmartGrowth



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