



**Catch the Spirit!**

ARTS AND CULTURE IN ALACHUA COUNTY

6-30-98

City of Gainesville  
**Department of  
 Cultural Affairs**

Lemuel B. Moore, Ph.D.  
*Director*

Coni Gesualdi  
*Manager*

TO: Outside Agencies  
 FROM: Coni Gesualdi, Cultural Affairs Manager  
 RE: Grant Awards for FY98-99

This is to notify applicant agencies that the Gainesville/Alachua County Cultural Affairs Board will be presenting its recommendations regarding awards for the Fiscal Year 1998-99 at the **Monday, July 20th Gainesville City Commission meeting at 6:00pm**. You are encouraged to attend.

In consideration of the concerns expressed by many individuals and agencies, the Board will be presenting two recommendations: one which follows the new guidelines approved by the City Commission earlier this spring, and a second recommendation which takes into account the concerns about the new guidelines. The attached page details the award amounts the Board will be presenting to the City Commission on July 20th. The intent is to notify the City Commission that there are concerns regarding the new guidelines, and that the Board, in hearing those concerns, has taken this into consideration with its recommendations for awards.

Sincerely,

Coni Gesualdi  
 Cultural Affairs Manager

CRG/mlm

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xc: Mitzi Calvert, Chair - Gainesville/Alachua County Cultural Affairs Board  
 CAB Members  
 Wayne Bowers, City Manager  
 Charles Van Tine, Management Analyst - Office of Management & Budget  
**Lemuel B. Moore, Director - Cultural Affairs**

# Combined Award Recommendations for FY 99 Outside Agency Awards

	A	B	C	G
	Agency Name	Points Scored	Award Amount: Recommendation #1	Award Amount: Recommendation #2
1				
2	Gainesville Association for the Creative Arts	91.64	\$ 10,000	\$ 8,807
3	Gainesville Friends of Jazz	89.80	\$ 2,656	\$ 8,281
4	Gainesville Community Band	86.36	\$ 2,185	\$ 7,731
5	Acrosstown Repertory Theatre	85.60	\$ 4,043	\$ 7,471
6	Dancompany of Gainesville	85.18	\$ 8,070	\$ 7,215
7	Cultural Arts Coalition	83.82	\$ 3,376	\$ 7,195
8	Arts in Medicine	83.63	\$ 4,600	\$ 1,501
9	Gainesville Ballet Theatre	82.27	\$ 8,520	\$ 4,673
10	Gainesville Little Theatre	78.82	\$ 8,000	\$ 4,124
11	Children's Theatre for the Deaf	76.91	\$ 7,500	\$ 1,501
12	Florida Independent Film & Video	76.80	\$ 681	\$ 1,501
13	<b>Total Points:</b>	920.83	\$ 59,631	\$ 60,000
14				
15	<b>Insufficient Points Scored for Award:</b>			
16	STOPI Children's Cancer	65.40		
17	UF International Folk Dance Club	70.67		
18	Alachua County Council of PTAs	43.27		
19				

NOTE:  
 These figures represent only one portion of the CAB's Outside Agency funding review.  
 This information alone does not comprise the CAB's total Outside Agency funding recommendation.

## Outside Agency Funding Recommendations

The Gainesville/Alachua County Cultural Affairs Board reviewed FY99 Outside Agency grant applications from the agencies listed below. The application process this year was based on new grant guidelines as requested by the Gainesville City Commission at their meeting in October 1997, and approved at their March 9, 1998 meeting.

The revised guidelines resulted in some confusion for applicants, and generally resulted in widely disparate awards that the Board felt were not in the best interests of the application process or the community. The Board's recommendations, therefore, are two-fold: one recommendation is based upon the new guidelines, and a second recommendation is based upon the previously-existing request caps, with funding amounts that were based on the state Division of Cultural Affairs' formula, with adjustments made by the Board that took into account the disparity of the application process this year.

### RECOMMENDATION #1

The City Commission NOT approve the funding for Outside Agency grant applicants based on the revised guidelines, with adjustments made by the Board.

### FORMULA:

The awards in this recommendation are based on three things:

REQUESTS are limited by the agency's last completed year's revenues, less any City grants; POINTS scored by each agency; and

ADJUSTMENTS made by the Board that take into account the point spread.

Agency	Points Scored	Award Amount
Gainesville Association for Creative Arts	91.64	\$10,000
Gainesville Friends of Jazz	89.80	2,656
Gainesville Community Band	86.36	2,185
Acrosstown Repertory Theatre	85.60	4,043
Danscompany of Gainesville	85.18	8,070
Cultural Arts Coalition	83.82	3,376
Arts in Medicine - UF/Shands	83.63	4,600
Gainesville Ballet Theatre	82.27	8,520
Gainesville Little Theatre	78.82	8,000
Children's Theatre for the Deaf	76.91	7,500
Florida independent Film & Video	76.80	681
<b>TOTAL:</b>		<b>\$59,631.00</b>

### EXPLANATION

The Gainesville/Alachua County Cultural Affairs Board feels that not everyone understood the new guidelines. Although the Department of Cultural Affairs hosted a workshop specifically to review the new guidelines, the resulting applications contained a wide disparity in accuracy of agency budgets, which then impacted the accuracy of the applicants' request amounts. In addition, the Board and the applicants feel the funding formula provides greater funding to larger agencies, and lesser awards to smaller agencies.

... The Board feels that using the applicants' budgets as a criteria for determining request amounts severely impacted both the awards and the review process.

**RECOMMENDATION #2**

The City Commission approve the funding for Outside Agency grant applicants using the second funding formula provided by the Board. In addition, the Board requests the City Commission to direct the Board to revise the current Outside Agency grant guidelines.

**FORMULA:**

The awards in this recommendation are based on the following:

REQUESTS - limited by grant guidelines of FY97-98 setting arts agencies at \$10,000 and non-arts agencies at \$5,000;

POINTS - scored by each agency; and

ADJUSTMENTS - made by the Board that take into account the point spread using a formula to equally distribute dollars available after setting initial award amounts.

Agency	Points Scored	Award Amount
Gainesville Association for Creative Arts	91.64	8,807
Gainesville Friends of Jazz	89.80	8,281
Gainesville Community Band	86.36	7,731
Acrosstown Repertory Theatre	85.60	7,471
Danscompany of Gainesville	85.18	7,215
Cultural Arts Coalition	83.82	7,195
Arts in Medicine - UF/Shands	83.63	1,501
Gainesville Ballet Theatre	82.27	4,673
Gainesville Little Theatre	78.82	4,124
Children's Theatre for the Deaf	76.91	1,501
Florida Independent Film & Video	76.80	1,501
<b>TOTAL:</b>		60,000

**EXPLANATION**

The Gainesville/Alachua County Cultural Affairs Board feels that the above awards represent a fair median between applicant scores and consideration of the difficulties the applicants had with determining accurately their request amounts. This recommendation also takes into account the concerns expressed by the applicants, responding to issues raised by the guidelines and the resulting award amounts.

The Board wishes to revise the guidelines. Having now gone through the process it is the desire of the Board to address the concerns expressed by the arts community, and to arrive at an application process that takes into account both the City Commission's and the agencies' needs.

## **CHAIR COMMENTS**

The Gainesville/Alachua County Cultural Affairs Board uses the Cultural Plan criteria to evaluate grant applications, reviewing each application and/or project for accessibility, education and audience development. The long-term impact of the criteria has been very positive. There is increasing accountability, cultural services and programs for the east side of Gainesville have expanded, especially into the schools. In addition, the Board can see that agencies are developing professionally, and improving their own eligibility for funds from other grant resources.

## **EVALUATION PROCESS**

Evaluation of applicants takes into consideration the following:

- fiscal and artistic history of the applicant;
- verification of 501-C-3 status as "not-for-profit" agency;
- applicants must score 75 points or better to be eligible for funds (this is based on the State of Florida, Division of Cultural Affairs' process);
- applicant categories were General Program Support - arts/cultural organizations, and Specific Project - non-arts/cultural organizations;
- final reports are required;
- liaison reports are given throughout the year by Board members.

## **MISSION**

To support **local** arts and cultural agency growth. No organizations are fully funded, and they are assisted with specific project or general program support, offering flexibility to meet their needs.

## **FY 98-99 APPLICANT POOL**

Applicants were received from 14 agencies this year. Three agencies did not score enough points for funding consideration: STOP! Children's Cancer, UF International Folk Dance Club, and Alachua County Council of PTAs. Four agencies were new to the application process this year.

## APPLICANT SUMMARIES (alphabetical)

### Acrosstown Repertory Theatre

Category: General Program Support	Points Awarded: 85.60
Guidelines Recommendation: \$4,043	CAB Recommendation: \$7,471
	Agency Budget: \$17,024

Highlights:

Since its inception in 1980, ART has served as Gainesville's and Alachua County's main venue for African-American, multi-cultural and other minority groups to produce, direct, act and create alternative, original and multi-cultural theatre. The ART has a primary mission of bringing diverse audiences into the theatre, particularly those people who, for a variety of reasons, might not otherwise attend productions.

### Alachua County Council of PTAs

Category: Specific Project (Non-Arts Agency)	Points Awarded: 43.27
Guidelines Recommendation: \$0	CAB Recommendation: \$0
	Agency Budget: \$2,482

Highlights:

The National PTA annually sponsors the "Reflections" program, an arts event designed to encourage creativity in young people. In Alachua County, local PTAs facilitate the program at individual schools, and the county awards students in the literature, visual photography, and music categories.

### Arts in Medicine (UF/Shands) Project

Category: Specific Project (Non-Arts Agency)	Points Awarded: 83.63
Guidelines Recommendation: \$4,600	CAB Recommendation: \$1,501
	Agency Budget: \$142,264

Highlights:

"Caring for the Caregiver" is a community-based project which will culminate in the performance of the Stuart Pimsler Dance and Theater piece "Out of This World" at the Center for Performing Arts. Project goals are to honor Gainesville's caregivers, bring a high level arts event to Gvl., encompass a wide spectrum of participants and audience members, help caregivers find expression for the complex emotional issues associated with their work, and create a greater awareness of who the caregivers are, and how the arts can facilitate healing and community interaction.

## Children's Theatre for the Deaf

Category: General Program Support	Points Awarded: 76.91
Guidelines Recommendation: \$7,500	CAB Recommendation: \$1,501
	Agency Budget: \$53,000

### Highlights:

8 drama classes, 3 Main Company seasons, spring break camp, 5 summer drama camps (one to be held at SFCC, internship program with SFCC, procuring seed money to buy land to build a children's theater. To provide quality entertainment and education to young people through the performing arts.

## Cultural Arts Coalition

Category: General Program Support	Points Awarded: 83.82
Guidelines Recommendation: \$3,376	CAB Recommendation: \$7,195
	Agency Budget: \$14,682

### Highlights:

To provide funding for the 20th Annual 5th Avenue Arts Festival. The festival is an African-American cultural activity; it is a 2-day event that will include art and craft displays, children/youth events, music (gospel, R&B, rap and international), informational, health, social service and educational booths. Ethnic food and beverages will be sold. Pre-festival activities will include demonstrations by black artists in the public schools, artists' reception and round table.

## Danscompany

Category: General Program Support	Points Awarded: 85.18
Guidelines Recommendation: \$8,070	CAB Recommendation: \$7,215
	Agency Budget: \$34,711

### Highlights:

1) Free performance of "the Wiz" at Lincoln Middle School for children of the east side of Gainesville. 2) Continue "Chance to Dance" at subsidized daycare centers and schools for differently-abled students, summer recreational facilities. 3) Children's matinee tickets of free and reduced prices. 4) Continuation of 25-30 free performances.

## Florida Independent Film & Video

Category: General Program Support	Points Awarded: 76.80
Guidelines Recommendation: \$681	CAB Recommendation: \$1,501
	Agency Budget: \$1,210

### Highlights:

Requested funds are to support approximately 12 RISK Cinema screenings in conjunction with the Harn Museum, a new series of community screenings at projected sites such as the Downtown Plaza and venues outside the city and in Bradford County. In addition, we will

... conduct another Media Artist-in-the-Schools residency and plan a conference on media literacy as follow-up to 1993 session on "Creating the Electronic Community."

### **Gainesville Association for the Creative Arts**

Category: General Program Support	Points Awarded: 91.64
Guidelines Recommendation: \$10,000	CAB Recommendation: \$8,807
	Agency Budget: \$108,027

**Highlights:**

The GACA seeks to increase opportunities for experiences and workshops in the arts for at-risk students, minorities (especially on the east side of Gainesville), those in underserved and rural areas, and those children with handicaps and special needs. GACA also wants to increase the number and scope of its scholarship programs. Most importantly, we seek to educate and promote the value of the arts to all children, and to involve them in programs which will help them discover their own creativity.

### **Gainesville Ballet Theatre**

Category: General Program Support	Points Awarded: 82.27
Guidelines Recommendation: \$8,520	CAB Recommendation: \$4,673
	Agency Budget: \$39,629

**Highlights:**

Goals of the project: GBT 1998-99 season will include: A) staged productions ' Little Match Girl,' "La Boutique Fantasque," "Silver Anniversary Gala Performance." B) Community service - free performances at arts festivals, Oaks Mall amphitheater and the library; toy drive; ticket donations. C) Underserved populations: performances at outreach rural counties, Sidney Lanier Center, Big Brothers/Sisters, Gateway Girl Scouts. D) Educational outreach: performances series for children. E) Collaboration: with other performance arts disciplines - Gainesville Community Playhouse, Gainesville Symphony Orchestra, Joffrey Ballet School, Pittsburgh Ballet Theatre, Dance Theatre of Santa Fe, Univ. of Florida Theater Dept., Cat Dancers.

### **Gainesville Community Band**

Category: General Program Support	Points Awarded: 86.36
Guidelines Recommendation: \$2,185	CAB Recommendation: \$7,471
	Agency Budget: \$3,005

**Highlights:**

The GCB performs at least 5 times a year. These performances are free of charge in venues easily accessed by all members of the community. Our programs consist of traditional band music, familiar marches, Broadway scores, movie soundtracks and works commissioned by the GCB. Our goal is to bring free public performance of music that is both educational and entertaining to the entire community.



## **Gainesville Friends of Jazz**

Category: General Program Support	Points Awarded: 89.80
Guidelines Recommendation: \$2,656	CAB Recommendation: \$8,281
	Agency Budget: \$10,625

### Highlights:

The GFOJ music project for 1998-99 will continue to extend the reach of traditional jazz and blues audiences and venues as a service to the community. We will maintain our Jazz at the Thomas series, and move to additional venues including concerts at Friendship Baptist Church, the Sun Center, Martin Luther King, Jr. Center and additional elementary and secondary schools.

## **Gainesville Little Theatre**

Category: General Program Support	Points Awarded: 78.82
Guidelines Recommendation: \$8,000	CAB Recommendation: \$4,124
	Agency Budget: \$90,111

### Highlights:

The theater will present 2 plays and 4 musicals during the year, providing low-cost, high-quality and family-oriented live theater to the citizens of Gainesville and Alachua County.

## **STOP! Children's Cancer**

Category: Specific Project (Non-Arts Agency)	Points Awarded: 65.40
Guidelines Recommendation: \$0	CAB Recommendation: \$0
	Agency Budget: \$129,233

### Highlights:

Concert of choral and instrumental music from varied cultural backgrounds. Performers will include the Alachua Cty. Youth Orchestra and choral groups from Buchholz, Eastside and Gainesville High Schools. TV 20 will tape concert and broadcast it on eve of Dec. 24th and morning of Dec. 25th. Dr. Russell Robinson, Prof. of Music (UF) will be the program organizer and musical conductor. Goals: showcase very talented area youths, provide them with performance opportunity in professional surroundings while informing the public about STOP! Children's Cancer and pediatric cancer research needs.

## **UF International Folk Dance Club**

Category: General Program Support	Points Awarded: 70.67
Guidelines Recommendation: \$0	CAB Recommendation: \$0
	Agency Budget: \$200

### Highlights:

We would like to demonstrate folk dances from many different countries from all over the world, at the Gainesville arts festivals in fall and spring, Kanapaha Garden Festival, and the annual Volunteers for International Student Affairs show on campus. We also encourage audience participation by adults and children at our performances. The goal is to increase the cultural awareness of the community.

