Arts Outcomes

Theory of Change Statement: *By providing funding to nonprofit organizations with an arts and cultural mission, the Telluride Foundation expects to improve the quality of life of the Telluride Region by encouraging a diversity of passive and active art experiences for a large range of diverse participants.*

Outcomes:

1) Participation in passive and active art & cultural experiences by adult, youth, and diverse populations.
2) Programs that cultivate local artists.
3) Exposure to a diversity of art & cultural experiences, including nationally renowned and emerging talent.
4) Adults, youth, and minority populations participate in arts & cultural education programs.
5) Local community vitality and stimulation.

Indicators	Measurement (1 year period)	Baseline Value	Baseline Source
1) Number who participate in arts activities either the public (passive) or volunteers, donors/members, artists, or participants in classes/workshops (active)	1) # of artists/active participants; 2) # workshop/class participants; 3) # volunteers; 4) # of audience/passive participants; 5) # donors/members	NC	Grantees to provide starting in 2013
2) Diversity of participation (age, ethnic, income, geography)	1.) Demographics of total participants = artists/active participants, class workshop participants, volunteer participants, audience/passive participants, donor/members. 2.) Age = 18 and under/18 and over; 3.) Race = non-white; 4.) Geography = outside of Telluride/Mtn Village; 5.) Income = qualifies for free & reduced lunch (185% of poverty, or $20,665 for family of 1 or 42,643 for family of 4)	NC	Grantees to provide starting in 2013
3) # and diversity of art opportunities or experiences	1.) # workshops/classes; 2.) # performances/shows	NC	Grantees to provide starting in 2013