

**Denver County Cultural Council
Bi-Annual Capacity-Building Funds**

Capacity-Building Request Form

ELECTRONIC SUBMISSION PREFERRED

Winter deadline: November 26, 2012

Summer deadline: May 20, 2013

CAPACITY BUILDING GRANTS are available to Denver County SCFD funded organizations to assist with the following programmatic expenses:

Select one :

Training & Conferences

Registration fees to attend classes, workshops, trainings or conferences on nonprofit management or professional development skills. Funds are only available for fees incurred that are directly attributable to the educational opportunity, and are not available for travel, lodging or per diem expenses.

Consultation

Costs for hiring a consultant or vendor for one-on-one or group projects on nonprofit management or specific organizational issues. This may include board development, facilitation of retreats or strategic planning, or consultation on issues such as database, website, fundraising or accounting. Consultation or facilitation related to capital projects is not eligible.

Purchases

Purchase of hardware, software or equipment to improve organizational capacity.

Other

Other capacity-building requests may be considered by the Committee, based on need and merit.

SUBMISSION

The following information must be received **electronically** by the deadline for consideration.

1. This application form
2. A scope of work with cost estimate on consultant/vendor/provider letterhead
3. Qualifications of the consultant/vendor/training organization

APPLICATION:

1. **Date of Request: Select one** :
X Winter deadline: November 26, 2012
 Summer deadline: May 20, 2013
2. **Applicant Organization:** ArtReach, Inc.
3. **Applicant Contact:** Karla Johnson-Grimes
4. **Title of Contact:** Executive Director
5. **Phone:** (303) 433-2882, ext. 226
6. **Email:** karla@artreachdenver.org

7. **Briefly describe the capacity-building activities including the dates of the training, consultation or purchase.**

ArtReach requests funding from the SCFD to help support Phase I of a multi-year \$40,000 IT project that will help grow and enhance its long-standing **Community Tickets** program. Currently, **Community Tickets** serves over 50,000 underserved populations in six Colorado counties, providing these individuals with access to scientific, historic and cultural events in their communities. At present, ArtReach partners with more than 170 social service agencies and schools and over 100 cultural nonprofits to deliver this program.

A key program component is ArtReach's Filemaker server which tracks all ticketing requests from **Community Tickets** members (social service agencies and schools) and ticket donations from participating cultural nonprofits. **Community Tickets** runs throughout the year and each week, ArtReach staff receives between 145 and 320 ticket requests to anything from opera performances to Colorado Rockies baseball games, for an annual ticket count of approximately 60,000 tickets. Managing this sizable amount of data is critical to the program's success in serving as many disadvantaged populations as possible, eliminating barriers to attendance and assisting ArtReach's cultural organizations in meeting their outreach objectives in the community.

Over the years, ArtReach has upgraded the server to better serve its constituents while relieving staff of time-consuming administrative duties. ArtReach's Board and senior staff recently completed a three-year, strategic plan for the organization and one of the stated objectives of the plan was to bring current Filemaker capabilities into the 21st century. To accomplish this, beginning in 2013 ArtReach will be contracting with Jim Hickam of Hickam Data Solutions, Inc. to: 1) review current hardware and software capacity; 2) develop market-oriented templates describing upcoming events to participating members; and 3) upgrade the current email system to provide a "real-time" ticketing environment for both members and cultural nonprofits. Jim Hickam will be working with web consultant Bill Burns of Yofi Productions on these new designs. (For information on both consultants, please refer to the attached bios.)

Ticketing Services for the 21st Century

The overall goal for the upgraded Filemaker system is to allow member agencies to make ticket reservations as easily as if they were ordering a product from Amazon.com. The upgraded system will provide in "real-time" all available cultural events in full color with engaging, market-driven copy to entice participation. Ticket availability will be included, along with the value assigned to the ticket to help members evaluate how many tickets they might wish to request. Members will be able to immediately select which events would appeal to their constituents and place an order.

Community Tickets staff will be able to interface with members on a "real-time" basis and respond to requests in much less time. Staff will also be able to gauge community interest in cultural activities, alerting cultural nonprofits to community response on an event-by-event basis. The upgraded system will allow cultural nonprofits to get detailed "snap shots" throughout the year of the success of their outreach activities, instead of waiting for year-end reports as they currently have to do under the

present system. **Community Tickets** staff will be relieved of significant data-pulling activities currently entailed in providing annual reports to these culturals, freeing them up for more programmatic activities.

Going forward, ArtReach anticipates that this upgraded system will allow it to pursue originally produced, collaborative activities with a number of segments in the community, including: cultural nonprofits, individual artists and performers and community volunteers.

Phase I – Filemaker Evaluation, Email Upgrade and Template Design

During 2012-13, Hickam Data Solutions, Inc. will work closely with designated ArtReach staff to evaluate current system capabilities and purchase appropriate hardware and software to upgrade Filemaker, enabling the server to deliver the services described above. Hickam also will collaborate with Bill Burns of Yofi Productions to design market-driven templates and email upgrades to bring the program “real-time” capabilities for users. Ongoing tests of the upgraded system will be conducted throughout the first half of 2013. ArtReach plans on being able to roll-out the new system to users in June/July 2013. The total cost for this phase of the project is estimated at \$8,427.

8. Who from organization will participate?

The ArtReach staff who will participate in this project will be Executive Director Karla Johnson-Grimes and Community Tickets Manager Nick Brushaber.

9. If requesting funds for a consultant or facilitator, attach a scope of work with cost estimate on consultant/vendor/provider letterhead. Also attach qualifications of the consultant, vendor, or training organization.

10. Budget Table

Amount of Request:	\$2,500
Other funding that will support the project:	\$5,927
Total Cost:	\$8,427

10. What other sources of funding will be used to support the project?

In addition to support from the SCFD, ArtReach will be approaching foundations and individual donors for contributed revenue. ArtReach will also be pro-rating a portion of **Community Tickets** membership fees and special events revenue from its annual **Dine & D’Art** fundraiser to help support the project. Please refer to the attached budget for details.

11. How will it benefit your organization and the community?

For many Americans who come from either middle class backgrounds or families well educated in the cultural life of their community, access to the arts begins at an early age. Childhoods are filled with music camps, voice lessons, community theatre or trips to the local museum. Envisioning a life without the arts is difficult, if not impossible, for most of us to imagine. This exposure to the arts helps convey

our cultural values, beliefs and identity. The arts are a shared experience, a collective activity, a means of viewing society and our place in that society.

Yet for thousands of children, youth, adults and families in metro Denver, having the life changing experience of access to the arts experienced by many of us is out of reach. **Community Tickets** is at the very core of ArtReach's 39-year mission in the community and for many disadvantaged populations it has provided the only access to the arts many have ever known. Eliminating barriers for residents to participate in the cultural life of their community is a critical component in developing healthy societies. For this reason, ArtReach continually evaluates ways in which its **Community Tickets** program can remain viable for the communities we serve. In this ever-changing world of new technologies, it remains imperative for organizations to keep abreast of how people obtain information and participate in their world.

I have read the Denver County Cultural Council's CAPACITY BUILDING Program Policy and Procedures and agree to: use these funds for the above stated purposes; return full CB funds if for any reason the event is cancelled or not attended; consider any tangible material obtained as part of registration or consultation as property of the organization; and submit a brief report defining benefits to the organization and the community, and an evaluation of the presenters program's merit, to the DCCC program manager 30 days following the event.

Applicant Signature 

Date 11/26/12

Email this form and all attachments to Tariana Navas-Nieves at Tariana.Navas@denvergov.org

NO LATER than MONDAY, NOVEMBER 26, 2012 if applying for winter funding

NO LATER than MONDAY, MAY 20, 2013 if applying for summer funding



Hickam Data Solutions, Inc.

P.O. Box 372187

Denver, CO, 80237

303 873 0288 • 303 306 1443 Fax

requirements specification & Project Estimate

ArtReach

Email Reservation Update

ERU101-4.2

To ArtReach Personnel,

Hickam Data Solutions (HDS) designs, builds, supports, converts, upgrades, and integrates database and database driven web sites. These solutions are created and supported for office networks, as well as for individuals, groups, and businesses who wish to track and analyze their information locally and/or remotely. HDS can help upgrade or improve an existing system, build an application to meet a new business need, or develop a commercial software application.

Hickam Data Solutions has created a large variety of database solutions from contact management, event management, to non profit gifting management. Hickam Data Solutions offers cutting edge technical experience to small and medium sized businesses, which helps them to succeed through better organization and analysis of data. Owner Jim Hickam is highly experienced with FileMaker with over 15 years of FileMaker Database development. He is a Certified Developer in FileMaker versions 8, 9, 10, 11. and 12.

Hickam Data Solutions is committed to achieving complete satisfaction from concept to completion. Our clients find that our solutions pay for themselves very quickly due to the tremendous improvements in their processes.

Remote access technologies allows clients from anywhere in the world to take advantage of our services. Having worked with over 500 businesses over the last 40 years, Hickam Data Solutions has an understanding of almost any business. HDS creates fully automated filemaker database systems that are made for user friendliness. Report systems help businesses track their progress. These databases are upgradeable and can be maintained and changed over time.

Thanks you for your time and attention.

Jim Hickam
Hickam Data Solutions, Inc.
303 873 0288



Feature Production

Creation of new, client requested, features. This comprehensive listing explains the features you will recognize as the end product. Features not displayed here will require a change order.

No. Requirement Title

1 HTML Template Management

ArtReach is currently using the SMTPIT plug in. One of the features of this plug in is to enable FileMaker to send HTML email, which by default, FileMaker cannot accomplish. However, this is a programmed feature set and requires that a large amount of forethought be completed in order to make the programming elegant and comprehensive. Forethought basically means creating templates of the underlying html code for the emails being sent from the system. Such code would be created in advance in the form of a template or templates and would include HTML Forms that would display FileMaker data. Consider creating several templates that could be systematically rotated every email, day, week, or month. A graphic designer proficient in HTML would probably be the best person to design these templates.

Hickam Data Solutions will work with the designer to insure that the templates created include features necessary to the union of html and Filemaker data.

Component	Description	Ranking
Files / Tables /	Table for Storage of HTML Templates	<input checked="" type="checkbox"/> M <input type="checkbox"/> E <input type="checkbox"/> L
Files / Tables /	Field Allocation	<input checked="" type="checkbox"/> M <input type="checkbox"/> E <input type="checkbox"/> L
Data Entry	Interface for viewing, adding, and editing html templates.	<input checked="" type="checkbox"/> M <input type="checkbox"/> E <input type="checkbox"/> L
Script	navigational scripting	<input checked="" type="checkbox"/> M <input type="checkbox"/> E <input type="checkbox"/> L

Total Price: **\$572.92**

No. Requirement Title

2 Email Offering (Send email)

This feature encompasses the updating of existing FileMaker programming as well as the creation of new programming that merges the html form template component with the FileMaker data and sends it to ArtReach recipients via the use of the pre-existing email plugin.

Component	Description	Ranking
Script	Editing existing send scripts so that they make use of HTML form templates.	<input checked="" type="checkbox"/> M <input type="checkbox"/> E <input type="checkbox"/> L

Total Price: **\$1,500.00**

No. Requirement Title

3 Email Reservation Processing

Once an html email has been sent to a recipient and the recipient responds with a reservation request, that request must be processed through the FileMaker system. Existing programming is designed for a standard text email and it must be reconfigured to process an html form.

Component	Description	Ranking
Script	Editing of existing scripting to process html form	<input checked="" type="checkbox"/> M <input type="checkbox"/> E <input type="checkbox"/> L

Total Price: **\$1,250.00**



Hickam Data Solutions, Inc.

P.O. Box 372187
Denver, CO, 80237
303 873 0288 • 303 306 1443 Fax

requirements specification & project estimate

ArtReach

Email Reservation Update

ERU101-4.2

Feature Production	Total Price:	\$3,322.92
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This Project only includes the information shown in the design specifications. Any additional features will be added to this project as a cost estimated change order.

Price Before Project Discount:	\$3,322.92
Project Discount:	\$0.00
Total Estimated Price:	\$3,322.92

(This contract pricing DOES NOT INCLUDE Hardware and/or software.)

Terms
A contract will be supplied by HDS, Inc. featuring project details and specific performance criteria. The contract will use this document as an addendum description of the project.

Payments Terms:

A. By a deposit equal to one-third of the Contract Price (or as shown below) on the signing of this Agreement.

\$1107.64

B. By a further payments of \$443.06 at 5 weekly intervals starting on the 4th week after the effective date.

Bill Burns

Bill has run his own consulting company, Yofi Productions, since 1999, with a focus on designing and building web sites. He strives to be a leader for technical standards and initiatives for electronic development projects. Bill balances each day with team management, project oversight, wireframing, content planning, coding, testing, and design duties. He is a frequent attendee of UX conferences and events, including MidWest UX and the IA Summit. Bill is currently Interactive lead at Peak Creative.

Education:

B.A., Psychology and Mass Communication, University of Michigan, Ann Arbor MI, 1996

DATE ::: November 18, 2012

CLIENT ::: ArtReach Denver

ESTIMATE ::: HTML EMAIL TEMPLATES

Yofi Productions LLC is pleased to present the following quote. These items apply:

- 1. Email templates will be built using best practices guidelines for HTML content within email.*
- 2. No logo or other brand identity work is needed; your existing brand will be utilized.*

PHASE ONE – CONTENT OUTLINE

INFORMATION DESIGN (\$100)

Determination of content requirements for header, body, and footer; wireframing of general layout.

PHASE TWO – DESIGN

CREATIVE DESIGN (\$400)

Development of two design directions for layout. Refinement of selected layout for final design choice.

CREATIVE COMPONENTS (\$200)

Design of several interchangeable header graphics to allow for seasonal/special event focus. Up to 4 header component designs included (aka “special purposes elements”).

STOCK PHOTO FEES (\$100)

Stock photo and illustration purchases, if any, are not to exceed 100 without client consent.

PHASE THREE – BUILD

CODING OF TEMPLATES (\$500)

Development of HTML/CSS to produce master template, and 3 “special purpose” variations.

PHASE FOUR – TESTING/INTEGRATION

TESTING & INTEGRATION (\$300)

Includes up to 6 hours of comprehensive system testing on major email clients (including handheld devices), and for assisting with system integration.

TOTAL: \$1600

