

HOUSTON ARTS ALLIANCE CAPACITY BUILDING INITIATIVES

PROBLEM STATEMENT

Articulate the specific problem you are trying to address. Your problem statement should briefly explain what needs to change: why is there a need for an intervention? Limit response to 1 – 2 sentences.

ABC Arts Center facilities are outdated and spatially inadequate, inhibiting the Center from reaching our full potential.

GOAL

What are you trying to accomplish? What overall purpose you are trying to measure? The answer to this question is the solution to your Problem Statement, and will serve as your goal. Limit response to 1 sentence.

Provide a facility that supports ABC Arts Center's programs and activities including classes, rehearsals, performances, and support functions.

TIME FRAME

Refers to the period of time that your logic model will cover, whether within the grant term (10/01/2015 – 09/31/2016) or beyond. If beyond, please adjust the current timeline to reflect your case for support.

START	10/1/2015
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END	3/31/2017
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RESOURCES

The Resources dedicated to or consumed by the program.

R1	\$20,000 HAA Sustainability Phase II Funding
R2	Architect
R3	Financial analyst for pro-forma
R4	Banker
R5	additional \$20,000 to complete needs assessment
R6	Experienced facilities committee
R7	donor management software
R8	experienced fund raising consultant(s)
R9	new website
R10	marketing collateral

ACTIVITIES

Activities are actions that your org. will undertake to implement in order to achieve desired outcomes.

A1	Enlist architect to develop a space plan for existing facilities & determine immediate needs for offsite / leased facilities.
A2	Based on needs identified in space plan, evaluate optimal leasing opportunities near ABC Arts Center.
A3	Create an annual development plan for the Center that includes a calendar & address staffing needs for all fundraising programs.
A4	Retain an architect to begin site analysis and begin facility drafts.
A5	Increase individual donation, foundation funding, and corporate sponsorships.
A6	Based on the artistic program plan, develop a comprehensive facilities plan that addresses the Center long term space requirements.

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OUTPUTS			
<i>Outputs are measurable, tangible, and direct products/results of a program's Activities.</i>			
	Output Description	Activity	Resource
OP1	By 06/2015, facilities committee & ED reviews the space plan and has clearer understanding of current space & needs for lease space. Committee will also do a theatre evaluation & define next steps.	A1	R1, R3, R6
OP2	By 07/2015, lease agreement signed and timeline/plan in place for space modification if necessary.	A2	R6
OP3	By 11/2011, Development staff & committee defines top prospect list and cultivation plan.	A3	R1, R8
OP4	By 11/2011, Development committee reviews development plan & calendar for board presentation.	A3	R1, R8
OP5	By 02/2012, development committee retains donor management software to assist in cultivation plan.	A3	R1, R7
OP6	By 3/2012, develop website & donor collateral material	A3	R1, R7, R8, R9, R10
OP7	By 06/2012, architect draws out a 1st draft facilities plan for board presentation.	A4	R2, R3, R4, R5, R6
OP8	By 06/2012, architect draws out a 1st draft facilities plan for board presentation.	A4	R2, R3, R4, R6
OP9	By 08/2012, architect creates facilities rendering for board presentation.	A4	R2, R3, R4, R6
OP10	By 08/2012, architect creates facilities rendering for board presentation.	A4	R2, R3, R4, R6
OP11	By 09/ 2012, Development committee will increase individual (by 15%), foundation giving (by 5%), and corporate (by \$30K) financial revenue goals.	A5	R7, R8, R9, 10
OP12	By 03/2013, new space plan is presented to the board	A6	R6

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SHORT TERM OUTCOMES

Short Term Outcomes are expected changes in org behavior/culture, policies/procedures, systems, etc. as a result of the implementation. Outcomes answer: "What difference did the implementation make? What does success look like?"

OC1	Clearly defined map to visualize special needs
OC2	Phase I Facilities plan is executed.
OC3	Current donor base advances donor capacity.
OC4	Increased diversified donor capacity.
OC5	Increased communication for donor opportunities.

LONG TERM OUTCOMES

What change do you hope will occur over time? This statement should align with your Goal. They fall outside the timeframe of the logic model, and are not directly accomplished by your program activities – but they would not be possible without the achievement of the short-term outcomes.

Increased efficiency & productivity in an expanded facility. Less resistance to deviate from organizational plan (program, fund development, etc.). Increased awareness of ABC Arts Center's capacity to grow the program.