

Community Vibrancy

Goal: Community members enjoy good quality of life, with access to and an appreciation for the arts, cultural opportunities and natural assets.

Together, we want to ensure that:

- Residents are enriched and educated through a diverse offering of arts and cultural activities in their communities and schools.
- The region's historic, cultural and natural assets are supported to enrich current and future generations.

Our Investment Approach

The Community Foundation's grantmaking will focus on activities that are directly tied to increasing opportunity for low-wealth residents. We will approach our grantmaking decisions through a priority of requirements that include:

- Access and equity for all residents
- High quality programming
- Collaboration with public, private, and other nonprofit partners.

We support local nonprofit organizations in providing effective programming and operations, advocacy and systems change, and capacity building. Our partners help ensure regional community vibrancy through the following strategies and activities listed on this page.

Arts & Culture

Strategies

- Providing access to arts & cultural programs for low to modest-wealth residents and school-aged youth
- Offering education & events that appeal to diverse and multi-generational audiences

Measurements of Success

- # and location of events offered
- # of attendees at cultural events
- # and % of people living in under-resourced communities reached by events & programming
- # of arts & cultural programs in schools
- Reports of audience satisfaction
- Measures of audience
 - % of return visitors
 - % of visitors who would recommend the experience to a friend or family member
 - Diversity of audiences

Natural Resources

Strategies

- Providing access to natural resources
- Sustaining our environment through education, preservation & restoration

Measurements of Success

- Measures in air & water quality
- Visitation rates

Community Inclusion

Strategies

- Fostering community inclusion & connectivity
- Facilitating volunteer & civic engagement opportunities

Measurements of Success

- Number of people engaged in volunteering or civic engagement activities

**The measures above are examples only; this list is not intended to be all-inclusive*



Focus on Regional Indicators

We are focused long-term on affecting regional indicators that we believe are key strategies for helping our region thrive. Aligning with our community partners, like the Capital Region Collaborative, these indicators include:

- **Employment in Culture** (as overall percent of employment)
- **Air & Water Quality** (measured based on EPA standards)
- **Volunteer Hours** (annual hours people volunteer)
- **Tourism Spending**