

City of Gainesville

Project Title: General Program Support 2022

Grant Number: 22.c.ps.114.127

Date Submitted: Wednesday, May 27, 2020

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: [2021-2022 General Program Support Grant Guidelines](#)

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Multidisciplinary

Proposal Title: General Program Support 2022

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** [City of Gainesville](#)
- b. **FEID:** 59-6000325
- c. **Phone number:** 352.393.8532
- d. **Principal Address:** 302 NE 6th Ave. Gainesville, 32601-5476
- e. **Mailing Address:** Station 30 PO Box 490 Gainesville, 32627-0490
- f. **Website:** www.cityofgainesvilleparks.org
- g. **Organization Type:** Municipal Government
- h. **Organization Category:** Other
- i. **County:** Alachua
- j. **DUNS number:** 099680154
- k. **Fiscal Year End Date:**

Grant Contact *

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National Endowment for the Arts Descriptors
Applicant Status

- Government - Municipal

Institution Type

- Parks and Recreation

Applicant Discipline

- Multidisciplinary

Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)

City of Gainesville Parks, Recreation and Cultural Affairs Department

C. Eligibility Page 3 of 12

What is the **legal status** of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

Do proposed activities occur between 7/1/2021 - 6/30/2022? *

- Yes (required for eligibility)
- No

How many years of completed programming does the applicant have? *

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

Multi Disciplinary*

- Yes (If yes, you should apply to the Presenting discipline)
- No (required for eligibility)

D. Excellence Page 4 of 12

Applicant Mission Statement - (Maximum characters 500.) *

The Mission of the City of Gainesville's Parks, Recreation and Cultural Affairs Department (PRCA) is to provide and maintain facilities and programs that make Gainesville a great place to live, work and visit; and to help sustain the City economically, socially and environmentally... the Cultural Affairs Division provides, promotes, and supports the arts, culture and historic sites.

Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

The City of Gainesville Parks, Recreation and Cultural Affairs Department (PRCA) serves to enhance and strengthen Gainesville and Alachua County's cultural landscape on a variety of levels, including producing highly attended events and providing outlets for hundreds of artists. The requested support will provide resources to further the goals of the 10-year 352ArtsRoadmap Cultural Plan which was approved by the City Commission in 2015 and provides the framework for the goals and objectives in this proposal as shown below.

GOAL: BRAND GAINESVILLE AS A CULTURAL DESTINATION

Objective: Develop plans for new/improved anchor cultural facilities.

- In Nov. 2016 Alachua County voters approved an 8-year ½ cent sales tax increase, providing nearly \$50 million for new and improved PRCA facilities, including up to \$10 million for cultural facilities.

DCA Funds will support capital and/or programmatic planning for new and improved cultural facilities including a \$2.25 million renovation of the Thelma A. Boltin Center and up to \$500,000 improvements to the Hippodrome Theatre facility. Success will be measured by plan approval and program implementation.

GOAL: INCREASE CREATIVE ACCESS AND AFFORDABILITY TO CULTURAL OFFERINGS

Objective: Extend PRCA's signature programs.

- On-going programs during FY2021-2022 include the City's 1% for public art program and the companion 352Walls program, an urban art initiative that has already produced nearly 40 murals by renowned visiting muralists. The program also supports works by community muralists, facilitating over 70 additional city-wide murals. Program oversight is provided by the 352walls Planning Committee, Visiting Artist Curatorial Committee and Community Artist selection panels.

DCA funds will support coordination of the 352Walls program. Success will be measured through new murals created, community participation during events and social media.

Objective: Increase participatory art making throughout the region.

- With the ½ cent sales tax proceeds, PRCA renovated its Rosa B. Williams Center into the affordable, participatory 352Artspace, which includes a classroom and 3 dance floors. The facility averages 30 events a month and displays engaging art installations.

DCA funds will support staffing and marketing efforts. Success is measured in increased participation.

Objective: Provide affordable and accessible cultural opportunities of the highest quality (ongoing).

- The two free Thomas Center Galleries annually develop and promote 7 original exhibitions. Nationally recognized examples include RBL GRL/Revolution Doesn't Ask Permission (inspired by the women's suffrage movement) and SYNCHRONICA: Framing Time (featuring 150 photographic portraits of and by young adults age 14 to 21).

DCA Funds will support curatorial fees and marketing. Success is measured through attendance and surveys.

GOAL: NURTURE AND INCREASE CREATIVE VITALITY OF THE CREATIVE COMMUNITY

Objective: Cultivate partnerships and provide resources for cultural experiences.

- PRCA's year-long programming to commemorate the 150th anniversary of the Gainesville's incorporation prototyped a number of partner programs which will be revived as annual events including: Summer in the City (a downtown street dance party, sponsored by Gainesville Health and Fitness); Possum Creek Skate Jam (a skateboard competition featuring mural painting and hip hop dance, produced in partnership with Samurai Skateshop); CommUNITY Fest (a neighborhood festival, produced in partnership with the Eastside High School alumni band); Double Exposure (a juried art and poetry exhibition, produced for Black History Month in partnership with BLAAC-the Bailey Learning and Arts Collective); and the Story Cycle project and GNV Music (digital recordings of Gainesville residents' memories and music of emerging artists, produced in partnership with Self Narrate).

DCA Funds will support this new programming. Success is measured through attendance and surveys.

GOAL: PROVIDE, PROMOTE AND SUPPORT THE ARTS, CULTURE AND HISTORIC SITES

Objective: Continue to enhance the services PRCA already provides the cultural community and its audience:

Produce annual events and concerts:

- Hoggetowne Medieval Faire (HMF) (with 160 artisan booths, 9 continuously programmed stages and 30,000 attendees including 3,000 students from 27 counties).

- Downtown Festival and Art Show (DFAS) (240 artists, 80,000 attendees).
- “Free Fridays” and “New Year’s Eve Countdown” 26-show concert series (23,000 annual attendees).

Produce events that speak to our community’s cultural diversity including:

- Programs at PRCA’s A. Quinn Jones Museum and Cultural Center, which speak to the history of the City’s African-American community, the African Diaspora and current societal issues.
- “Free Fridays” June African-American Music Appreciation Month concerts.
- ARTSPEAKS:Bringing Poetry & People Together and ARTSPEAKS: Courageous Young Voices spoken word events, which respectively feature established and emerging poets.
- The 2-week “Pop-up Theatre” summer camp, produced with We the People Theatre, where teens from underserved communities perform Shakespeare.
- Administration of over \$260,000 to arts organizations through 4 grant programs.

Manage Gainesville’s most important historic sites including the:

- 1910 Thomas Center (National Register) that annually averages 100 outside facility rentals, 90 City co-sponsored non-profit cultural events and 400 City meetings.
- Downtown’s Tench Building that provides below-market rent for a cooperative print studio and 6 artist studios.
- 53-acre Evergreen Cemetery, a state historic site (1856), with a 38-stop cell phone tour.
- Historic U.S. Post Office and Courthouse in downtown Gainesville (National Register of Historic Places) which houses the Hippodrome Theatre.

DCA Funds will support administrative costs and artist fees. Success is measured through program attendance and surveys.

Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

In FY2019-2020 PRCA oversaw the commemoration of the 150th anniversary of the City of Gainesville. Gainesville150! was a yearlong series of exhibitions, programs, promotions, workshops that aimed to observe this historic milestone by bringing the community together to reflect on their shared heritage, engage in building stronger relationships and look towards the future.

As an important component of the program, PRCA partnered, collaborated and affiliated with dozens of cultural agencies and area businesses to implement this project. These included:

Dance Alive National Ballet; Santa Fe College Spring Arts Festival; University of Florida's (UF) Phillips Performing Arts Center, Florida Museum of Natural History, Harn Museum of Art and University Galleries; Matheson History Museum; Cade Museum; Writers Alliance of Gainesville; Self Narrate; Hippodrome Theatre; Y-Not Theatre Company; Gainesville Fine Arts Association; Sister City Program of Gainesville; We Are Neutral; Cultural Arts Coalition; Celebrate Women 2020; "Tom Petty Weekend" Festivals; North Central Florida Blues Society; Cotton Club Museum and Cultural Center; 5th Avenue Pleasant Street Association; BLAAC- Bailey Learning and Arts Collective; Richard E. Parker Alumni Band; Project Rebuild; Bulla Cubana; Evergreen Cemetery Association of Gainesville; David Hayes Foundation; and WUFT/FM Fanfares and Fireworks.

The project assembled over \$115,000 of cash and in-kind support from Gainesville Health and Fitness, the Dharma Foundation, Gainesville Regional Utilities, Frankel Media, the David Hayes Foundation, the Gainesville Sun, the UF College of Journalism and Communication and the Gainesville Art in Public Places Trust.

PRCA works with numerous partners on an ongoing basis including: UF College of the Arts; UF School of Health and Human Performance; UF Arts in Medicine; Santa Fe College – Fine Arts Department; Alachua County Public Schools; Hippodrome Theatre; Gainesville Arts & Parks Foundation; Shake Rag Cultural Center, Inc.; We the People Theatre; Sequential Artists Workshop; Urban Revitalization Program; The Thieves Guild Performance Company; Society for Creative Anachronism; Gainesville Oldtime Dance Society; The Thomas Center Associates; and Evergreen Cemetery Association of Gainesville.

Timeline - (Maximum characters 2000.)
List timeline of activities during the grant period.

Objective: Develop plans for new/improved anchor cultural facilities.

- \$2.25 million renovation historic Thelma A. Boltin Center is scheduled to conclude in late 2021 adding a lobby space, reception room, renovated dance hall and backstage area, and outdoor gathering space. Marketing and special programming will begin Fall 2021.

- Marketing and new programming in recently renovated spaces, including Bo Diddley Plaza (which PRCA assumed management of in 2019), will continue throughout the year.

Objective: Extend PRCA's signature programs.

- 352walls visiting artist projects are ongoing, with a focus in 2021-2022 of buffing original 2015-2016 murals and replacing them with new work. Visiting artists workshops and master classes with students and local artists will continue.
- 352walls community artist projects are ongoing with a goal of creating 10 mural projects in 2021-2022.

Objective: Increase participatory art making throughout the region.

- Marketing and new programming for the Rosa B Williams Center/352artspace will continue its participatory dance programs throughout the year. The space is being offered as a venue for University of Florida College of the Arts Graduate School thesis exhibitions.

Objective: Provide affordable and accessible cultural opportunities of the highest quality.

- The Thomas Center Galleries will present original exhibitions in the Summer (Thomas Center Gallery and Doris Bardon Gallery), in the Fall (Thomas Center Gallery and Doris Bardon Gallery), and in the Winter/Spring (Thomas Center Gallery) with 2 Alachua County Public Schools Student Showcase Exhibitions in the Winter/Spring.

Objective: Cultivate partnerships and provide resources for cultural experiences.

- Tentatively scheduled partner programs in 2021-2022 are:
 - Story Cycle recordings and GNV Music emerging music performances (Ongoing throughout 2021-2022)
 - We the People Pop-up Theatre Camp (July 2021)
 - Possum Creek Skate Jam (Jan. 2022)
 - Double Exposure Juried Art and Poetry Exhibition (Black History Month Feb. 2022)
 - CommUNITY Fest (Mar. 2022)
 - Gainesville Get Down! (formerly Summer in the City) (Apr. 2022)

Objective: Continue to enhance the services PRCA already provides the cultural community and its audience.

- Signature programming and activities will continue through 2021-2022.

E. Impact Page 5 of 12

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefiting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefiting should be one (1).

What is the estimated number of proposal events? *

130

What is the estimated number of opportunities for public participation? *

490

How many Adults will be engaged? *

120,000

How many school based youth will be engaged? *

5,000

How many non-school based youth will be engaged? *

30,000

How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of

the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

Number of artists directly involved? *

1,175

Number of Florida artists directly involved?

900

Total number of individuals who will be engaged?

156175

Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): * Children/Youth (0-18 years)

Adults (25- 64 years)

Older Adults (65+ years)

Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): * White

Describe the demographics of your service area. - (Maximum characters 1500.)

In 2018, Alachua County, FL had a population of 270k people with a median age of 31.7 and a median household income of \$51,241. Between 2017 and 2018 the population of Alachua County, FL grew from 266,944 to 269,956, a 1.13% increase and its median household income grew from \$44,676 to \$51,241, a 14.7% increase.

The ethnic composition of the population of Alachua County, FL is composed of 164k White Alone residents (60.6%), 52.2k Black or African American Alone residents (19.3%), 27.7k Hispanic or Latino residents (10.3%), 17k Asian Alone residents (6.3%), 7.71k Two or More Races residents (2.86%), 970 American Indian & Alaska Native Alone residents (0.359%), 364 Some Other Race Alone residents (0.135%), and 284 Native Hawaiian & Other Pacific Islander Alone residents (0.105%).

The largest universities in Alachua County, FL are [University of Florida](#) (52,700 enrolled students), [Santa Fe College](#) (14,600 enrolled students).

The median property value in Alachua County, FL is \$193,100, and the homeownership rate is 59.8%. Most people in Alachua County, FL commute by Drove Alone, and the average commute time is 20.5 minutes. The average car ownership in Alachua County, FL is 2 cars per household.

Alachua County, FL borders [Marion County, FL](#), [Putnam County, FL](#), [Columbia County, FL](#), [Levy County, FL](#), [Bradford County, FL](#), [Gilchrist County, FL](#), and [Union County, FL](#).

Demographic Information: Data USA

Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

PRCA grants further expand its reach to a larger audience of participants:

- The Professional Arts Producing grant supports The Hippodrome, Dance Alive National Ballet and the Gainesville Orchestra who annually reaching more than 80,000.
- The Outside Agency Grant Program provides operating support to 13 arts and cultural organizations who reach more than 75,000.
- Special Event Additional Support Grants offset city services costs or provide sponsorship for seven major events, collectively reaching more than 120,000.

Together these grants reach an added audience of more than 275,000 people.

In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

Alachua

Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

PRCA plays a key role in: strengthening the capacity of the City's arts agencies; providing the residents and visitors diverse cultural programming; and involving regional artists on many levels. This proposal will provide important support for planning, staffing and/or marketing these efforts.

PRCA continues to strengthen the capacity of Gainesville artists and arts agencies:

- Driving the implementation of the key goals of the PRCA-spearheaded 352ArtsRoadmap, which was created from the input of 3,197 stakeholders, impacting the region's economy, health and quality of life.
- Funding over \$260,000 through 4 grant programs to arts agencies. During the last completed two-year grant cycle, these grants to 13 funded agencies leveraged additional support to present nearly 400 events, more than 275,000 attendees and participants (including over 25,000 children) and utilized the expertise of nearly 2,500 artists.
- Branding Gainesville as a cultural destination, by creating new and improved cultural centers for the region on a foundation of \$10 Million from the Nov. 2016 passage by the voters of 8-year ½ cent sales tax.

Providing diverse cultural programming which encourages commissions of Gainesville artists, educates youth from the community and opens doors to unique venues:

- PRCA produces a variety of free or low-cost cultural festivals, public performances and exhibitions which attract tourists and are accessible to underserved constituencies. PRCA programs annually use the professional services of over 1,175 artists.
- In its 35th year, the 5-day Hoggetowne Medieval Faire attracts crowds of nearly 30,000, 57% from out of the county. The specially designed educational program attracts 3,000 school children from Alachua County and 27 surrounding counties. Over 250 artisans, performers and vendors (both local and from out of town) participate in the Faire and more than 80 volunteers gave over 500 hours to assist with the event.
- The Thomas Center cultural co-sponsorship program provides discounted rental rates for cultural groups resulting in more than a dozen concerts by nationally recognized artists and 55 recitals a year by music students (drawing approximately 4100 students and attendees).

- A volunteer docent in period dress from the Thomas Center Associates, a citizen support organization, conducts student tours through the century-old facility and its re-created period rooms.

Showcasing local talent:

- The two-day Downtown Festival and Art Show has been held since 1981, and now has an attendance of over 80,000. The event features over 250 fine artists, crafts persons, continuous performances on three stages, a free Blues concert, popular children's art station and areas for non-profit and student artist booths.
- PRCA's "Free Fridays" weekly concert series in the Summer and Fall featuring over 25 regional bands and attracts weekly audiences of 500 to 2000 people. "Free Fridays" concert surveys indicate that 77% of attendees visited downtown restaurants, 46% downtown clubs and 22% downtown shops.
- The Thomas Center Galleries presents more than 7 original exhibitions each year. In recent years 70% of the artists featured have been from Gainesville or surrounding communities and 81% live in Florida.
- The 352walls Community Artist Program annually commissions an average of a dozen murals by local urban artists.

COVID-19 Initiatives

Faced with the challenges of the COVID-19 shut down, PRCA's cultural affairs division has to date (May 2020), developed the following opportunities for artists to continue to work and be paid for their efforts:

- An online concert streaming concert series replacing the temporarily cancelled Free Fridays concerts.
- An online community sing-a-long with over a dozen local musicians.
- Eleven community artist mural commissions.
- A major 352walls mural by a visiting south Florida artist and a local artist fellowship.
- An online art festival offered to our juried Downtown Festival and Art Show participants to sell their works.
- An online marketplace for the Hoggetowne Medieval Faire artisans to sell their works.

Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

PRCA uses a wide variety of marketing and promotion vehicles, striving to reach diverse audiences, expanding its reach and branding the region as a cultural destination. PRCA marketing and promotion tools include:

- Websites including historicthomascenter.org, hoggetownefaire.weebly.com, gainesvilledowntownartfest.weebly.com, 352walls.org and cityofgainesvilleparks.org, which are continually updated and analyzed.
- 10 continually updated Facebook Pages (PRCA, 352Arts, Hoggetowne Medieval Faire, Downtown Festival and Art Show, Historic Thomas Center, Free Fridays, Bo Diddley Plaza, JEST FEST!, Rosa B Williams/352artsSpace and 352walls) with over 49,487 followers (up 24% since last year).
- Press releases sent out for each separate event, concert, exhibition, etc. to over 500 media outlets with key outlets contacted directly.
- Posters, announcement cards and invitations for major events and series are distributed to targeted venues and lists.
- The Hoggetowne Medieval Faire and Downtown Festival and Art

Show have particularly comprehensive regional campaigns including:

- Print ads placed in over 30 publications
- Partnerships with 9 Alachua and Marion County radio stations will run ads and host live giveaways
- Live liners, remotes and pre-recorded 30-minute shows will run on 5 radio stations
- 7 television networks run Faire commercials
- 58,000 rack cards and 800 posters are distributed in and out of the county and to all hotels, daycare centers, libraries, local business and our 2 local universities
- PSAs are sent to 400 radio stations
- Event listings run in dozens of publications and on hundreds of local and national websites
- Featured articles in magazines and newspapers and advertisements placed in various publications including Visit Florida, Florida Travel and Lifestyle, Tallahassee Democrat and Orlando Sentinel
- Online banner ads and stories placed with KTK 98.5, First Coast News, The Gainesville Sun, Tallahassee Online and Jax4Kids.com
- Facebook promotions to increase traffic and fans

- Subway stores distribute the Faire rack card with a dollar-off coupon
- Domino's Pizza provide a promotional box tops on every pizza box

PRCA's efforts to promote Gainesville150!, the yearlong commemoration of the 150th anniversary of the City of Gainesville's incorporation included:

- The Gainesville150! website and Facebook and Instagram pages.
- The Gainesville150! calendar on 352arts.org and on the header of the City of Gainesville's Facebook Page.
- A partnership with The Gainesville Sun newspaper and website which includes advertising, PSAs and a bi-weekly historical feature piece.
- The yearlong placement of 24 sculptures in 20 City parks and the promotion of monthly programming events at select sculptures promoted through social media and press releases.
- Affiliation with dozens of community cultural and educational agencies with a commitment to co-promote Gainesville150! themed events.
- Rack cards, posters, flyers and promotional items distributed city-wide.
- Co-promoted partner projects that produce Gainesville150! artistic products, materials and digital assets including:
 - The Synchronica::Framing Time exhibition of 150 photographic self- and peer-portraits chosen from over 1,100 submissions from area students age 14 to 21.
 - Digital recordings of reflections by Gainesville residents created by Self Narrate in their "Story-Cycle" traveling recording booth.
 - "If Neighborhoods Could Talk" community forum, produced in partnership with the Cotton Club Museum and Cultural Center, chronicling reflections from elders of three of Gainesville's historic African American communities.

F. Management and Operating Budget Page 6 of 12

Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

City finances have remained stable through FY 2020. City leadership has understood PRCA's importance to the community's quality of life, as evidenced by the department having the 3rd largest budget in the city structure.

In addition to general fund support, 2 major PRCA events, the Downtown Festival and Art Show and Hoggetowne Medieval Faire, are self-supporting.

An 10% surcharge to non-youth fees charged by PRCA generates funding to support master plan initiatives including development and grants administration staff. A 501(c)3 organization, the Gainesville Arts & Parks Foundation (GAP), also exists to support PRCA's master plan and programs.

In its first 6 years, GAP has received a \$50,000 endowment gift to support the Thomas Center Galleries, \$6,000 additional support for galleries programs, \$35,750 to support the 352Walls and \$168,150 worth of fine art for display in the Historic Thomas Center and other city facilities. In 2019, GAP received a \$100,000 commitment from the area Rotary chapter for the renovation of an underserved neighborhood city park.

Supplementing the budget, the PRCA Cultural Affairs Division annually records approximately 4800 volunteer hours and the Department records over 33,000 volunteer hours, with a value of over \$860,000.

Following extensive work by the Trust for Public Lands, an 8-year ½ cent sales tax increase was passed by a 60/40 margin on the November 2016 ballot. This initiative has begun generating funds and will secure nearly \$50 million for the PRCA master plan, including up to \$10 million for cultural and historic facilities and programs. Revenues provide for 3 years operating support to allow these new facilities to achieve fiscal sustainability.

PRCA and the city's architect has overseen a master planning process for the cultural centers, evaluating existing cultural facilities, current city facilities that might be adapted into cultural facilities and privately-owned facilities that might be purchased and adapted, as well. The study is scheduled to conclude in the next 6 months.

Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

In September 2018 PRCA received its first re-accreditation from the Commission for Accreditation of Parks and Recreation Agencies. The process required a review and evaluation of the entire department's policies and procedures in the areas of: Agency Authority, Role and Responsibility; Planning; Organization and Administration; Human Resources; Financial Management; Programs and Services

Management; Facility and Land Use Management; Public Safety, Law Enforcement and Security; Risk Management; and Evaluation, Assessment and Research.

Embraced as an ongoing process, an administrative staff member is charged with overseeing accreditation year-round, and each division manager is assigned a section of the above standards to steward. Managers review and discuss a chapter of the standards each month at their Executive Team meeting, promoting the process to continually update policies and procedures.

PRCA uses a wide variety of ongoing program evaluation methods. Data helps guide the continuation, redesign or elimination of existing programming or the creation of new programming.

The evaluation process begins with the project manager completing a Program/Event Planning/Request Form which is submitted for division manager and department director approval. The form outlines the program's goals and suggests ways of evaluation. After the event is concluded the project manager completes a Program/Event Evaluation Form with evaluation data and post-mortem meeting results. This process guides the future continuation of the program and avenues for improvement, if so.

In addition to attendance/participation counts, qualitative surveys are conducted for our gallery programs, workshops, concerts and festivals. Question types include: zip codes; overnight accommodations if applicable; reason for attending; demographics; psychographics; marketing effectiveness; and customer satisfaction. Feedback also comes regularly through e-mail and the media. Website usage is measured to determine online effectiveness.

Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2019

Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$622,500	\$635,000	\$648,000
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$67,000	\$68,500	\$70,000
5. Outside Fees and Services: Other	\$648,000	\$650,000	\$675,000
6. Space Rental, Rent or Mortgage	\$26,400	\$27,000	\$28,000
7. Travel	\$4,000	\$4,000	\$9,000
8. Marketing	\$60,000	\$60,000	\$90,000

9. Remaining Operating Expenses	\$646,631	\$650,000	\$653,000
A. Total Cash Expenses	\$2,074,531	\$2,094,500	\$2,173,000
B. In-kind Contributions			
C. Total Operating Expenses	\$2,074,531	\$2,094,500	\$2,173,000
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$430,700	\$440,000	\$448,000
11. Revenue: Contracted Services	\$114,000	\$116,000	\$119,000
12. Revenue: Other	\$128,000	\$130,000	\$133,000
13. Private Support: Corporate	\$14,500	\$16,000	\$16,000
14. Private Support: Foundation	\$25,000	\$25,000	\$25,000
15. Private Support: Other	\$4,500	\$5,000	\$5,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$44,431	\$46,500	\$150,000
18. Government Support: Local/County	\$1,313,400	\$1,316,000	\$1,277,000
19. Applicant Cash			
D. Total Cash Income	\$2,074,531	\$2,094,500	\$2,173,000
B. In-kind Contributions			
E. Total Operating Income	\$2,074,531	\$2,094,500	\$2,173,000

Additional Operating Budget Information (optional) - (Maximum characters 500.)
 Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

Paid Staff

- Applicant has no paid management staff.
- Applicant has at least one part-time paid management staff member (but no full-time)
- Applicant has one full-time paid management staff member
- Applicant has more than one full-time paid management staff member

Hours *

- Organization is open full-time
- Organization is open part-time

G. Management and Proposal Budget Page 7 of 12
Rural Economic Development Initiative (REDI) Waiver *

- Yes
- No

Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

For General Program Support the Proposal Budget should match the operating budget minus non-allowable expenses (see non-allowable expenses).

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Cultural Affairs Staff	\$0	\$100,000	\$0	\$100,000
Totals:		\$0	\$100,000	\$0	\$100,000

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Thomas Center Galleries Curation and Collection Management and 352arts Project Coordination	\$36,000	\$0	\$0	\$36,000
2	352walls Coordination and Development	\$34,000	\$0	\$0	\$34,000
3	352walls Artist Fees	\$30,000	\$5,000	\$0	\$35,000
4	Event Talent	\$15,000	\$10,000	\$0	\$25,000
Totals:		\$115,000	\$15,000	\$0	\$130,000

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Thomas Center Galleries Marketing	\$15,000	\$0	\$0	\$15,000
2	352arts Programs Marketing	\$15,000	\$0	\$0	\$15,000
3	Event Marketing	\$0	\$25,000	\$0	\$25,000
Totals:		\$30,000	\$25,000	\$0	\$55,000

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Materials and Supplies	\$5,000	\$10,000	\$0	\$15,000
Totals:		\$5,000	\$10,000	\$0	\$15,000

Amount of Grant Funding Requested: **\$150,000**

Cash Match: **\$150,000**

In-Kind Match:

Match Amount: **\$150,000**

Total Project Cost: **\$300,000**

Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Gainesville PRCA Budget	\$150,000	\$150,000
Totals:		\$0	\$150,000

Total Project Income: **\$300,000**

Proposal Budget at a Glance

Line Item	Expenses	Income	%
A. Request Amount	\$150,000	\$150,000	50%
B. Cash Match	\$150,000	\$150,000	50%
Total Cash	\$300,000	\$300,000	100%
C. In-Kind	\$0	\$0	0%
Total Proposal Budget	\$300,000	\$300,000	100%

Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

Key elements of the Program Expense Budget include:

- Thomas Center Galleries curation and collection management and 352arts Project coordination.
- 352walls Project Coordination and Development, as well as 352walls artist fees.
- Talent Fees for PRCA events and programming.
- Marketing for PRCA programs including the Thomas Center Galleries and 352ArtsRoadmap initiatives.

H. Accessibility Page 8 of 12

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

A City-wide Section 504 ADA Self-Evaluation was conducted in September 2016.

<http://www.cityofgainesville.org/Portals/0/eo/Summary-ADASelf-Evaluation.pdf>

Parks, Recreation and Cultural Affairs (PRCA) undertook its part of the evaluation.

<http://www.cityofgainesville.org/Portals/0/eo/GG-PRCA-WithAttachments.pdf>

A Findings and Recommendations document soon followed.

<http://www.cityofgainesville.org/Portals/0/eo/ADA%20Self%20Evaluation%20Plan.Phase%20I.Programs.Services%20and%20Activities.pdf>

See a link to our General Policy

http://www.cityofgainesville.org/Portals/0/eo/EO-1%20EO%20Policy%20Statement%20081816_1227.pdf

See a link to our ADA and Accommodations Policy

[http://www.cityofgainesville.org/Portals/0/eo/EO-6%20Disability%20\(R\)%20081816..pdf](http://www.cityofgainesville.org/Portals/0/eo/EO-6%20Disability%20(R)%20081816..pdf)

In 2018 the City's Office of Equal Opportunity commissioned a contractor to conduct a review of all city facilities. The review cited specific facilities and parks in the department to be addressed for accessibility and certify other facilities for ADA compliance.

The 8-year ½ cent sales tax referendum has funded cultural facility ADA improvements including: the repair and extension of hardscaping areas at Bo Diddley Plaza; a new hardscaped outdoor garden area and paving of the gravel parking lot at the A. Quinn Jones Museum and Cultural Center; a new gathering area and ramp in Thomas Center Gardens; and the \$2.25 million renovation of the Thelma A. Boltin Center which will provide significant improvements to the ADA configuration of the facility, the relocation of the wheelchair lift to the stage area. Funding has also provided safety and security improvements to the Hippodrome Theatre.

The City of Gainesville has a specific City policy against discrimination on the basis of disability and seven other policies relating to equal opportunity and discrimination. Compliance, complaints, issues and concerns are addressed by the City's Office of Equal Opportunity.

Almost all PRCA cultural events are free, which provides access for everyone. PRCA complies with the Americans with Disabilities Act which prohibits discrimination on the basis of disability.

PRCA makes reasonable accommodations in all programs to enable participation by an individual with a disability who meets essential eligibility requirements. If any accommodations are necessary for participation in a program or service, participants are asked to notify staff at least one week prior to the program. The aforementioned information appears in advertising and on web sites, departmental literature as a result of agency accreditation efforts.

Website overhaul activities have resulted in clearer backgrounds, larger print, and greater contrast for visually challenged people. Further, web staff was trained to include descriptions in the alternate text for embedded images and hidden elements for blind individuals using program readers. All gallery exhibit label typography is large print.

Individual or Solo Artists: Skip questions 2-5 and move on to section I.

Policies and Procedures

- Yes
- No

Staff Person for Accessibility Compliance

- Yes
- No

If yes, what is the name of the staff person responsible for accessibility compliance?
Dr. Bridget Lee

Section 504 Self Evaluation

- Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.
- Yes, the applicant completed the Abbreviated Accessibility Checklist.
- No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

If yes, when was the evaluation completed? 9/1/2016

Does your organization have a diversity/equity/inclusion statement?

- Yes
- No

If yes include here: - (Maximum characters 1500.)

The City of Gainesville recognizes its responsibility to the citizens and employees to ensure equal opportunity and access to City services, programs, activities, and employment for all qualified persons and to work to ensure diversity in its employment, services, programs, and activities.

The implementation of this Equal Opportunity Policy is intended to identify programs and strategies to bring about positive and proactive change in the workplace and work at ensuring diversity.

The City of Gainesville (hereinafter referred to as the City) has and will continue to develop policies to afford equal opportunity and access to appropriate City services, programs, and activities for all qualified persons to prohibit discrimination in employment because of race, color, religion, gender, national origin, marital status, sexual orientation, age, disability, or gender identity and to ensure the full realization of equal opportunity and diversity through a positive continuing program of equal opportunity throughout the City.

The application of prohibitions of discrimination on the basis of gender identity in City employment, public accommodations, housing and credit practices, as well as in other applicable services, programs and activities of the City, shall be consistent

with the applicable provisions of Chapter 8, Discrimination, of the City of Gainesville Code of Ordinances.

Equal opportunity and diversity, however, can only be achieved through committed leadership and committed administration of viable policies and procedures. It is through the development and carrying out of effective policies and procedures that the concepts of equal opportunity and diversity can become an integral part of the culture of the City organization.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
City of Gainesville W-9.pdf	1483 [KB]	5/26/2020 10:03:29 PM	View file

Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
1. City of Gainesville PRCA Director's Letter.pdf	1 City of Gainesville PRCA Director Letter	Letter from PRCA Director Steven R. Phillips	81 [KB]		View file
2. City of Gainesville PRCA and Cultural Aff Div Vision and Mission.pdf	2. City of Gainesville PRCA and Cultural Aff Div Vision and Mission	Vision and Mission of PRCA Department and its Cultural Affairs Division	1056 [KB]		View file
3. City of Gainesville PRCA Organization Chart.pdf	3. City of Gainesville PRCA Organizational Chart	City of Gainesville PRCA Organizational Chart	1304 [KB]		View file
4. City of Gainesville Letters of Support.pdf	4. City of Gainesville Letters of Support	City of Gainesville Letters of Support for Application from the Gainesville Cultural Affairs Board, Alachua County Public Schools, Dance Alive National Ballet and Y-Not Theatre Incorporated	251 [KB]		View file
5. City of Gainesville Posters.pdf	5. City of Gainesville Posters	Promotional posters for Downtown Festival and Art Show, Holiday Tree Lighting, Hoggetowne Medieval Faire, and A Walk in the Park and Synchronica: :Framing Time, Showcasing Student Art/K-12 Exhibition and RBL GRL/Revolution Doesn't Ask Permission	4968 [KB]		View file
6. City of Gainesville Invitations.pdf	6. City of Gainesville Invitations	Thomas Center Galleries Invitations for Synchronica: :Framing Time	3071 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
		(3 versions), A Walk in the Park and RBL GRL/Revolution Doesn't Ask Permission			
7. City of Gainesville Event Maps and Rack Cards.pdf	7. City of Gainesville Event Maps and Rack Cards	Event Maps for Downtown Festival and Art Show and Hoggetowne Medieval Faire (HMF), HMF Rack Card and Gainesville150! Rack Card	10021 [KB]		View file
8. City of Gainesville Media Coverage.pdf	8. City of Gainesville Media Coverage	Media Coverage for Art in the Parks - David Hayes Sculpture Installation, Synchronica: :Framing Time, Gainesville150! History Hunt, Community Artist Mural Honoring District Chief King, Gainesville150! Possum Creek Skate Jam, RBL GRL/Revolution Doesn't Ask Permission Exhibition and 5th Ave Mural Project at Springhill	5132 [KB]		View file
9. City of Gainesville Videos.pdf	9. City of Gainesville Videos	Video Clips and/or Commercials for the 352walls Underwater Mural, Gainesville150! Short Overview, Gainesville150! Art in the Parks, Gainesville150! Story Cycle Sample Video, City of Gainesville Sing-a-long, Downtown Festival and Art Show Commercial and Hoggetowne Medieval Faire Commercial	762 [KB]		View file
10. City of Gainesville Cultural Websites for PRCA Arts & Culture.pdf	10. City of Gainesville Cultural Websites for PRCA Arts & Culture	Hoggetowne Medieval Faire, Downtown Festival and Art Show, Historic Thomas Center, Gainesville150! Art in the Parks, Gainesville150! Sculpture Safari, Free Fridays Concert Series, Holiday Tree Lighting,	1334 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
		Downtown Countdown New Year's Eve Celebration, Gainesville150!, 352walls, Synchronica::Framing Time, A. Quinn Jones Museum & Cultural Center, Historic Evergreen Cemetery and Thomas Center Associates			

J. Notification of International Travel Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

Notification of International Travel

- I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf for more information and specific definitions.

Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?

- Yes
- No

L. Review & Submit Page **12** of **12**
Guidelines Certification

- I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

Review and Submit

- I hereby certify that I am authorized to submit this application on behalf of City of Gainesville and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

Signature (Enter first and last name)
Russell Etling