National Endowment for the Arts

Geographic Location of Project Activity (GEO)

For FY21 and Later Awards

Frequently Asked Questions

1.15.21

The National Endowment for the Arts collects information regarding the location of significant project activity to understand the geographic scope and distribution of our grant and cooperative agreement activities. This information is used in our reports to Congress, the federal Office of Management and Budget, and the public.

Completing your GEO requirement is a two-step process. First, you will complete and submit a spreadsheet of project activity locations in the Venues tab in REACH. Second, you will mark your GEO as complete through the GEO Submission Confirmation at the award's Forms & Reports tab in REACH.

This is a revised reporting format beginning with FY21 awards, so please be sure to read the instructions carefully: https://www.arts.gov/sites/default/files/FY21-REACH-GEO-Instructions.pdf. GEO reports submitted in the format from previous years will not be accepted.

☑ **COMPLETING YOUR GEO REPORT**

Can I work on my GEO outside of REACH?
Yes, you can use our Excel spreadsheet template to record your GEO data offline. When your spreadsheet is ready, copy and paste the data (but not the headers) into the Venues tab spreadsheet.

Can I change the format of the spreadsheet?
No, you must follow the exact format. If you are going to copy and paste, use only our Excel spreadsheet template and do not change its preset formatting. Only select from the drop-down options provided and do not overwrite the options or adjust the column settings. Do not add information beyond what is requested in the spreadsheet. Making changes to the spreadsheet format will cause errors when you try to paste the data in the Venues tab.

What data do I need to begin?
You will need to know when and where activities took place and what the activities were. To be specific: the date range and type of activity, and name and type of the venue (Valley High Auditorium, the Great Theater, city park, etc.), and its street address, including the five-digit ZIP code.

What activities do I need to report?
Report significant activities detailed in your Final Descriptive Report that took place at your organization's primary address and at additional locations. These activities may include, but are not limited to, creation of artwork, festivals, concerts, performances, readings, classes, lectures, demonstrations, workshops, symposiums, conferences, exhibitions, film screenings, school or community residencies, artwork conservation, urban planning/design, and publishing.

Should I include activities that took place before or after my grant period?
No. Even if activities related to your project took place before or after your grant period, only those activities that occurred during the grant period (and were supported by funds reported on your Federal Financial Report) are eligible to be part of your grant project. Consult the How to Manage Your NEA Award Handbook if you need information about scope and time amendments.

All activity took place at our organization's primary address. Do I need to report it?
Yes, please enter the organization's primary address.

All activity took place virtually. What do I put for the address?
Enter your organization's primary address. We do not expect you to enter the home addresses of employees or artists, but you do need to have at least one address in your GEO report.

We had international activity. Do I need to report it?
Include international venues in the spreadsheet if the activity was supported by your project budget. (International travel must be pre-approved in your project budget; international activities cannot be included otherwise.) For international addresses, we only need the city and country.

Is there a maximum number of entries that can be included?
You can paste up to 200 addresses at a time. Click save and then you can add more.

Do I need to report multiple activities at the same location?
No. We only need to collect each address once. If several types of activities took place at the same location, select the activity type of most substantial activity and the full time frame in which all of the activities took place. We understand that this may not accurately reflect the full scope of your activity; however, this report is for identifying unique locations only.

We worked with a school/business/organization, but all activity took place at our venue. Do I need to report their location?
No, do not include locations from which audiences might be drawn.

We sent artists or teaching artists to a school/business/organization to engage in project activity. Do I need to report that/those locations?
Yes, include all locations where significant project activity took place.

Our tour went to 250 locations. Do I need to report them all?
The short answer is yes, we want GEO data on all of your project locations. But if you cannot find valid street addresses for each location, please report as many as possible. Final Reports staff will review your GEO alongside your Final Descriptive Report and Federal Financial Report to determine if the GEO is sufficient. We recommend that you make note of the required spreadsheet elements so you can plan in advance for reporting on any future grants.

Our project was a_____. What do I need to submit?
    a. Website
        If all of your events are web-based, please enter the physical location(s) where the site is created and/or managed.

b. Publication
Please enter the physical location(s) where the publication was created. Be sure to include locations of author readings or related events. Distribution locations are not required.

c. Broadcast
Please enter the physical location(s) where the broadcast was recorded and/or produced. If your project included the distribution of that recording, please enter each broadcast station's physical address. We do not accept submission of a carriage list.

d. Festival
If festival events took place at multiple venues, report all addresses.

None of your venue and/or activity types accurately reflect the information we want to provide. Can I select multiple types?
No. Please select the type that most accurately reflects your activity/venue. 'Other' is an option in both categories should you be unable to find an appropriate type.

☑ **SUBMITTING AND FINALIZING YOUR REPORT**

Can I edit the information I've submitted?
Please proofread your GEO spreadsheet closely before submission. But if you discover an error in previously submitted information, you can go back into the Venues tab spreadsheet and make corrections (until the GEO report status changes to Approved in REACH).

I've submitted my Geographic Location of Project Activity report, but the status is Not Submitted at the Forms & Reports tab. Did you receive it?
After submitting your GEO report, you must complete the GEO Submission Confirmation to update the report's status. To do this, go to the Forms & Reports tab for the award in REACH. Click on the black pen next to the Geographic Location of Project Activity report, and then follow the instructions provided.

I'm having difficulties. Who do I contact for help?
If you have questions, including technical ones, contact the Office of Grants Management's Final Reports Team at finalreports@arts.gov or (202) 682-5403.