

FY2016 Creative Arts Promoting Preservation (CAPP) CAPP Outcomes Table

Creative Arts Promoting Preservation projects must begin with a thoughtful plan and steps in place to measure project successes (and challenges). Applicants who are awarded a grant will be required to report project results based the outcome measures developed within the application.

Use the CAPP Outcomes Table to complete the **Measuring Outcomes** section of the application. The Creative Arts Promoting Preservation Program includes three (3) Goals that each outlines three (3) possible Outcomes. Proposals must align with a minimum of one goal and outcome with larger projects incorporating three or more.

FY16 CAPP Outcomes Table - Overview			
Goals	1. COMMUNITY & CIVIC ENGAGEMENT	2. ARTS ENGAGEMENT & ARTISTIC EXCELLENCE	3. ENHANCING THE CREATIVE ECONOMY
Outcomes	Build or deepen community appreciation of historic resources through art.	Spark innovative and creative learning.	Expand awareness of the creative economy and the historic built environment.
	Develop greater awareness of historic resources.	Foster a sense of pride in one's community.	Increased support for artists, the arts and historic preservation.
	Improve (vacant, underutilized, poorly lit/functioning) historic resources with arts.	Engage in high quality arts experiences.	Improve perception of historic resources; create places that matter.

The goals and outcomes noted in the above chart are fixed. Applicants make selections in relation to project activities, then develop customized Indicators and Evidence specific to the proposed project.

Goals and Outcomes: Select goal(s) that align with your project. Then based on the goal(s) you identify, what measurable changes, improvements, or impacts do you anticipate experiencing as you carry out your project?

Indicators: What will you see, observe, hear, or experience that will let you know your plan is working?

Evidence: Within the period of the grant, what information (anecdotes, stories, numbers, statistics, dollars, etc.) will you collect to help you determine the effectiveness of your project? What types of tools (surveys, descriptions, primary or other research, etc.) will you use to collect the information needed? What technical assistance or other support (if any) will you employ to produce evidence of your success?

IMPORTANT NOTE: Grantees will be responsible for carrying out their activities, goals and outcomes as constructed in their application and will report results to SHPO as part of the final report. **SHPO encourages quality over quantity.** Applicants applying for a lower grant request may focus on one or two strong outcomes while those applying for a higher grant request may explore further outcomes while carefully maintaining quality. There is no set number; therefore, define only the number appropriate for the project.

FY16 CAPP Outcomes Table

1. COMMUNITY & CIVIC ENGAGEMENT

The Arts are essential in the development of great places, particularly of historic resources; therefore, CAPP projects in this goal area provide opportunities for community participation and make a difference by connecting to the community.

CAPP OUTCOMES		EXAMPLES: WHAT TO LOOK FOR	EXAMPLES: WHAT TO COLLECT
a)	Build or deepen community appreciation of historic resources through art.	<ul style="list-style-type: none"> Art and historic resources becomes more visible within the community New relationships between arts, preservation and non-arts groups Greater community participation in arts activities/events Community pride in historic resources 	<ul style="list-style-type: none"> # of artists & arts groups presenting programs in historic spaces community input into use of historic sites and arts programming # of non-arts participants engaged in arts programming
b)	Develop greater awareness of historic resources.	<ul style="list-style-type: none"> Desire to improve community with more spaces for art Local government increases community input opportunities Increase public support for improvements (zoning, legislation) Increased public support of preservation projects 	<ul style="list-style-type: none"> greater public interest in making spaces available for the arts community attendance at gov. mtgs revisions of planning and zoning regulations for public art
c)	Improve (vacant, underutilized, poorly lit/functioning) historic resources with arts.	<ul style="list-style-type: none"> Animate vacant lots, storefronts Increase support for streetscape improvements Improve public safety through visual improvements, includes better lighting, wayfinding signage, etc. 	<ul style="list-style-type: none"> improvements to the visual landscape increased feelings of safety # of inactive spaces transformed into active spaces

2. ARTS ENGAGEMENT & ARTISTIC EXCELLENCE

High quality art and arts experiences stir creativity and critical thinking; therefore, CAPP projects in this goal area advance innovative thinking through arts and historic preservation, and integrate high quality art, history and arts experiences into our daily lives.

CAPP OUTCOMES		EXAMPLES: WHAT TO LOOK FOR	EXAMPLES: WHAT TO COLLECT
a)	Spark innovative and creative learning.	<ul style="list-style-type: none"> Opportunities for creative output Interaction(s) between artists and community members Encourage a supportive environment for innovative thinking where solutions come from within Encourage creative ways to preserve historic resources 	<ul style="list-style-type: none"> # of opportunities for creative expression anecdotal documentation of arts engagement process document "next steps" inspired by the project and defined through community conversations
b)	Foster a sense of pride in one's community.	<ul style="list-style-type: none"> Opportunities to discuss individual perceptions of one's community through interactive arts activities Increased feeling of support or pride within a community Increased appreciation for the historic built environment 	<ul style="list-style-type: none"> # of opportunities available for a community to come together anecdotal information, project impact
c)	Engage in high quality arts experiences.	<ul style="list-style-type: none"> Engage in activities that advance critical thinking Appreciation of artistic accomplishments are validated 	<ul style="list-style-type: none"> individuals develop understanding of quality arts experiences projects receive recognition

3. ENHANCING THE CREATIVE ECONOMY

The Arts are an essential component of Connecticut's vibrant economy and built environment; therefore, CAPP projects in this goal area support an expanded financial awareness of the value of historic resources, creative industries, artists and arts experiences.

CAPP OUTCOMES		EXAMPLES: WHAT TO LOOK FOR	EXAMPLES: WHAT TO COLLECT
a)	Expand awareness of the creative economy and the historic built environment.	<ul style="list-style-type: none"> Community interest in creative economy assets Expansion of marketing efforts to promote the economic importance of history and the arts industry within the community Collaboration between arts, history and non-arts members of the business communities. 	<ul style="list-style-type: none"> greater understanding of creative assets, including historic resources, and their benefit to the local economy visible/vocal support for the creative economy as part of economic success
b)	Increased support for artists, the arts and historic preservation.	<ul style="list-style-type: none"> New/Expanded markets for artists work and skills Increased availability of resources, sharing of resources Strong crowdsourcing initiatives Interest in developing or expanding local government and/or private support for historic preservation, local artists and arts organizations 	<ul style="list-style-type: none"> # of artists employed and/or benefiting # of venues available for local artists sales (\$) at local markets developer or tax incentives # of preservation projects
c)	Improve perception of historic resources; create places that matter.	<ul style="list-style-type: none"> Improve attitudes, satisfaction with community (livability) Successful changes in policy to attract and support creative businesses and arts (promotion, tax incentives, etc.) in historic resources Attract new businesses, organizations, residents 	<ul style="list-style-type: none"> retention of participants year-to-year increase in economic activity in response to the project increase in preservation projects