



Connecticut Commission  
on Culture & Tourism

# ARTS PROJECT SUPPORT

Grants for Nonprofit Organizations

FY 2011  
Program Guidelines

# ARTS PROJECT SUPPORT GRANTS



Connecticut Commission  
on Culture & Tourism

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See web site for **Arts Project Support Application Forms** (pdf file)  
[www.cultureandtourism.org](http://www.cultureandtourism.org)



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One Constitution Plaza (Second Floor)  
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Telephone: 860-256-2735 • Email: [kathleen.demeo@ct.gov](mailto:kathleen.demeo@ct.gov)  
Application drop-off: Monday - Friday 9:00 a.m. - 4:00 p.m.

## ARTS PROJECT SUPPORT

The Connecticut Commission on Culture & Tourism believes that all citizens should have access to the arts, and that organizations it supports should facilitate ways for people to meaningfully engage in arts activities. Arts Project Support (APS) is designed to support established programs aimed at providing access through the creation of artistic works and/or targeted outreach to audiences and participants.

### PROGRAM TIMELINE

<b>Intent to Apply Deadline</b>	September 16, 2010
<b>Application Deadline*</b>	October 8, 2010
<b>Telephone Interviews</b>	October – November, 2010
<b>Review Panel Meets</b>	November, 2010
<b>Award Notification</b>	December, 2010
<b>Funding Period</b>	Projects must occur sometime between: January 1, 2011 – December 31, 2011
<b>Final Report Due</b>	60 days after completion of project or no later than March 1, 2012

**\*Applications must be received (not postmarked) by 4:00 p.m.**

### PROGRAM INFORMATION

Arts Project Support (APS) is designed to support ongoing arts programming conducted by nonprofit organizations, colleges and universities. Proposed projects must have a minimum two-year history of effective public participation and administration to be eligible for funding. APS grants do not fund the start-up of new programs.

- An organization may submit only one Arts Project Support application for the funding period outlined above.
- Two organizations working in partnership cannot both apply for funding for the same project.
- Universities may not submit more than two applications (for separate programs) per application cycle.

### WHO MAY APPLY

#### Eligible Applicants

Project Support applicants may be either:

- A Connecticut (501)(c)(3) nonprofit arts organization, incorporated for at least two years\*, and having a two-year history of presenting the proposed activity; **or**
- A Connecticut (501)(c)(3) nonprofit non-arts organization, incorporated for at least two years\*, with a publicly accessible arts program having at least a two-year history; **or**
- A college- or university-affiliated program or venue that meets the following additional criteria:
  - ♦ More than half its audience is drawn from the general public, excluding students and faculty
  - ♦ Can provide annual operating income and expense figures for arts program/venue apart from the college/university

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**WHO MAY APPLY  
(CONTINUED)**

- ♦ Has a designated board or advisory body governing its artistic activities
- ♦ Has a broad financial base of support from outside sources, i.e., can provide a cash match beyond staff time and overhead provided by the college or university
- ♦ Note: Academic departments are not eligible.

\* Defined as 24 months prior to the October 8, 2010 deadline

**Ineligible Applicants/Activities**

- Elementary and secondary schools
- State and local government agencies
- Private, for-profit organizations
- Organizations acting as fiscal agents for individual artists or other groups
- Organizations that receive General Operating Support, Local Arts Agency funding, or legislatively directed funds for operations through CCT
- Projects/programs with less than a two-year history (Note: If the project involves the creation of new work, it must be within an established program, exhibition or performance series)
- Projects that are primarily fundraisers, e.g., social events or entrepreneurial activities

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**WHAT WE FUND**

**Examples of Eligible Applicants and Projects:**

- An arts organization with an established season or series that is developing or commissioning a new work for public performance
- A university theater, museum or performing arts center program that engages local citizens, public school students or other “outside” audiences
- A social service organization offering an intensive arts training program to at-risk youth
- A health service organization offering arts programming for the elderly or disabled

**Eligible Expenses**

Eligible expenses include but are not limited to:

- A percentage of staff salaries
- Payments to contracted artistic, technical or administrative professionals
- Production, travel, telephone, shipping and postage costs
- Space rental and occupancy costs (maintenance, security, insurance, utilities, etc.)
- Printing, advertising and marketing costs

Additional requirements:

- The project budget must total a minimum of \$10,000
- Administrative salaries and fees may total no more than 20% of the total budget

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## HOW WE FUND

### Grant Amounts

Project Support grant request amounts **may not exceed:**

- \$15,000 (returning applicants) or \$10,000 (first-time applicants to APS) regardless of project size
- 50% of the project expense budget
- 10% of an organization's operating budget for its most recently completed fiscal year

Grant awards are determined by factoring the amount of CCT funds available, the grant request amount and the review panel's rating of an organization's application based on the criteria outlined below.

### Matching Requirements

CCT grant funds must be matched at least 1:1 by other cash income received for the project. Income may be derived from a variety of contributed and earned sources, to be identified on the Budget Income form.

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## REVIEW PROCESS

Following the application deadline, CCT will convene independent advisory peer panels to review applications. Panel composition varies according to grant category and discipline, and may include cultural organization personnel, artists, community leaders and educators who represent diverse geographic, ethnic and aesthetic perspectives.

### Review Criteria

Advisory panels will use the following criteria to evaluate applicants. Measurement will be based on application materials submitted and telephone interviews conducted by the primary reviewer.

#### Artistic Quality and Merit

A project assessed highly in this area will:

- Result in high quality artistic product(s)
- Involve qualified artistic staff and engage professional artists
- Be of significance to the community for which it is intended
- Have clear intended outcomes and benefits

#### Community Involvement, Outreach and Accessibility

A project assessed highly in this area will:

- Utilize effective methods of broadening access to and engaging audiences/participants
- Engage the community in the development and execution of the project
- Utilize diverse marketing strategies
- Promote access for underserved populations

#### Project Management and Evaluation

A project assessed highly in this area will:

- Be well-planned and capably staffed
- Include methods for documenting and assessing project effectiveness
- Have a realistic budget and timeline
- Have adequate resources, including a broad base of financial support

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**REVIEW PROCESS  
(CONTINUED)**

**Telephone Interviews and Support Materials**

An important component of the review process is a telephone interview conducted by a member of the panel with project managers. It is an opportunity for applicants to provide updated information, such as funding that has been confirmed and artists committed to the project. It is also an opportunity for the panelist to ask questions about the application and gather additional information that will help the panel assess the project.

Every effort will be made to schedule telephone interviews before the panel meets. It is possible that an interview will not take place for reasons beyond CCT's control. Lack of a telephone interview will not constitute grounds for reconsideration of an application.

Another important means of assessing applicants is through review of support materials, particularly when evaluating program quality. Both printed and audio/visual materials may be submitted with the application (see page 10). Thorough preparation for telephone interviews and the submission of high-quality support materials is essential.

After a careful review and discussion of each application based on established criteria, the advisory panel agrees on a rating for each organization. The panel assessment is considered in determining grant amounts and whether or not an organization will be funded. Grant recommendations are prepared by CCT staff and reviewed by the agency's board, which makes the final award decisions.

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**HOW TO APPLY**

All organizations planning to submit an application for Arts Project Support for 2011 *must* file an **Intent to Apply** form, **received by Thursday, September 16, 2010**. Its purpose is to assure that applicants meet eligibility requirements and to aid CCT in planning review panels. The Intent to Apply is not binding, **but is required**.

The deadline for final **Applications** is **Friday, October 8, 2010**. Applications must be **received** (not postmarked) by 4:00 pm this date. If hand-delivered, applicants must request and retain a receipt from the CCT staff person accepting the hand-delivered application, regardless of delivery date. No application or parts thereof will be accepted after the deadline. E-mail or fax submissions will not be accepted.

All mailed applications shall be sent to:

Kathleen DeMeo, Program Manager  
Arts Project Support  
Connecticut Commission on Culture & Tourism  
One Constitution Plaza, 2nd Floor  
Hartford, CT 06103

When mailing applications, we strongly suggest using express delivery service and retaining the receipt. Applicants will be notified of receipt of their application via e-mail within two weeks of the deadline.

**Applicants must follow all instructions and provide accurate and complete information in all sections of the application as stated in the guidelines. Failure to do so will render your application ineligible for review.**

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## APPLICATION MATERIALS

Applications for Arts Project Support consist of several required forms, a narrative of up to five pages, resumés and bios, a board of directors or advisory committee list, and support materials. Application items and instructions are described in detail on the pages that follow.

Electronic (fillable PDF) application forms may be downloaded from CCT's website, [www.cultureandtourism.org](http://www.cultureandtourism.org).

All applications must:

- Be assembled as directed on the Application Checklist (see forms) with the "original" placed on top of **seven (7) copies**, each copy held together with a paper clip or binder clip (no staples, please!)
- Be signed by an authorized official of the organization on the Application Checklist.
- Be single-sided on 8 1/2" x 11" white paper with margins no less than 3/4" on all sides.
- Include the **organization name** in the upper right hand corner of all pages which are not provided as forms. The narrative must be prepared in an easily readable font no smaller than **11 point** and numbered (pages 1-5).
- **Not** include a cover letter, double-sided copies, blank spacing pages between sections, colors, logos or other special markings.

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## GRANTEE RESPONSIBILITIES

You must read the CCT Grant Overview Guidelines, as all guidelines are strictly enforced. Applicants must comply with stated Affirmative Action and ADA requirements. Also note the following sections:

- Award Notification/Grant Payment
- Grantee Responsibilities
- Credit and Publicity Responsibilities
- Reporting Requirements
- Grant Cancellations

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## APPLICATION NARRATIVE

The narrative is an essential part of the application and provides advisory panels with the most complete picture of the applicant and proposed project or program. The narrative may be no more than **5 pages** including the introduction. Address the criteria in the sequence in which they appear, using the bold-faced headings and question numbers to identify your responses (it is not necessary to repeat the entire question). Be sure to address every question; failure to do so will impact the assessment of your application. Include your organization name at the top of each page and number them (1-5).

### Introduction

State the organization's mission. (Non-arts organizations should also state the purpose of its arts programming. Colleges and universities should describe the purpose of the arts program or venue for which it is applying.) Include information on size and composition of audience, range and scope of programs offered, and facilities where programming is conducted.

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**APPLICATION  
NARRATIVE  
(CONTINUED)**

**Quality and Artistic Merit**

- 1) Describe the project for which you seek funding, noting its significance to the community. Why is this project important and who will it serve?
- 2) Discuss the qualifications of the organization's artistic staff associated with this project. Describe how participating artists were selected. Attach brief resumés or bios of key artistic staff and artists involved (not to exceed five pages total) with this application.
- 3) List the goals of this project and what you hope to accomplish. Describe the intended outcomes citing any benefits or changes in skill, knowledge, or attitude of the target population.

**Community Involvement, Outreach and Accessibility**

- 1) Define the community your organization serves and its key demographic and distinguishing features. Is there a particular population or identified need within the community that this project addresses?
- 2) Describe how your project will increase participation in and access to the arts. What efforts are being taken to minimize barriers to participation in the project among underserved populations\* in your community?  
  
\* May include, but are not limited to:
  - Members of immigrant or ethnic groups
  - Rural residents
  - Urban or at-risk youth
  - People who are unemployed
  - People with disabilities
  - Seniors (62 years and older)
- 3) How do you plan to engage the community in the development and execution of this project? Note any partnerships and collaborations in your plans. Include steps you will take to maintain community interest and/or involvement in the project.
- 4) Describe your marketing strategies and tactics. Indicate how these will draw or increase audience members/participants.

**Project Management**

- 1) Describe your plans for monitoring and evaluating the project. What are your indicators of success? Describe the methods (including evaluation instruments) that you will use to determine the effectiveness of your project.
- 2) Describe the qualifications and responsibilities of key personnel involved in the administration of this project. Address involvement of volunteers and board members if applicable.
- 3) Describe how you developed the project budget. How did you determine accurate cost and income estimates? Clarify any specific budget items which might be questioned by application reviewers.
- 4) Describe efforts to diversify your base of financial support for this project. Include information about in-kind donations of goods or services that will be provided (what and by whom) if applicable.

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**PROJECT  
TIMELINE**

Attach a one-page project timeline to this proposal. The timeline should reflect project planning benchmarks, a schedule of activities, key dates when tasks are to be undertaken/completed, and persons assigned to accomplish tasks.

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**BOARD OF  
DIRECTORS/  
ADVISORY  
COMMITTEE LIST**

On no more than **two pages**, nonprofit organizations provide a current list of your board of directors. Universities and colleges may instead submit a list of advisory board members associated with the arts program or venue applying for funds. On the first page note:

- Maximum number of Board Members as stated in your by laws
- Current total number of Board Members

Use the following format for each board member:

Name:

Employer/Occupation:

Board Position/Committee Assignment:

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**BUDGET FORMS**

**Project Budget Income and Expense Forms**

Complete these two forms based on your projected income and expenses for the project for which you seek funding. Refer to the Budget Glossary for clarification of terms used.

- List only those funds to be applied to the project, and which will be expended during the grant period January 1, 2011 – December 31, 2011.
- Total project expenses and income must be equal.
- Administrative salaries and outside administrative services fees should not total more than 20% of the project costs.

**Financial Summary Form**

This form summarizes three years of fiscal activity according to **your organization's fiscal year** ('08, '09 and '10). Report **unrestricted** cash operating income and expenses only. Universities and colleges provide operating budget figures for the **arts program** or venue (e.g., theatre, arts center) for which funds are sought.

Indicate whether or not the organization is carrying debt; if not, enter \$0. Also explain reasons for large budget fluctuations from year to year, and your debt reduction plan, if applicable.

The information on this form **must** be verified (i.e., signed) by the organization's chief financial officer, defined as the board treasurer or the highest level staff person in the organization (other than the director) responsible for budget/fiscal matters.

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**DATA  
COLLECTION  
FORM**

**National Standard for Arts Information Exchange Data Collection Form**

Submit **one copy** of this 3-page form. The information is collected for the National Endowment for the Arts and it used nationally to track states' grantmaking activities.

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**TAX EXEMPT  
LETTER**

**IRS Tax-Exempt Letter** (Nonprofit Organizations)

Submit **one copy** of the most recent Internal Revenue Service determination letter reflecting the organization's current 501(c)(3) status and legal organization name.

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## SUPPORT MATERIALS

All applicants are required to submit support materials, which are a critical part of the review process and play a major role in the panel's evaluation of the quality of an organization's work. Material should be related to the project for which you seek funds. A set of materials will be sent to the primary reviewer of each application. All reviewers will have the opportunity to examine support materials at the panel meeting as part of their deliberation.

**Two complete sets of support materials must be provided.** The second is sometimes provided to secondary reviewers, or used as a back-up set.

### Audio-Visual Work Samples

Choose **up to two** of the following media to submit with your application:

- Audio CD
- DVD video
- Digitally formatted materials (e.g. PowerPoint presentation, video clip, etc.) submitted on CD-R or DVD-R
- Photographs or digital images on CD with titles (no more than 12)

A-V materials should be labeled with the following applicable information on the case:

- Name of applicant organization (also label the disc itself)
- Name of group(s)/artist(s) performing if other than applicant
- Title(s) of work(s) being performed or artists exhibiting
- Date of performance(s) or activity

If the DVD running time is lengthy, indicate the track number(s) you prefer the panel to view. The time the panel spends reviewing A-V materials will not exceed ten minutes, however, the entire content of a disc is subject to review by the panelist assigned as the primary reviewer. Test your discs on a computer other than the one used to create it to assure it can be read by other equipment.

### Press, Publicity and Educational Materials

Submit **up to five** different printed items such as:

- Critical reviews, newspaper, web or magazine articles (up to five pages, stapled together)
- Sample program evaluation instrument such as an audience survey or questionnaire
- Programs and playbills
- Brochures, posters or other marketing materials
- Exhibition catalogue
- Teacher preparation packets and student study guides
- Sample curricula and/or education planning documents

**Note:** If you would like support materials be returned to you after the panel review, you **must** submit a self addressed stamped (postage paid) mailer. Materials will otherwise be discarded.

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**TIPS FOR A  
SUCCESSFUL  
APPLICATION**

Since the grants process is competitive, CCT offers the following suggestions to keep in mind as you prepare your application.

- Read the guidelines thoroughly before you begin to write. Even if you are a returning applicant, changes to the process are introduced every year. Contact program manager, Kathleen DeMeo, with any questions well in advance of the deadline.
- Read the review criteria/narrative questions and create an outline to help you address all points within the allotted number of pages.
- Assume the reviewer is unfamiliar with your organization and project. Provide enough specific information so that a reviewer can evaluate your application based on each of the criteria. Incomplete information can jeopardize your grant review.
- Write in a clear and concise style and eliminate wordiness. Present key thoughts simply and avoid repetition.
- Once you have completed the application, put it away. Read it later, or better yet, give it to someone else to read. Ask for a critical review of the narrative flow. Have you addressed the review criteria completely and clearly?
- Double check your application for spelling and typographical errors and check your math! These details have an impact on the panelists' overall impression of your organization or project.
- Choose support materials carefully and submit samples which best convey key aspects of the program or project.
- Name the artists you plan to engage for your project, or describe how artists will be selected. Include resumés or support information to document the quality of what they will present.
- Be specific wherever possible. Note the number of performers, workshops, students/teachers involved, project duration, etc.
- Make sure your application is complete before mailing. The application checklist is provided to help you. You may not submit missing or additional items after the deadline.

**Applicants must follow all instructions and provide accurate and complete information in all sections and supporting materials as stated in the guidelines. Failure to do so will render your application ineligible for review.**

**Application Forms** are available on the CCT web site at [www.cultureandtourism.org](http://www.cultureandtourism.org) as .pdf files that you can save to your computer's hard drive. Completed forms must be printed and mailed with other application items.

**Questions** regarding the Arts Project Support application process may be addressed to **Kathleen DeMeo** at **860-256-2735** or **kathleen.demeo@ct.gov**.

## GLOSSARY OF TERMS

### BUDGET DEFINITIONS

#### Contributed Income

**Grants from Government:** Grants from federal, state and municipal agencies expected to be used for the proposed project. Do not include this CCT grant request.

**Contributions from Private Foundations:** Cash support from private foundations and trusts. Include New England Foundation for the Arts (NEFA) funding here if applicable.

**Corporate/Business Contributions:** Cash support from businesses, corporations and corporate foundations.

**Other Contributed:** Income derived from special events or fundraisers, and sources not cited above. Include Greater Hartford Arts Council support here if applicable.

**Applicant Cash:** Funds from accumulated resources (including carry-forward from previous fiscal year) that applicant will use toward project.

#### Earned Income

**Admissions/Ticket Sales:** Income derived from the sale of admissions, tickets, subscriptions, memberships, etc.

**Programs & Services Revenue:** Income derived from classes, workshops, seminars, school group events, residencies, and other school-based programming. Also, income derived through contracts for specific services.

**Other Earned Income:** Include income from concessions and other sales.

#### Expenses

##### **Salaries**

**Administrative:** Include prorated salaries of employees of the applicant organization who will be directly involved in the project: executive and program directors, managing directors, web site administrators, marketing and fundraising personnel, office administrators, ticket managers.

**Programmatic/Artistic:** Employees who will be involved in the project: artistic directors, program managers, staff instructors, etc.

**Technical/Production:** Employees who will be involved in the project: technical directors, lighting and sound crew, stage managers and crew, video technicians, exhibit installers, etc.

**Other:** Salaries for other staff not included above, such as security and maintenance.

##### **Outside Professional Services**

**Programmatic/Artistic:** Payments to non-employees including artistic directors, directors, curators, composers, choreographers, designers, video artists, filmmakers, literary artists, visual artists, performing artists, teachers, instructors, consultants, etc.

**Technical/Production:** Payments to outside individuals for technical or production services (see above).

**Administrative:** Payments for contracted legal, accounting, or other administrative services.

**Other:** Professional service payments not included above, such as management consultants, web designers/developers, and outside marketing firms.

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**BUDGET  
DEFINITIONS  
(CONTINUED)**

**Supplies, Materials & Merchandise:** Office supplies and equipment, production materials, raw materials and other items related to the project.

**Telephone, Postage & Shipping:** Payments for telephone, internet use and web site hosting. Also, postage, mailing services, and shipping fees related to the project.

**Space Rental; Occupancy Costs:** Payments for rehearsal space, theater, hall, gallery, etc. If owned building, may include maintenance/security costs, utilities, etc.

**Marketing/Publicity/Advertising:** Payments for marketing materials including newspaper, radio and television advertising, in-house printing and mailing of brochures, posters, etc.

**Transportation & Travel:** Payments for airfare, mileage, car rental, lodging and meals for visiting artists. Also includes transportation costs for students to attend programs.

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**GLOSSARY OF  
TERMS**

**Arts Organization:** A non-profit organization whose primary purpose (as indicated on certificate of incorporation and other legal documents) is to create, perform, present or otherwise promote the visual, performing or literary arts.

**Authorized Official:** Person with authority to legally obligate the applicant organization.

**Board Member:** A trustee of a nonprofit organization elected or appointed according to that organization's bylaws.

**Capital Expenses:** Includes expenses for construction, renovations or improvements to facilities as well as major equipment purchases intended for permanent installation or with a long life expectancy.

**Chief Financial Officer:** A nonprofit organization's Board Treasurer, or the highest level staff person in the organization, other than the director, responsible for fiscal matters.

**Contact Person:** The person that should be contacted regarding this application.

**Criteria:** The established and published standards used to evaluate an application to determine if a grant award is recommended.

**Dance:** In reference to project discipline, includes classical, ballet, jazz, modern, folk, heritage and traditional dance.

**Demographics:** Information from a variety of sources used to create a broad profile of a community which may include population trends, age, gender, race or ethnicity, education, income, crime rates, voting statistics and occupations. Information can be obtained through U.S. Census Bureau, Chamber of Commerce, development offices or the U.S. Postal Service.

**Endowment:** A fund established with gifts or bequests that provides income for an institution through earned interest.

**Evaluation Instruments:** Used to assess an organization's success and to continually refine programs and services. These may include surveys, polls and questionnaires, interviews, discussions, evaluation forms, checklists and documented observations.

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**GLOSSARY OF  
TERMS  
(CONTINUED)**

**Fiscal Agent:** An incorporated, nonprofit, tax-exempt organization that provides administrative and financial services for projects initiated by unincorporated, nonprofit organizations or nonprofits that do not have their own financial or administrative capabilities.

**In-Kind Support:** Goods or services that are donated and not paid for by the applying organization, e.g. volunteer time by a professional, office space, facilities, goods donated for fundraisers, etc.

**Literature:** In reference to applicant or project discipline, includes fiction, nonfiction, poetry and other forms of literary expression.

**Media Arts:** In reference to applicant or project discipline, includes film, video, radio or work created using computer or other digital or experimental media.

**Mission Statement:** A broad statement of purpose formulated by an organization as part of its organizing charter and providing specific direction for the organization's programs and activities.

**Multi-Discipline:** In reference to applicants or projects, encompassing more than one discipline. Select this category when the majority of activities cannot be attributed to one discipline.

**Music:** In reference to applicant or project discipline, includes chamber, choral, new music, jazz, ethnic, folk, jazz, opera, orchestral and popular.

**Operating Budget:** Cash income/expenses related to operational activities. Does not include capital income or expenses, endowments or cash reserves, or the value of in-kind donations.

**Residencies:** A series of visits (typically five or more) by an artist offering sequential and deepened learning in one or more art forms. Residencies may include connections with disciplines outside the arts, or with core curriculum subjects. They can take place in educational, organizational and community-based settings.

**Support Materials:** Supplemental material/work samples supplied with an application.

**Theatre:** In reference to applicant or project discipline, includes classical, contemporary and experimental theatre, musical theatre, mime/puppetry, theatre for young audiences, and storytelling.

**Two-Year History:** Organizations must have presented/offered the activity proposed for funding dating 24 months prior to application deadline.

**Visual Arts:** In reference to applicant or project discipline, includes painting, printmaking & book arts, sculpture, crafts and photography. (Note that the National Standard has separate codes for various visual art forms.)