



SMU|DataArts Cultural Data Profile Guide

For use with Cuyahoga Arts & Culture's Project Support I grant program

What is SMU|DataArts?

SMU|DataArts, formerly the Cultural Data Project, is a national, collaborative online system that collects and standardizes historical financial and organizational data. Cuyahoga Arts & Culture (CAC) uses SMU|DataArts' Cultural Data Profile (CDP) in its application process. As an applicant to CAC's Project Support I program, you are required to generate and submit the CAC funder report as part of your eligibility check due by **Thursday, June 25, 2020, by 4:30 pm ET**.

If you are applying for Project Support II, you do not need to complete and a Cultural Data Profile as part of your application.

Why Use the Cultural Data Profile?

The CDP enables you to view trends in your data, benchmark yourself against peer organizations and enhance your financial management capacity. It also provides the cultural community with consistent, reliable, and comprehensive data on arts and culture in Ohio.

All eligible Project Support I applicants must complete a data profile for fiscal year 2019. If you're unable to complete a data profile for fiscal year 2019 due to the COVID-19 pandemic, please contact your program manager. The data profile must be in *Complete* status, meaning that your organization's Cultural Data Profile is complete.

Please Note

If the organization's primary mission is NOT arts or cultural, you will only enter data for the organization's arts and cultural programming. This includes senior centers, community development corporations, human services organizations and others.

Questions? Refer to the contact information at the end of this document.

Overview of Steps to Complete the Cultural Data Profile

1. Gather program and financial data for the organization's arts and cultural department or programming.
2. Login and enter data into the FY 2019 data profile using the SMU|DataArts system at <http://www.culturaldata.org>.
3. Review data and generate the **CAC funder report**. Be sure to generate the funder report for the grant program to which you are applying.
4. Provide context for any unusual trends using the CDP narrative box in the CAC application.
5. Include the CAC funder report as a support material with your CAC application.

Note: Previous versions of the Cultural Data Profile included a 2-week review period conducted by SMU|DataArts staff. Error check is now built into the CDP.

Detailed Instructions for Completing the Cultural Data Profile:

1. **Gather the organization's financial and program data.**

Gather the organization's financial audit/review or year-end financial statements for fiscal year 2019.

- If the organization is not audited/reviewed, enter data based on board-approved year-end financial statements.
- If the organization is an arts program/department within a larger institution, enter data based on internal financial statements of that program/department and indicate that you have a parent organization in Section 1 of the CDP (This would include senior centers, community development corporations and human services).
- DO NOT enter project budgets, budgets for future years, or data from incomplete or not-yet-approved audits/reviews/financial statements.

2. Login and enter data into your Cultural Data Profile (CDP) on the SMU|DataArts website.

Existing Users

Forgot your username or password? Have questions about the CDP? Contact the SMU|DataArts Support Center, available Monday – Friday from 9:00 am - 8:00 pm ET.

- Toll Free: 1-877-707-3282
- Email: help@culturaldata.org
- SMU|DataArts website: <http://www.culturaldata.org>

New Users

- Go to <http://www.culturaldata.org> and click on *Get Started*.
- CDP Resources and FAQs are available [here](#)

3. Complete your Data Profile.

When finished entering data, click the orange *Complete* button in the system. Completing your CDP “locks” the profile which allows you to generate the PDF Funder Report.

Note: the SMU|DataArts system includes an automatic error check. Any sections with errors will be marked with a red exclamation point symbol. You will need to address these sections before the gray *Complete* button becomes orange and you can complete your CDP.

4. Generate the CAC Funder Report and get to know your data. Once the Data Profile(s) are in “Complete” status:

- Login to SMU|DataArts
- Go to the Funders Reports section (you'll see the link at the top of the page)
- Use the search bar to find Cuyahoga Arts & Culture
- Click on *View* in the *Details* column
- Click on *Submit Data*
- Confirm 2019 is the fiscal year end in the dropdown field
- Follow the instructions to generate your report.

The Funder Report will pull multiple years of data. We recommend that organizations review all existing Data Profiles and make sure they are accurate and in “Complete” status.

5. Upload the CAC funder report to FluidReview.

Now you are ready to upload the CAC funder report as a Support Material in FluidReview. Save the funder report as a PDF and follow the steps outlined in the [Support Materials Guide](#). **You will need to**

upload the funder report for both the eligibility check and the application. To ensure that panelists have easy access to your report, remember to name your document using the following format when uploading:

- “Your Organization Name –Funder Report”

6. Explain Variances.

As a part of the application, you will be asked to provide any additional explanation to help panelists better understand how your attendance, program or financial data connects to your application.

Your application, including the funder report, should tell a consistent story. You can use this space to call out trends, themes or line items that support your application. Or you may want to clarify any areas that are potentially confusing, contradictory or could leave panelists with unanswered questions.

Don't make panelists guess what the variances in your CDP data might mean. Bring the data to life and give the panelists the information they need. For example, if your organization participated in a one-year-only children's music series, your funder report might show a substantial difference in children's attendance from one year to the next. Use this field to explain.

Questions?

For additional information about completing the data profile, contact:

SMU | DataArts Help Desk

The [Help Desk](#) is open Monday through Friday, from 9 am – 8 pm ET.

help@culturaldata.org

1-877-707-3282

For additional information about uploading the report or how panelists will use the information, contact:

Cuyahoga Arts & Culture

Contact a program manager:

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