



CIVIC PRACTICE 2025 GRANT INFO SESSION

Novemeber 18, 2024

**OPERA
AMERICA**





KEY UPDATES FOR 2025 CYCLE

After analyzing feedback from past cycles and new reports and studies, we have made the following updates to the program

01

FUNDING PARAMETERS

Awards have increased to \$50,00. Percentage of award money going to staff salaries and benefits has shifted to 30%

02


GUIDELINE BUILD OUT

To assist in the clarity of applications, an addendum has been added to the guidelines

03

CHECK IN STAGES ADDED

An in-depth review of Letter of Intent will be conducted and opportunity for feedback will be granted to companies before the application deadline

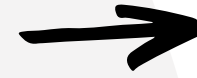


TIMELINE

Letter to Apply Deadline December 12, 2024, 11:59 pm ET	Application Deadline January 9, 2025, 11:59pm ET	Adjudication March 2025 Grantees Notified April 2025	Grant Period May 1, 2025 – December 31, 2026
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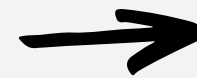
APPLICATION CRITERIA

Partnerships and Collaboration



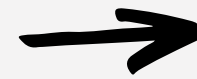
The project **encourages substantive, sustained collaboration with other organizations in the community** and preferably demonstrates plans for continuity beyond the scope of the project

Genuine Engagement



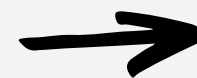
The project demonstrates a **clear plan to understand community priorities** and the priorities of partner organizations, as well as a willingness to adapt programming in service to these priorities.

Learning and Communication



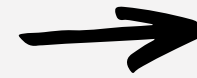
The activities offer multifaceted opportunities for **company staff and community partners to connect** and learn about each other and the community in which they reside.

Concept and Planning



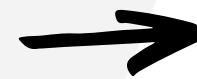
The planning process **guiding co-creation with community partners** demonstrates appropriateness, effectiveness, and thoroughness. The proposal reflects the commitment of the company's executive leadership and interest from community partners.

Organizational Resources



Applications are able to convey the degree to which the **applicant organization is able to carry out the proposed project**. Organizational financial history will be used, in part, to evaluate the company's ability to carry out the proposed project.

Evaluation



The proposal presents **evaluation tools** that create opportunities **for continued learning** and adjustment to company practices in response to staff, board, partner organizations, and community feedback. The project will be evaluated using participant assessment or other types of measurement beyond ticket sales or event attendance. The **evaluation tools should be determined with partners** and value qualitative data in addition to quantitative data.

Documentation



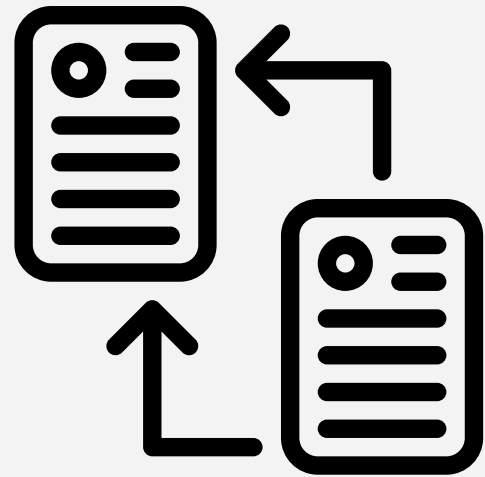
Projects incorporate **documentation strategies** to share learning with the entire field.



ADDENDUM OVERVIEW



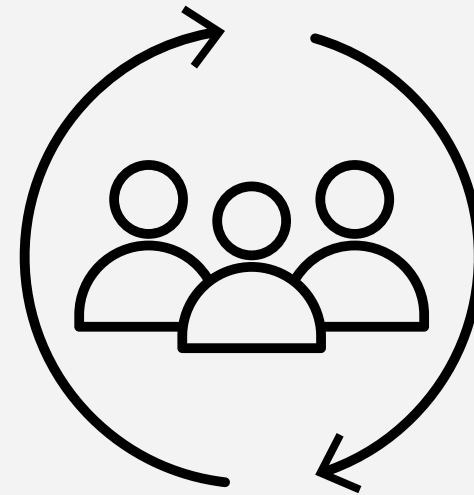
FRAMEWORK



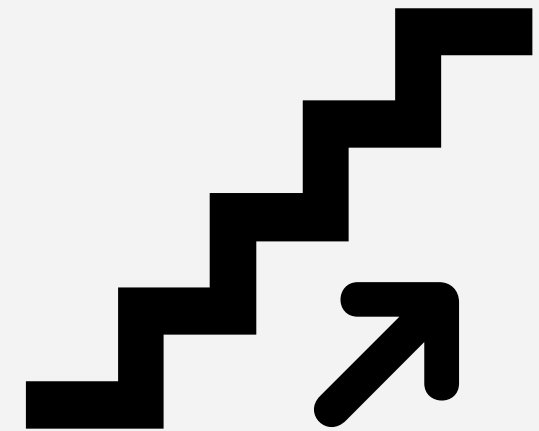
SHARED
VOCABULARY



CORE VALUES



POSSIBILITIES
OF IMPACT



LEVELS OF
ENGAGEMENT



SHARED VOCABULARY

Civic Practice

Draws on the art form's **authentic creative assets to address public priorities and community needs**. The leaders who undertake this work have a deep respect and nuanced understanding of a community's historical context and existing cultural norms, are strong partners with organizations from different sectors, and focus on stewarding a **process of relationship-building and co-creation**.



Community Engagement

The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations to **address issues affecting the wellbeing of those people**. In the arts, "community" describes the people and organizations that are related to a provider's mission: audiences, students, artists, partner organizations and so on. "Engagement" describes **an active, two-way process** in which one party motivates another to get involved or take action — and both parties experience change. **Mutual activity and involvement are the keys to community engagement**.

Social Practice

Artists work with neighbors and residents on an artist-led vision in ways that may include research, process and/or content creation with an intention of **social impact outside traditional audience experience**.

CORE VALUES

■ Relationship Building

- Time taken to form a relationship with partners beyond company gain
 - Partners have equal agency to determine outcomes and metrics for success
 - Relationship lasts beyond a season or performance initiative
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■ Community -Centered

- Relationship dynamic centers community needs and values
- Success is defined by the community needs, not through the lens of improving an opera company's brand, ticket sales or contributed revenue
- An acknowledgment and investment in the interconnectedness of an opera company and the community as whole

■ Active Learning & Application

- Companies learn about the needs of the community
 - Companies work to understand and consider historic context and current impact of their locale
 - Companies work to shift internal perspective and learning
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■ Commitment

- Companies dedicate time and resources to support relationships
- Company-wide awareness and investment in relationships
- Create consistent, measurable commitment strategies
- Not limited to one department but a shared value across the entire organization

POSSIBILITIES OF IMPACT

Relationship -Building



Increase in the “community stock of social trust and norms of reciprocity embedded in social networks that facilitates collective actions;”

Community -Centered



Adaptable needs-based integrations and success measurement

**Active Learning &
Application**



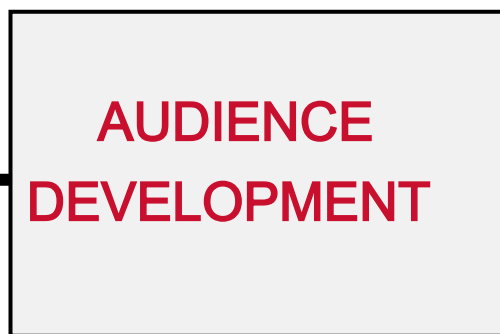
Transformative, creative, and new strategic-planning and implementation

Commitment



Cultivated roots of stability and trust within the relationship, community, and/or place

LEVELS OF ENGAGEMENT



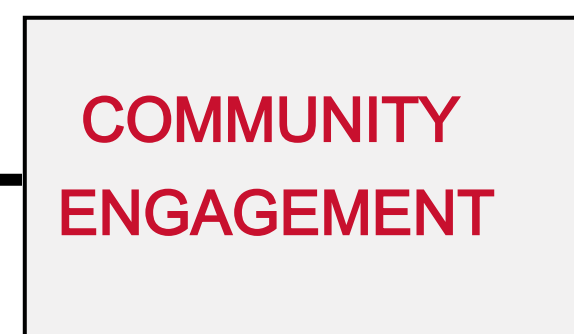
AUDIENCE DEVELOPMENT

- Strategic targeting of groups for the purpose of growing audiences.
- Ex. Promo codes or group nights



AUDIENCE OUTREACH

- Performances in space outside of normal venue for building awareness.
- Ex. Performance in the park



COMMUNITY ENGAGEMENT

- Extra programmatic offerings beyond mainstage seasons
- Ex. Specific school performances, student matinees, pre-performance talks, educational programs



CIVIC PRACTICE

- Meeting a community need through sustained relationships beyond the benefit of the opera company.
- Ex. Community-defined metrics of success that shift opera company.



QUESTIONS? GET IN TOUCH!

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