



Photo by Carter Rose

AT&T PERFORMING ARTS CENTER

A home for actors, singers, dancers, designers, and creatives.

Providing a gathering place to foster creativity, the AT&T Performing Arts Center uses SurveyMonkey Apply to manage grant programs that offer artists the opportunity to create work that touches the community, brings diverse viewpoints, and makes everyone feel welcome.

THE CHALLENGE

Too much manual paperwork

At the AT&T Performing Arts Center, there are two major programs that help individuals and small arts organizations in the Dallas area; Moody Fund for the Arts and Elevator Project.

Hector Garcia, Manager of Strategic Services, works with applicants to ensure their materials get sent in on time and that everything runs smoothly. Before using SurveyMonkey Apply however, the process required a lot of time and manual paperwork.

“When we first started the Elevator Project, applications were flooding in through email and handwritten or snail mail. I had to read people’s handwriting and try to decipher what they had sent, only to put it all into one working document,” Hector explains.

“We had to manually create an Excel file with the organization’s name, their contact information, what their project was, and what they were trying to do. In that first year, we got through it, but I kept thinking there’s got to be a better way because it was a huge pain in the neck!” - **Hector Garcia, Manager of Strategic Services**

THE SOLUTION

Making the switch to online application management

After sorting through a list of contenders, Hector landed on SurveyMonkey Apply and moved both programs onto the platform so that he could easily manage everything in one place.

“I like that SurveyMonkey Apply is easy to understand and linear. One thing leads to another and it’s set up in a way that makes reasonable and logical sense,” Hector says.

“As applications come in, I can look at them and pass them off easily. I can see applicants’ uploads to make sure they provide relevant work samples, and everything is easy to take in. I went from having never heard of grant management software to being the best resource in this organization for online grant management, using SurveyMonkey Apply.”

By putting both programs online and prioritizing easy access, the AT&T Performing Arts Center has been able to grow their program reach significantly, helping more artists and fostering more excitement for the programs than ever.

“We already have more applications than we did last year, and that’s because we’ve moved our application process online.” - Hector Garcia, Manager of Strategic Services

THE TAKEAWAY

More time dedicated to the importance and impact of live performing arts

With everything in one place, the application flow has also improved, allowing Hector and other staff members at the Center to monitor, review, and manage applications at ease without unnecessary manual work.

For Hector, working at the AT&T Performing Arts Center also allows him to give the experience of art back to community members who may not have had a creative upbringing; something he values deeply.

“The great thing is that there are so many creative, artistic people who are putting their talents out there for the community; touching lives, changing hearts and minds, uplifting the soul. It’s amazing, and I’m really gratified to be a part of that.”

Company

AT&T Performing Arts Center

Use case

Grants

Product

SurveyMonkey Apply

Success factor

Increased organization, and a streamlined workflow