

### DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

#### memorandum

**TO:** Urbana Public Arts Commission

**FROM:** Christina McClelland, Public Arts Coordinator

Jessica Snyder, Public Arts Intern

**DATE:** August 8, 2012

**SUBJECT: Urbana Arts Grants Online Management System** 

## **Background**

Launched in 2009 to support projects in the arts occurring in Urbana, the Urbana Arts Grants program makes funding available to artists, artist teams, organizations, businesses, and festival presenters for eligible projects that enrich the lives of residents and visitors. In its first four cycles, the program has supported 85 projects in a variety of arts disciplines. Since its inception, the Urbana Arts Grants program has employed a paper-based application form. Though a paper-based form will always be available to make the program as accessible as possible, an online system to manage the many applications and project materials received would benefit applicants, grant recipients, and the administrator of the program. As the Program continues to grow, switching to an online system would simplify the process for everyone involved.

### **Discussion**

In 2012, the Urbana Public Arts Program and the Public Arts Commission Urbana Arts Grant Subcommittee developed a survey to issue to past and present grant applicants and recipients (Exhibit A.) The goal of the survey was to gather ideas to improve the granting process. Twenty-three responses to the survey were received with a variety of answers. When asked how they would improve the application process, many survey takers suggested an online-based application form (Exhibit B.)

Staff sent out a query to the Public Art Network (PAN), an e-mail listserv of public artists and administrators, to learn what online grants management services other programs use and could recommend (Exhibit C.) The majority of responses recommended Westaf Cafe, with other recommendations including Slideroom, Submittable, PublicArtist and custom-built systems. These services, and other services found by staff, were investigated for potential use by the Urbana Public Arts Program.

Detailed research was conducted into 11 different online grants management services, with results compiled in the attached table, Online Grants Management Service Comparisons (Exhibit D.) The following criteria were taken into consideration:

- Ability to create entry fields (for the application form)
- Ability to accept text submissions
- Ability to accept audio submissions
- Ability to accept image submissions
- Ability to accept video submissions
- Customizable appearance to utilize Urbana Arts Grants branding
- How the users would access the application (via websites, links, portals, etc.)
- A budget of approximately \$1,000 per year
- The service's review/jury capabilities
- The ability to export and organize data

After initial research, the services GO: Grants Online, Slideroom, PublicArtist, Foundant, Google Forms, EntryThingy, and Gravity Forms were eliminated from consideration due to high cost, inability to meet the Urbana Public Arts Program's needs, or other incompatibilities. The services GO.5, Westaf Café, Submittable, and ReviewRoom were examined further.

GO.5 (<a href="http://www.gograntsonline.org/overview/go\_5/">http://www.gograntsonline.org/overview/go\_5/</a>) allows text, audio, image, and video submissions. It is customizable, allows staff to use Urbana Public Arts Program branding, and allows users access to the application via a separate website. It also allows staff to create reports and export data. Staff attended an online demonstration of the service and found that while the service was simple to use, it cost \$2,500 per year. Staff decided that GO.5, while able to suit all the program's needs, was too expensive and eliminated it from consideration.

Westaf Café (<a href="https://www.callforentry.org/">https://www.callforentry.org/</a>) is slightly customizable, and allows administrators to export data. Users would access the application via the Café website, where they must have an account. It allows text and image submissions, while audio and video submissions are \$3 per entry. Café charges a one-time set up fee of \$250 and each call for entry is \$450. Staff attended an online demonstration of the service, and learned that Café heavily caters to public art calls. While the Urbana Public Arts Program might use the service for public art calls, the primary purpose of identifying a management system was for the Urbana Arts Grants, so Café was eliminated from consideration.

Submittable (<a href="http://www.submittable.com/">http://www.submittable.com/</a>) has the ability to accept text, image, audio, and video files. Users could access the application via a link on the Urbana Public Arts Program website. Staff created a test account for the service, and learned that it does not allow entry fields for applications. Lacking this capability, coupled with \$100 monthly cost and several spelling and grammar errors on the Submittable website led staff to determine that Submittable was not suitable for the program's needs.

ReviewRoom (<a href="http://myreviewroom.com/">http://myreviewroom.com/</a>) is a web-based service that allows administrators to accept and manage applications and submissions, and review them online. It is very customizable and allows users to submit a variety of text, image, audio, and video files. Users would access the application via a separate website created by staff. Staff created a test account

with ReviewRoom and found the administrative process of creating and managing applications to be intuitive and simple to use. Staff also created test forms with ReviewRoom (Exhibit E) and discovered that the application was easy to understand and straightforward. The data received from the test submissions was easily exported into Excel spreadsheets and PDF documents. Additionally, staff found ReviewRoom's technical support to be prompt and helpful.

Use of ReviewRoom at the Pro level, which provides the necessary capability for the program, costs \$695 a year. Due to an unfinished 2011 Urbana Arts Grant project, the Public Arts Commission is able to fund the use of ReviewRoom for a year without impacting funding available for 2013 grant projects. The capabilities provide by the service, including producing spreadsheets of application information, the ability for applicants to directly load work samples, and automatic communication with applicants, are estimated to save 40 hours of staff time spent on administering Urbana Arts Grants. The staff salary for 40 hours is more than the yearly cost of ReviewRoom.

For all of these reasons, staff determined that of the systems researched ReviewRoom is the most suitable service for the Urbana Public Arts Program. It suits all of the Program's needs, and staff learned first-hand that the service is simple to operate for both administrators and applicants.

### Recommendation

Staff recommends that the Commission approve ReviewRoom as the Urbana Public Arts Program's online grant management service.

#### Attachments:

Exhibit A: Urbana Arts Grants Survey

Exhibit B: Sample Responses from the Urbana Arts Grants Survey

Exhibit C: Answers from PAN Query

Exhibit D: Online Grants Management Service Comparisons

Exhibit E: ReviewRoom Test Application Form

# **Urbana Arts Grants Survey**

Exit this survey

1. H	ow did you hear about the Urbana Arts Grants Program? (Check all that apply.)
	The City of Urbana website
	E-mail newsletter
	Facebook
	Twitter
	Through friends or colleagues
	City publications (newsletter, posters, etc)
	I did not know there was an Urbana Arts Grants Program.
Othe	er (please specify)
	what ways do you think the Urbana Arts Grants Program promotion could be roved? (Check all that apply.)
	More fliers
	More printed media (postcards, brochures, etc)
	Provide more information about previous Urbana Arts Grants projects
	More information on social media (Facebook, Twitter, etc)
	More promotion on radio/TV
Othe	er (please specify)
3. lr	what 2012 Urbana Arts Grant category did you apply?
	Here and Now
	Envision 365
	Creative Mix
	Urbana Festivals
	I did not appy for a grant.
4. If app	you did not apply for a 2012 Urbana Arts Grant, why not? (Check all that ly.)

	Did not have an idea for	r a project.				
	My project was not eligi	ble.				
	The timing of the applica	ation process did no	ot work for me	<b>)</b> .		
	I did not know about app	plying for a 2012 Ur	bana Arts gra	ant.		
	Not applicable.					
Oth	er reasons					
	f you attended an U	rbana Arts Gra	nts Worksl	nop, did you	find it helpfu	I in the
	Yes					
	No					
	I did not attend one.					
In w	hat ways did you find it h	nelpful or unhelpful?	•			
			-			
6. If	f you did not attend Unaware of workshop.	an Urbana Arts	s Grants w	orkshop, plea	ase explain v	vhy:
	Time conflicts.					
	Did not want to attend.					
	Did not feel it was neces	ssary to attend.				
	Not Applicable.					
Oth	er reason or how could w	vorkshop time or loc	ation be impr	oved?		
	low clear did you fir s Grants?	nd the guideline	es and app	lication proc	ess for the L	Jrbana
	Cle	Moderately ear clear	Average	Moderately unclear	Unclear	N/A
The	e process was:	0	0		•	

http://www.surveymonkey.com/s.aspx?PREVIEW MODE=DO NOT USE THIS LINK ... 8/6/2012

8. What problems or issues did you experience with the Urbana Arts Grants

application process? (Check all that apply.)

	I did not have enough time to complete the application
	The process was difficult to understand
	I had difficulties with the application form
	I wish I could submit an application in a form other than CD (email, paper copies, etc)
	Not applicable.
Oth	er (please specify)
	~
9. F	low would you improve the Urbana Arts Grants application process?
	Do you have any other feedback, comments, or questions about the Urbana s grants Program?

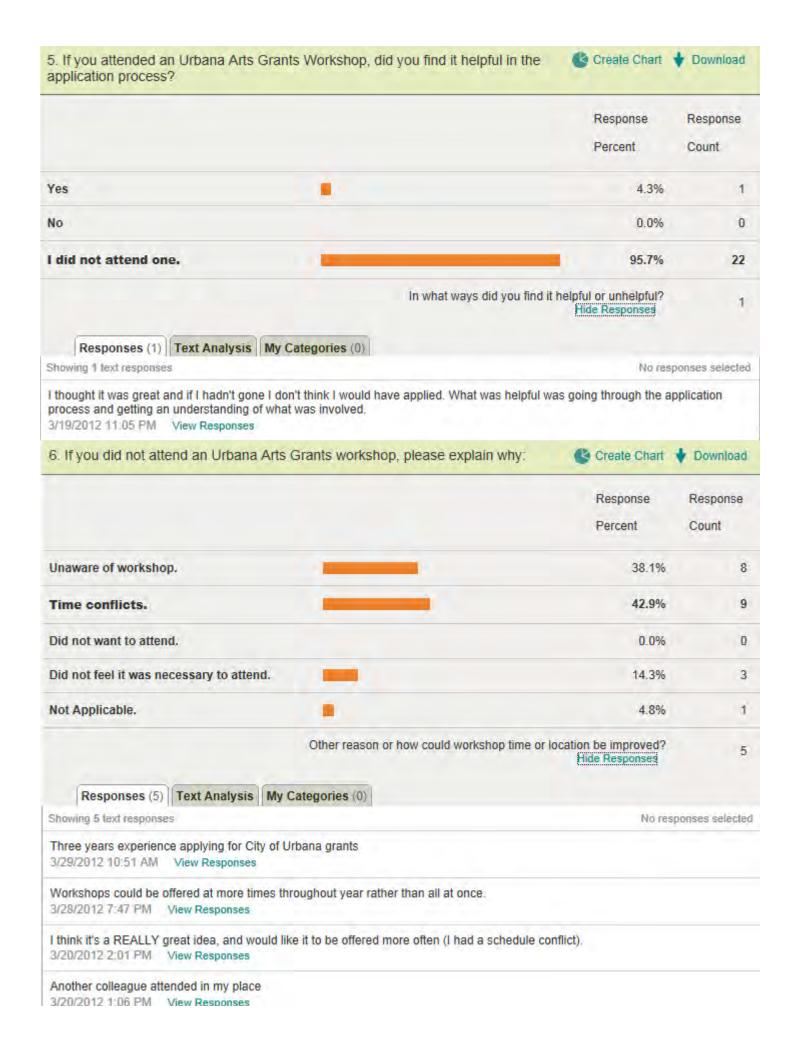
Powered by <u>SurveyMonkey</u>
Check out our <u>sample surveys</u> and create your own now!

	Response	Response
	Percent	Count
The City of Urbana website	34.8%	8
E-mail newsletter	17.4%	4
Facebook	8.7%	2
Twitter	0.0%	0
Through friends or colleagues	60.9%	14
City publications (newsletter, posters, etc)	4.3%	d
I did not know there was an Urbana Arts Grants Program.	4.3%	1
	Other (please specify) Hide Responses	d
Responses (1) Text Analysis My Categories (0)		
Showing 1 text responses	No res	ponses selecte

In what ways do you think the Urbana Arimproved? (Check all that apply.)	ts Grants Program promotion could be	Create Chart	<b>♦</b> Download
		Response	Response
		Percent	Count
More fliers	•	4.8%	1
More printed media (postcards, brochures, etc)		14.3%	3
Provide more information about previous Urbana Arts Grants projects		81.0%	17
More information on social media (Facebook, Twitter, etc)		33.3%	7
More promotion on radio/TV		14.3%	3

3. In what 2012 Urbana Arts Grant category did you apply?	Create Chart	<b>♦</b> Download
	Response Percent	Response Count
Here and Now	30.4%	7
Envision 365	30.4%	7
Creative Mix	21.7%	5
Urbana Festivals	17.4%	4
I did not appy for a grant.	8.7%	2
	answered question	23
	skipped question	0

4. If you did not apply for a 2012 Urbana Arts Grant, why not? (Check a apply.)	all that	<b>♦</b> Download
	Response Percent	Response Count
Did not have an idea for a project.	0.0%	0
My project was not eligible.	20.0%	1
The timing of the application process did not work for me.	0.0%	0
I did not know about applying for a 2012 Urbana Arts grant.	0.0%	0
Not applicable.	80.0%	4
	Other reasons Show Responses	1
	answered question	5
	skipped question	18



7. How clear did you find the Grants?	guidelines ar	nd application	process fo	r the Urbana	Arts	<b>&amp;</b> Cr	eate Chart	<b>♦</b> Download
	Clear	Moderately	Average	Moderately unclear	Unclear	N/A	Rating Average	Response Count
The process was:	43.5% (10)	39.1% (9)	8.7% (2)	8.7% (2)	0.0%	0.0%	1.83	23
						answered	d question	23
						skippe	d question	0

8. What problems or issues did you experience with the Urbana Arts Gra application process? (Check all that apply.)	ants Create Chart	Download
	Response	Response
	Percent	Count
did not have enough time to complete the application	0.0%	0
The process was difficult to understand	10.0%	2
had difficulties with the application form	20.0%	4
l wish I could submit an application in a form other than CD (email, paper copies, etc)	50.0%	10
Not applicable.	30.0%	6
	Other (please specify) Hide Responses	4
Responses (4) Text Analysis My Categories (0)	No ma	sannan nalantar
Showing 4 text responses no problems 3/29/2012 10:51 AM View Responses	No res	oonses selected
There were some conflicts in the wording. 3/28/2012 9:39 PM View Responses		
The PDF has been problematic both times I've tried to apply. Either it doesn't allow texpensive) software is needed. Also, it can't be saved and returned to.  3/20/2012 2:01 PM View Responses	to put the full text in, OR perhaps s	pecial (and

## 9. How would you improve the Urbana Arts Grants application process? Download Response Count Hide Responses 14 Responses (14) Text Analysis My Categories (0) Showing 14 text responses No responses selected streamline to follow Illinois Arts Council grant process when feasible... 3/29/2012 10:51 AM View Responses I could not figure out how to write on the PDF file. It was easy to convert to PDF but actually writing onto the grant in that file I Ξ could not figure out. 3/28/2012 9:39 PM View Responses I think that it is clear and accessible as is 3/28/2012 7:30 PM View Responses If I could see more information from the winning applicants from previous years, I could have a general idea of what it takes to earn a grant. I know the judges change year to year but knowing what has won would even help differentiate my own application from previous winners. 3/28/2012 7:02 PM View Responses Electronic submission. 3/28/2012 3:55 PM View Responses Change the application form so it's easier to type on and save. 3/22/2012 9:16 AM View Responses Use a .doc application instead of a .pdf, and ask us to submit it as a .pdf 3/20/2012 2:01 PM View Responses Since this was my first time applying for the grant I can not say fully how to improve it. My experience was quick and very efficient and I was very excited to know that I was one of the people selected to participate! 3/20/2012 8:14 AM View Responses At the information session, it would have been nice to see more examples of projects that were funded in previous years. 3/19/2012 11:05 PM View Responses I was unable to submit the program on line and had to deliver a hard copy. The program needs to be usable in new computers. 3/19/2012 6:43 PM View Responses I received a grant this year, so no complaints! 3/19/2012 5:41 PM View Responses Change the application form so it's easier to type on and save. 3/22/2012 9:16 AM View Responses Use a .doc application instead of a .pdf, and ask us to submit it as a .pdf

Since this was my first time applying for the grant I can not say fully how to improve it. My experience was quick and very efficient and I was very excited to know that I was one of the people selected to participate!

3/20/2012 8:14 AM View Responses

3/20/2012 2:01 PM View Responses

## Do you have any other feedback, comments, or questions about the Urbana Arts grants Program?



Response

Count

Hide Responses

13

Ξ

Responses (13) Text Analysis My Categories (0)

Showing 13 text responses

No responses selected

Thank you so much for supporting the fine arts in our community. Your support has been critical in the birth and continuation of the CU Folk and Roots Festival.

3/29/2012 10:51 AM View Responses

I think some of the wording is not clear. I would need to look back over the grant to be more clear about this which I would be willing to do with you all.

3/28/2012 9:39 PM View Responses

It would also be nice to know where I could go to see some of the projects that win this grant in Urbana from previous years. Perhaps photos or event information could be posted on the city of urbana website.

3/28/2012 7:02 PM View Responses

More timely notification.

3/28/2012 3:55 PM View Responses

It would help a great deal to receive the entire amount of the grant at the beginning. I would also like you to consider allowing winners to apply every year. These grants have been a huge help to us and there aren't very many other places to apply for funding like this.

3/22/2012 9:16 AM View Responses

This is an excellent program! Very exciting and inspiring! It would be great to get feedback about the implementation of the projects after we present our reports, I know for me, the report captured only a small portion of what I did.

3/20/2012 2:01 PM View Responses

I wish I would have known about this when I first moved to Urbana. What a great way to help the locals in the community who are trying to build it up.

3/20/2012 8:14 AM View Responses

Fabulous program, tabulous coordinator!

3/19/2012 10:23 PM View Responses

Thanks for providing the grants!

3/19/2012 5:41 PM View Responses

May we have feedback on grant proposals submitted so that we know how to make them better next time?

3/19/2012 5:19 PM View Responses

The grant program seems geared toward visual artists who needed assistance with materials, while performers who needed equipment or assistance in procuring royalties for live performance works appear to be quite excluded.

No thanks. Thanks for your time.

3/19/2012 3:48 PM View Responses

I think it's truly a wonderful gift to the community to invest in the arts and I appreciate the Urbana Arts Grants so much as a program!

3/19/2012 3:46 PM View Responses

We have used both CAFÉ and Slideroom. We will never use CAFÉ again. Slideroom is great for ease of use by everyone with good tech support. We negotiate a fee in advance based on estimated number of applicants. Slideroom is more expensive than CAFÉ, but since it is so much easier to use, it requires less staff time walking hysterical artists through the application process.

I am in the process of using CaFE right now for the Florida Public Art Year in Review. I have found it to be pretty easy, though obtaining the images for a slide show at the end takes a few days through the mail. My only suggestion is to be sure that all of your jurors and/or reviewers are computer savvy. I assumed they were and boy, was I wrong, one person will not use a computer!

I'm a member of ArtsUSA because I want to support the arts and never thought about a need for software. However, my company has a product like this. Anyone have a submission process that they would be willing to share and I'll see if my system could handle? If so, I could see about making this available to all Arts USA members in some way as a way to support this great cause.

If you're willing to share your submission process, let me know!

At 4Culture (based in Seattle) we have developed our own application system to support our Public Art section and our 13 funding programs. However, we do try to keep up on what else is out there. We found this recently, "A Consumer's Guide to Grants Management Software" --- which compares 20 grants management software products, describing the core strengths and weaknesses of each system, showing how they stack up against each other across a set of 17 different criteria, and detailing how each system addresses more than 125 different criteria. This free publication can be downloaded <a href="http://www.gmnetwork.org/reports">http://www.gmnetwork.org/reports</a>

### http://publicartist.org

is a system very easy to use for artists.

The Port of Portland is using Café for a second time with good results. Our first project using the system was a call for artists to develop work for our new HQ. The budget was 1.3 million total. The current project is an RFQ for a tunnel art project; budget is \$500,000. So far, no trouble. Many professional artists are already registered on Café (they have over 90,000 members) so submitting is simplified. I have also registered on the system as an artist and I can tell you first hand, the application process is pretty simple.

There may be other systems that also work well but our experience with Café has been fine.

The Missouri Arts Council uses WESTAF's Culturegrants online system. The new one has expanded capability for support material. MAC is currently working with the "basic" version and will upgrade to the new and improved version next year. You might be able to get a break if you use both Culturegrants and CAFÉ. Doesn't hurt to ask. Good luck! Keiko

We have a new service which would be great for you! It's called PublicArtist.org. We designed it so that creating calls is easy for administrators and applying is easy for artists.

Things are going well with the site, which is currently in beta mode (this means that we are not charging for the full range of services to artists and

administrators). Soon, we will go fully live and begin charging. Our fee structure can be found on this page: http://publicartist.org/pricing.cfm

We will ALWAYS allow free call postings and applications. However, paid memberships allow for many time-saving features which you probably wouldn't want to be without. Specifically, online judging and an artist roster for administrators, as well as an image portfolio and document management system for artists.

Sign up and take a look around. We'd be happy to hear what you think!

The UrbanArt Commission in Memphis has a purpose built system that works like a dream.

I have to agree about <a href="PublicArtist.org">PublicArtist.org</a>. Yes, it takes time to set up your images, bio, etc. but once it's done, it's so simple to get together a proposal/submission. I was on there again last week, took me all of 10 minutes max to put together what I needed and download it ready to burn on a cd.

Eventually I know there will be more opportunities that you can apply for right from the site, looking forward to that!

We have been working with Foundant for approx. 1 year. The support staff is more than helpful with phone training sessions, etc. The program is easy to use and allows the user to format forms, applications, etc. tailored to the administrator and applicant's needs. There are many more resources, tools, etc. included. http://www.foundant.com/

Flux Projects has used CaFE twice now, and we are extremely pleased with it and plan to use again. They have made some changes to their uploads of images and media to make it easier. We have also used from the applicant side, and I found it very simple.

Flux Projects <a href="https://www.fluxprojects.org">www.fluxprojects.org</a>

We have had a great experience using www.submittable.com for open calls.

As a footnote, anything that would cost an artist \$\$\$ to apply for public art projects is NOT of interest to me and a lot of my contemporaries. Too many calls are already free to apply for somewhere.

The New Mexico Arts Art in Public Places Program was used Café for about 4 ½ years now. We have been very happy with it.

Please feel free to contact me if you have any specific questions about our usage and the pros and cons.

Service	App	Text	Audio	Images	Video	Customization	Pricing	Access
	form							
GO: Grants Online	Yes	Yes	Yes	Yes	Yes	Highly customizable	\$\$\$\$\$	Separate website
GO.5	Yes	Yes	Yes	Yes	Yes	Highly customizable	\$\$\$	
Westaf Café	Yes	Yes	Yes	Yes	Yes	Somewhat customizable	\$\$	Café's portal
Slideroom	Yes	Yes	Yes	Yes	Yes	Highly Customizable	\$\$\$\$	UPAP Portal
PublicArtist	Yes	Yes	No	Yes	No	Not customizable	\$\$	PA to another portal
Foundant	Yes	Yes	No	No	No	Not customizable	\$\$\$\$\$	Separate website
Submittable	Yes	Yes	Yes	Yes	Yes	Highly customizable	\$	Link on website
Google Forms	Yes	No	No	No	No	Somewhat customizable	\$	Link
EntryThingy	Yes	Yes	No	Yes	No	Somewhat customizable	\$?	Built-in form on website
ReviewRoom	Yes	Yes	Yes	Yes	Sort of	Highly customizable	\$\$\$	Separate website
Gravity Forms	Yes	Yes	Yes	Yes	Yes	Somewhat customizable	\$\$	Through wordpress

Application Form Page 1 of 3





# Urbana Arts Grants Program

**Project Information** 

Now accepting applications fo	r 2013	
Application Form		0%
Please fill out all required before submitting your applica	ation.	
Which grant are you applying for?		
Here & Now		
Envision 365		
Creative Mix		
Urbana Festivals		
Applicant Information		
Name of Applicant Group, Organization, or Ensemble		
Primary Contact and Title		
Address		
City		
State, ZIP		
Web Address		
Email		
Daytime Telephone		

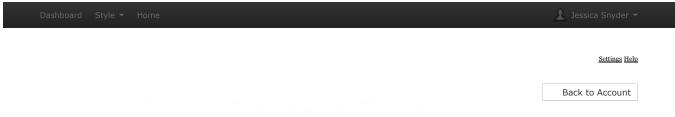
Application Form Page 2 of 3

			Jessica Snyder 🕶
Brief Description of Project (25 words max)			
(23 Words max)			
Amount Requested to Support Project			
Date of Project Completion (between April 1, 2013 - April 1, 2014 for ALL applicants		*	
From the list below, shock t	ne Program Goals that this project wi	II address:	
		of place and purpose, and promoting tourism a	and commerce
-		· · · · · · · · · · · · · · · · · · ·	ina commence
	f publicly accessible projects in the arts		
Encourage emerging artis			
	ate local and multicultural traditions an	d histories	
Enrich the lives of Urbana			
	residents to engage in the arts in its m	nany forms	
Represent the community	in its diversity		
Encourage partnerships a	mong artists, performers, businesses, o	rganizations, and agencies	
Must include locations withi	n the City of Urbana. Please note tha	t Champaign and Urbana are separate citie	5.
		^	
		*	
Proposed Use  Location and Address +		^ ~	
Proposed Use  Location and Address +  Proposed Use  Location and Address +		A T	
Proposed Use  Location and Address + Proposed Use  Location and Address + Proposed Use  Location and Address +		A + + + + + + + + + + + + + + + + + + +	
Proposed Use  Location and Address + Location and Address +		T	
Location and Address + Proposed Use		T	
Proposed Use  Location and Address + Proposed Use	vity Dates, including set-up and insta		
Proposed Use  Location and Address + Proposed Use	vity Dates, including set-up and insta		
Proposed Use  Location and Address + Proposed Use  Schedule of Key Project Active	vity Dates, including set-up and insta		

Application Form Page 3 of 3



Application Form Page 1 of 2





## Urbana Arts Grants Program

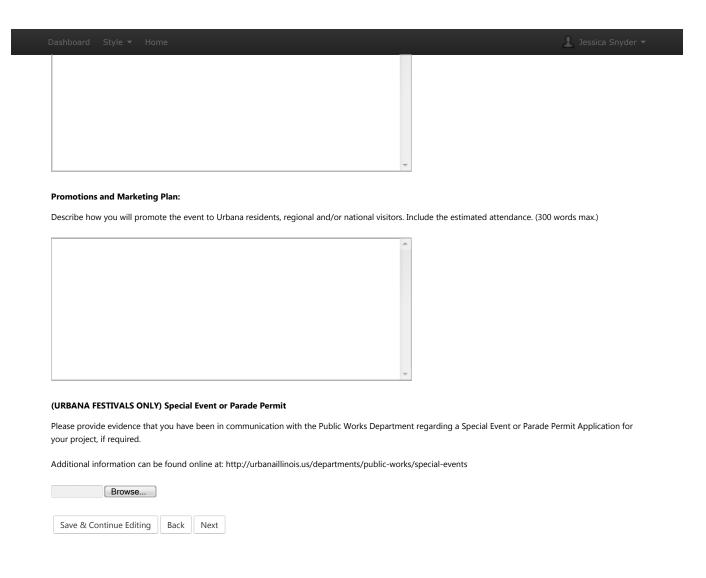
Now accepting applications for 2013

Application Form	33%
Please fill out all required before submitting your application.	
Artist Bio	
Tell us a little about yourself. (150 words max.)	
(HERE & NOW ONLY) Proof of Urbana Residency  Include ONE copy of one of the following: a) photo ID with proof of current address, b) current utility bill, or c) signed lease agree Browse	eement.
Description of Project Partners (if applicable)	

https://urbanaartsgrants.myreviewroom.com/forms/6651/preview/?preview=1&lang=en&p... 8/10/2012

Describe your history and relationship with any additional organizations or individuals involved in your project. (300 words max.)

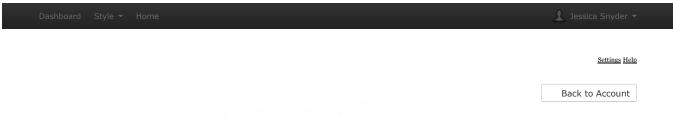
Application Form Page 2 of 2



Online Application Reviews powered by  $\underline{\text{ReviewRoom}}$  4.2 (S2).  $\circledcirc$   $\underline{\text{Chide.it}}$  2012.

Online Survey Software powered by FluidSurveys

Application Form Page 1 of 2





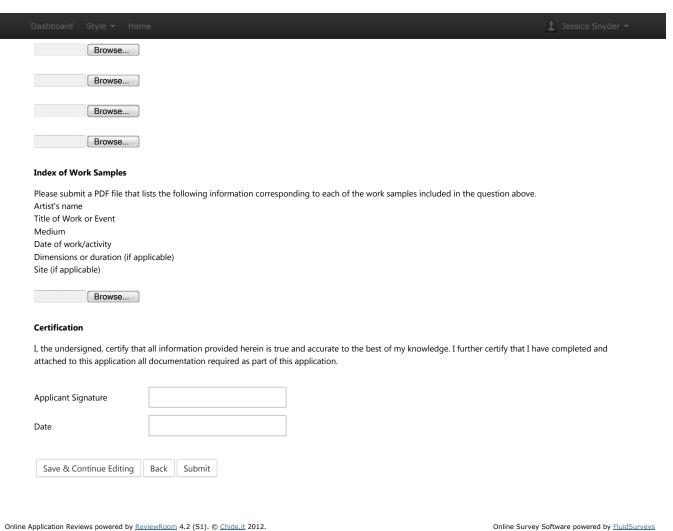
# Urbana Arts Grants Program

Now accepting applications for 2013

Browse...

Application Form	66%
Please fill out all required before submitting your application.	
Work Samples	
If your work in hosted on a website, such as YouTube, Vimeo, or SoundCloud, please put the link in the space provided below.	
Work Samples	
Select the medium that best displays your experience and qualifications relevant to the success of the proposed project. All work specifications below and be clearly labeled in the following way: "lastname_firstname_01.jpg," with the last number corresponding on the index of work samples. Total combined work sample size should not exceed 100 MB.	•
Click 'browse' to upload files. Accepted file formats include jpg, png, pdf, doc, mov, mp3, and ppt.	
Browse	
Browse	
Browse	
Browse	
Praya	

**Application Form** Page 2 of 2



Online Survey Software powered by FluidSurveys