

GLOSSARY OF APPLICATION TERMS

Questions

If you have questions about other terms in the application, please contact William Lewis, Cultural Arts Manager, at (919) 462-3861 or william.lewis@townofcary.org.

Mission Statement:

Short statement that describes your organization's purpose. If your organization does not have a formal, adopted mission statement, please describe in two or three sentences your organization's mission.

Budget and budget year:

The Town of Cary's budget year is called a fiscal year and starts July 1 and ends June 30. Some organizations may use this timeframe in preparing budgets while others may use a calendar year (January 1 through December 31).

Remember, the Town of Cary uses a fiscal year budget cycle so the funding you are requesting with this application will be available in the period 07/01/24 – 06/30/25.

Program Stats

- Performances – activities, often on a stage, that are presented to spectators.
- Exhibitions – visual artworks or artifacts that are hung or placed in specific locations for an extended period of time for the public to view.
- Classes/seminars – educational activities offered by your organization to the general public. This does not refer to any classes/seminars members of your organization may have attended.
- Festivals – usually multi-hour events open to the public to attend at any time during the festival period. Organizations are asked to report festivals they may have organized and to report separately festivals in which they may have participated by having an information table or performing at a festival(s) organized by others.

INCOME

ADMISSIONS/TICKET SALES: Revenue derived from the sales of admissions, tickets, season subscriptions, memberships, etc., for events presented or sponsored by the applicant.

ADVERTISING: Revenue received for sales of advertising in programs, etc.

BOARD CONTRIBUTIONS: Donations from current members of your board of directors.

CORPORATE CONTRIBUTIONS/CORPORATE MATCHING FUNDS: Corporate contributions are unrestricted donations from businesses/corporations. Corporate Matching funds are business/corporate contributions made to match those already made by its employee(s) to the organization.

CORPORATE SPONSORSHIPS: Income received from businesses/corporations for sponsorship of programs, exhibits or performances in exchange for the business/corporation receiving advertising, tickets, etc.

FOUNDATIONS: Grants for programs or operating support from private, and corporate or community foundations. *This will not include grants from Lazy Daze or local and state arts councils.*

INDIVIDUAL CONTRIBUTIONS: Unrestricted donations from all individual donors except board members (not expected to receive membership benefits or for a sponsorship).

MEMBERSHIPS: Fees collected annually from individuals or other entities by agencies incorporated as membership organizations. Membership fees do not include tuition funds earned from services provided to members. *For organizations that use "memberships" to include tickets or other benefits and contributions, they may apply to earned income only the portion that represents the value of goods and services received by the donor. The remaining portion may then be reported as Contributed Income (in line items for Board, Other Individuals, or Corporate/Matching Contributions).*

OTHER (Specify): Total revenue from sources other than listed above. Please note in the document what these sources are. An example could include:

Interest: *Interest earned from all bank accounts and investments. Also interest earned from endowments and trusts if being used for operations or programs.*

PROGRAM/EXHIBIT FEES: Income received from the sale of services by organization, such as performance or residency fees, charges for services to other community organizations, government contracts for specific services, etc. Does not include corporate sponsorships.

RENTALS: Income from fees for use of facilities, equipment, costumes, etc.

SALES/CONCESSIONS: Income from catalog sales, gift shop sales, concessions, CDs, etc.

SPECIAL FUNDRAISING EVENTS: Gross income received for a gala, dinner dance, auction, raffle, or other special event done by an organization to raise money to support its programs.

WORKSHOP/CLASS TUITION: Funds earned from student participation in classes, workshops, etc.

EXPENSES

BANK/CREDIT CARD FEES: Expenses associated with bank accounts and transactions. Merchant fees charged for credit card transactions.

CONTRACTED/TEMPORARY SERVICES: Compensation paid to firms or persons for the services of individuals or groups who are not normally considered employees or staff of applicant, but who are consultants, employees of other organizations, temporary or freelance workers. Includes fees paid for guest artists, teachers contracted on a class by class basis, technical services, attorneys, accountants, auditors, etc.

EQUIPMENT (NON-CAPITALIZED): Costs of purchasing expendable office equipment, maintenance agreements, equipment leases, repairs, etc. Do not include capital expenditures.

INSURANCE: Insurance for liability, property, etc. Does not include benefits for employees.

OFFICE RENTAL: Expenses associated with office space rental.

OFFICE SUPPLIES: Cost of consumable and small items for office needs.

OTHER (Specify): Total expenses from sources other than listed above. Please note in the document what these sources are. Examples could include:

Travel: *Reimbursement or direct payment for mileage/travel costs to staff and volunteers.*

Dues/Subscriptions: *Expense for professional memberships, publications, etc.*

Loan & Interest Repayment: *List the total expense for the fiscal year for which you are applying for funds.*

PERFORMANCE/EXHIBIT HALL RENTALS: Expenses associated with performance/exhibit hall rental.

PERMANENT STAFF SALARIES/BENEFITS: Any salary, hourly wages or other compensation paid to permanent full-time or part-time staff, including any payroll taxes and benefits such as insurance, workers compensation and parking.

POSTAGE: Expenses for postage not included with Publicity/Marketing/Development or Special Fundraising event expense lines.

PUBLICITY/MARKETING/DEVELOPMENT: Expenses for materials such as brochures, ads, direct mail, newsletters, etc.

PRINTING: Printing/copying expenses not included in the Publicity/Marketing/Development or Special Fundraising Event lines.

REMAINING PROGRAM EXPENSES: Expenses related to an organization's programs not included in administrative fees, personnel expenses or performance/exhibit hall rental. This includes fees that are directly related to performances, exhibitions, classes and/or other programming (e.g., renting exhibitions, costumes, lights, staging, sets, shipping, royalties, ASCAP, etc.). Include all costs directly related to travel of people specifically identified with the programming.

SPECIAL FUNDRAISING EVENTS: Includes all expenses for special fundraisers, including rentals, printing, advertising, mailings, postage, etc.

UTILITIES (INCLUDE PHONE/INTERNET): Expenses for electricity, gas, water, telephone, long-distance service and Internet connections.