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**Chester County Nonprofit  
Innovation & Resiliency Fund  
Grant Request Form**

**Contact Information**

Nonprofit Org Name: Oxford Arts Alliance	ED/CEO Name: Anthony Jack Derrico
Address: 38. South Third Street	ED/CEO E-mail: director@oxfordart.org
City, State Zip: Oxford, PA 19363	Board Chair Name: Ed Rahme
Phone: 610-467-0301	Grant Proposal Contact Name: Anthony Jack Derrico
Website: www.oxfordart.org	Grant Proposal Contact E-mail: director@oxfordart.org
EIN: 26-4004347	Grant \$ Amount Requested: \$5000
Year Founded: 2008	

*In filing this application, the nonprofit certifies that it complies with all federal, state & local laws, including taxation; complies with current public health guidelines; and complies with coronavirus pandemic phased reopening restrictions.*

Agreed by: Anthony Jack Derrico	Date: 10/19/2020
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**Nonprofit Field/s of Interest**

<input checked="" type="checkbox"/> Arts, Culture & Historic Preservation	<input type="checkbox"/> Education	<input type="checkbox"/> Health
<input type="checkbox"/> Community Development	<input type="checkbox"/> Environment & Animal Welfare	<input type="checkbox"/> Human Services

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$ 247,258.50	\$293,577.00
Full-Time Equivalent Paid Staff	1	# 1
# Board Volunteers	12	# 12
# Committee Volunteers	5	# 6
# Active Direct Service Volunteers	15	# 30
Annual Volunteer Hours	150	# 300

**Funding:** Please indicate if your nonprofit has received funding from any of these regional sources over the past few years. We will invite them to review this funding request.

<input type="checkbox"/> ChesCo Comm Fdn	<input type="checkbox"/> Brandywine Health Fdtn	<input type="checkbox"/> United Way ChesCo	<input type="checkbox"/> ChesCo Dept Comm Devel
<input type="checkbox"/> ChesCo Fund/W&Girls	<input type="checkbox"/> Phoenixville Comm Health Fdtn	<input type="checkbox"/> United Way S ChesCo	<input type="checkbox"/> ChesCo Dept Health
<input type="checkbox"/> Other significant funders:			<input type="checkbox"/> ChesCo Dept Human Svcs

**Narrative:** In a few concise paragraphs, please explain:

**1. Mission**

The Oxford Arts Alliance is a community-based non-profit organization providing leadership and advocacy for the arts and culture. It seeks to provide a collaborative platform to allow arts and culture to flourish in our community for all people regardless of differences in ethnic origin, education, economic level, age, or disability.

**2. What geographic area is served? (If not all of Chester County, specify primary Chester County regions served)**

The Oxford Arts Alliance (OxAA) serves over 5000 individuals annually in Southern Chester County. While the gallery is located in Oxford Borough, our academies of art and music continue to serve individuals in the six municipalities that comprise the most southern part of the county and Chester County as a whole.

**3. What population is served? How have your service numbers been impacted by COVID?**

On average, the Oxford Arts Alliance (OxAA) serves over 5000 individuals through the galleries and academies. The academies of art and music, Main Gallery, and Emerging Artist Gallery are composed of students and visitors from varying economic levels, ages (3-80), and ethnic backgrounds. According to the US Census Bureau (V2018), Oxford differs drastically from the rest of Chester County. Oxford is a federally-defined low-income census tract and experiences a 16.1% poverty rate, which is more than double Chester County's poverty rate of 6.7%. Our 2017 Feasibility study recommended that OxAA continue to expand opportunities to a broader audience in Southern Chester County to meet the needs of underserved populations and as the area continues to diversify.

COVID has harmed the service numbers for both our galleries and our academies since March 2020. The Academy of Art and The Academy of Music have seen a 30% decrease in enrollment since the beginning of the pandemic. At the beginning of 2020, the academies were operating at maximum capacity and averaging around 200 students per week. As of October 2020, we are now averaging 140 students per week.

The Main Gallery and the Emerging Artist Gallery have had 40% of their 2020 programming canceled due to the pandemic. We were unable to have in-person exhibitions from March 2020 - July 2020 in either of the galleries.

**4. What has been the impact of COVID-19, and how has your nonprofit responded?**

The impact of COVID-19 on the OxAA has been increasingly adverse. Still, we have worked to meet the needs of our students and visitors by adapting our services and programming to alternative platforms to our galleries and academies. In some cases, we've served more community members through virtual events than through our regular services.

Students of both academies (Academy of Art and Academy of Music) are continuing lessons in a virtual environment. As of October, we now serve 140 students per week in online courses through Skype, Zoom, FaceTime, or Google Hangouts. By making lessons accessible to students in their own homes, we've maintained 70% of the student body of the Oxford Arts Alliance. Adapting features of our programs into a digital format has been an ongoing mission in 2020.

Because of the immediate cancellation of art exhibitions in both galleries, the OxAA needed to find a way to continue presenting these exhibitions, albeit in a safe manner. To combat this dilemma, staff members digitized all of the art for both galleries and released them in a FlipFolio art book through the website. The FlipFolio we designed allowed us to integrate the visuals of the gallery in a readily available online format that still kept us in touch with our visitors. In 2020, The OxAA presented artworks in the Annual Members Exhibit, National Climate Change Juried Exhibition, and National Juried Exhibition have all in person and online. As we enter 2021, the OxAA will be integrating virtual art shows into every physical display in the gallery. Additionally, we exceeded our average attendance for Juror and Artist Talks on Sunday afternoons by making them available through Zoom and YouTube.

By using more in-depth technology, we have also been able to bring our shows to life through artsteps.com. This technology allows the OxAA to create a lifelike, three-dimensional version of our galleries for visitors to walk through from the safety of their own homes. Additionally, we've found that having a broader reach of online offerings has allowed us to connect with members who cannot make it to in-person events due to geographic distances, illness, or work.

- 5. What would this funding be used for? How does this demonstrate innovation and resiliency in dealing with COVID impacts? What would be the community impact of this anticipated funding? Why is it important to fund this now?**

The OxAA would use funding from this grant to purchase the critical technology to expand our current digital operations in the time of COVID and thus give the OxAA a technological base to maintain our services into the future.

**The Oxford Arts Alliance is requesting a technological upgrade that includes two iMac desktop computers that support the programs we intend to use to continue bringing our programming to visitors in Southern Chester County.**

The addition of these desktops will allow staff at the OxAA to confidently continue creating content for the galleries through the use of Adobe products such as Animate, Photoshop, and Dimension. With this kind of computing power, staff can begin turning 2D and 3D elements of the gallery into digital creations that gallery-goers can experience through artsteps.com and the ongoing Flipfolios. Additionally, the OxAA can achieve quality video and audio of art and music and bring content to our community in a digital format that will come as close to in-person programs as possible. The OxAA currently operates with a sole Google Chromebook that dramatically reduces the innovations from staff down to a few possibilities because of its limitations.

While these upgrades will significantly increase the effectiveness of the OxAA, they will also lead to a plethora of new ways for the OxAA to interact with the community. New programs such as artist talks, artist podcasts, recording classes, and digital art instruction would be new avenues for the OxAA to bring arts and culture programming to the community. The OxAA intends to build these programs to be versatile and accessible as in-person programming or digital.

As the OxAA has learned in the shutdown, technology allows our organization to reach many more people with our programming. We saw 40% more activity in our programming when the art galleries went online than we did when it was in-person only. In the age of COVID, the OxAA sees resiliency as adapting our programming to a virtual experience. However, the virtual experience will not last forever if we do not deliver it with quality. It is vital to our organization that we acquire the necessary computing power that allows us to not only build on the virtual world we've already created but will enable us to continue strengthening our galleries and academies into the future.

**6. How much funding is sought? How does this compare to your annual operating budget and this years' projected deficit? What is the expected timeframe for use of funds?**

The Oxford Arts Alliance is seeking \$5000 in funding for two (2) Apple iMac desktop computers. Our annual operating budget is \$293,577.00. The 2020 Annual Budget for the organization budgeted \$150 for "Computer & Software." The need for technological upgrades has now risen 34x the budgeted 2020 amount.