

## Instructions and Frequency Asked Questions

Updated November 2024

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 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.

### Instructions

- 1) At the Venues tab in REACH, click on "Edit Venues."
- 2) Enter your data in the spreadsheet (see Page 2 for field descriptions), one record per row. All locations of significant project activity must be entered. Review the GEO FAQs if you have questions about the type of data you should be entering.
- 3) Save and submit your GEO. When you have finished, click Save and then click Back to Award.  
  
PLEASE NOTE: GEO entries will not save until you click Save. Do not close the window or hit the back button on your browser without saving data first. If you do not see the Save button, make sure you are viewing the Venues tab in full screen mode.
- 4) Respond Yes to the GEO Submission Confirmation at the award's Forms & Reports tab in REACH. This is how your GEO status will be changed to "Submitted."

### Reminders

- Only report on approved project scope activities and locations. All outdoor locations must have received National Historic Preservation Act (NHPA) clearance from the NEA to be included in your project.
- Costs of entertainment, including amusement, diversion, and social activities and any associated costs are unallowable; generally, this includes activities at venues such as bars, wineries, and breweries where the consumption of alcohol/social activity is the primary purpose of the venue.
- Buildings and facilities (including projects held in historic facilities) must be physically accessible to people with disabilities.
- Do not enter a private home address unless it is your organization's primary official address.

**IMPORTANT: When done, you must also respond Yes to the GEO Submission Confirmation at the award's Forms & Reports tab in REACH. This is how your GEO status will be changed to "Submitted."**

## GEO Spreadsheet Field Descriptions

<b>Site Name</b>	The name of the venue where the activity took place.
<b>Activity Type</b>	Use the dropdown list to select the activity type that best matches what occurred at this location. If multiple types of activity took place, select the one that was most significant.
<b>Venue Type</b>	Use the dropdown list to select the venue type that best matches this location.
<b>Is Primary</b>	Select True from the dropdown list if this was the primary venue for your award activity. Select False if another venue was primary or if there was no primary venue. (It is not required that one venue is primary.)
<b>Is Tentative</b>	Since the GEO is completed after your project ends, select False from the dropdown list.
<b>Street1</b>	Enter the physical location of the venue. Spell out the street name completely. Street types and directional may be abbreviated (e.g., Pennsylvania Ave NW, W Maple St). Do not use PO Box or Rural Route numbers.
<b>Street2</b>	Enter suite numbers, floors, and any additional information (such as the name of a university/college or auditorium/hall).
<b>City</b>	The city where the venue is located.
<b>State</b>	The two-letter state abbreviation of the state where the venue is located. Select from the dropdown list.
<b>Postal Code</b>	The five-digit ZIP code for the location of the venue.
<b>Country</b>	Select USA from the dropdown, or a different country if you are reporting on international activity.
<b>From</b>	The date on which project activity began at the location. If uncertain of the exact date, select the first day of the month. Use a MM/DD/YYYY format.
<b>To</b>	The last date of project activity at the location. If uncertain of the exact date, select the last day of the month. Use a MM/DD/YYYY format.

## Frequently Asked Questions

### ☒ GEO CONTENT

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#### **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. Do not enter a private home address unless it is the same as your organization's primary address. You need 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 worked with a school/business/organization, but all activity took place virtually. Do I need to report their location?**

You can include the partner organization addresses if participants engaged in the activity at the partner's physical location, however, do not enter private home addresses.

**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 supported 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.

☒ **TECHNICAL ASSISTANCE**

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**Where is the save button in the Venues tab?**

If you do not see a Save button in the upper left corner of the spreadsheet frame, try maximizing your browser window. If that doesn't help, check for an arrow with a dropdown menu. And if it doesn't appear in the dropdown menu, try switching browsers.

**Can I work on my GEO outside of REACH?**

Yes, you can use our Excel spreadsheet template to record your GEO data offline:

<https://www.arts.gov/sites/default/files/GEO-spreadsheet-for-Venues-tab-1.21.22.xlsx>.

The spreadsheet template is specifically formatted to match all of the data validations in the Venues tab spreadsheet. Do not attempt to modify the spreadsheet headers or dropdowns, or enter information in a format that is different from what is requested. When pasting into the Venues tab spreadsheet, do not include the header row. Doing otherwise will result in errors when you paste your data.

**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 should I do if I get an error when pasting the data from the Excel template?**

Try the following:

- 1) Look the spreadsheet over to see if any formatting was changed (like font or column width).
- 2) Make sure that all of the From dates are before the To dates.
- 3) Check all dropdown selections to make sure none were overwritten.
- 4) Download a new, blank copy of the Excel template and paste the venue data in, using the Match Destination Formatting paste option.

**☒ SUBMITTING AND FINALIZING YOUR REPORT**

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**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 pencil icon 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](mailto:finalreports@arts.gov) or (202) 682-5403.

**ONLY for organizations that received a Local Arts Agencies grant or cooperative agreement for subgranting in FY23 or earlier**

Your GEO will report on subgrantees, but not the locations of subgrantee activities. Use the following guidance to enter data in the Venues tab:

- Site Name: Enter subgrant recipient's legal name
- Activity Type: Leave blank
- Venue Type: Leave blank
- Is Primary Site?: Select no
- Is Tentative?: Select no
- For Street1, Street2, City, State, Postal Code, and Country: Enter the sub-grant recipient's street 1, street 2, city, state, ZIP code, and country.
- From: Enter the date the sub-grant was awarded.
- To: Leave blank