

**BNY Mellon Audience Development Grant
Report on 2008-2009 Projects**

The 6 sets of questions below relate directly to the questions you addressed in your project proposal. Your original answers described your plan for using resources provided in this grant. They were also the criteria by which the review panel assessed your proposal and selected your work as one of only 16 projects to be funded out of 62 submissions.

As you answer each question, please refer to your original application (enclosed) to describe changes you made and the reasons for them, as well as the outcomes of the project and how they may have differed from the outcomes you projected in your proposal. We are asking for this information so that we can best learn how the program is working and what additional services we should be providing to the arts community. Note that your candid answers will have no bearing on the success of your future applications—unless, of course, you decide not to use information that you have learned.

Please limit your responses to **three pages**, and attach any materials or work samples that will help us understand. This report is due by **Friday, January 22, 2010**.

1. Describe the audience development project as you implemented it.

If the implementation plan changed, explain how and why.

2. What was your actual project budget?

If you needed additional funding, were you able to secure it?

If the budget differed from the original plan, explain why (and itemize expenses).

3. Describe your time frame for implementation.

If the actual time frame changed, explain how and why.

4. Describe the project's impact. Was it a success?

Identify which outcomes resulted directly from the work you did with the grant money.

Whenever possible, use data to support your description.

If the impact differed from your projections, explain how.

5. Describe how you tracked the effectiveness of the marketing project.

Were there unanticipated challenges to your ability to track effectiveness?

6. What information about your audience did you gain from this effort?

What did you learn about your audience development methods?

How will you use this information in future audience development planning?

NOTE: *If you would like the opportunity for your project to gain some direct visibility to BNY Mellon, please send us abbreviated answers to questions 4, 5 or 6 by **Friday, June 19, 2009**. Just a few short paragraphs is fine. We will use your responses in our interim report that goes directly to the funder!*