

City of Gainesville

Project Title: City of Gainesville General Program Support

Grant Number:23.c.ps.114.344

Date Submitted:Monday, May 31, 2021

A. Cover Page Page **1** of **12**

Guidelines

Please read the current Guidelines prior to starting the application: [2022-2023 General Program Support Grant Guidelines](#)

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Multidisciplinary

Proposal Title: City of Gainesville General Program Support

B. Contacts (Applicant Information) Page **2** of **12**

Applicant Information

- a. **Organization Name:** [City of Gainesville](#)
- b. **DBA:**
- c. **FEID:** 59-6000325
- d. **Phone number:** 352.393.8532
- e. **Principal Address:** 302 NE 6th Ave. Gainesville, 32601-5476
- f. **Mailing Address:** Station 30 PO Box 490 Gainesville, 32627-0490
- g. **Website:** www.cityofgainesvilleparks.org
- h. **Organization Type:** Municipal Government
- i. **Organization Category:** Other
- j. **Fiscal Year End Date:** 09/30

Grant Contact *

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National Endowment for the Arts Descriptors
Applicant Status

- Government - Municipal

Institution Type

- Parks and Recreation

Applicant Discipline

- Multidisciplinary

C. Eligibility Page 3 of 12

Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

- Yes (required for eligibility)
- No

What is the **legal status** of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

How many years of completed programming does your organization 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 (required for eligibility)
- No (You should apply to the Presenting discipline)

D. Quality of Offerings Page 4 of 12

Applicant Mission Statement *

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 Department's Cultural Affairs Division provides, promotes, and supports the arts, culture and historic sites.

Programming Description

Briefly describe the project or program for which you are requesting funding. 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.

Funds from this grant will support the continuation of the ongoing program plan of PRCA's Cultural Affairs Division, as well as advancing the long-term goals the Department has identified for its future.

- The core business of the Division is to provide our community with:
 - Quality festivals, concerts and special events
 - Expert historic site management and preservation
 - Diverse gallery exhibitions and public art installations
 - Essential financial and professional resources for artists and art organizations
 - A cohesive marketing vehicle to brand the region as a cultural destination

In providing these services PRCA produces or partners with community organizations for annual events and concerts including the:

- Downtown Festival and Art Show (DFAS) (240 artists, 80,000 attendees).
- Hoggetowne Medieval Faire (HMF) (with 160 artisan booths, 9 continuously programmed stages and 30,000 attendees including 3,000 students from 27 counties).
- “Free Fridays” and “New Year’s Eve Countdown” 26-show concert series (23,000 annual attendees).
- ARTSPEAKS spoken word events presented twice a year, which feature established poets at one and emerging poets in the other.
- “Pop-up Theatre” two-week summer camp, produced with We the People Theatre, where teens from underserved communities perform Shakespeare.
- Possum Creek Skate Jam, an annual community collaboration event with local skateboarders, muralists and hip hop dancers.
- MusicGNV Collaboration- a new concert series yet to be named, that provides an opportunity for emerging musical artists to perform live in Downtown Gainesville monthly.

The Division manages some of 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.
- A. Quinn Jones Museum and Cultural Center, housed in the restored former home of Professor Jones, that features exhibits and programming that speak to the history of the City’s African-American community, the African Diaspora and current societal issues.
- 1887 Tench Building that provides below-market rent for a cooperative print studio and 6 artist studios.
- 56-acre Evergreen Cemetery, a state historic site (1856), with a 38-stop cell phone tour.
- 1911 Historic U.S. Post Office and Courthouse in downtown Gainesville (National Register of Historic Places) which houses the Hippodrome Theatre.

PRCA provides free of charge visual art experiences to the community through:

- The 3 exhibition spaces of The Galleries at the Historic Thomas Center which annually develop and promote 5 original exhibitions.
- The City’s Art in Public Spaces Trust which administers funds generated from the 1% for public art from city construction projects.

- The temporary installation of 24 sculptures by the late artist David Hayes in 20 City parks which PRCA has extended into a third year, also promoting it with an online "Sculpture Safari" website.
- The 352walls Global Artist Program which, in its first 5 years, has facilitated over 35 murals by national and international visiting artists, and in 2021 completed a major new mural by a world-renowned south Florida artist.
- The 352walls Community Artist Program which has facilitated nearly 100 murals by regional artists. [Of note, its recent Social Justice Mural Project of 12 murals by 12 artists was the winner of a 2021 Cultural Diversity Award from the National League of Cities.](#)
- The acquisition, care and management of City's permanent and growing visual art collection, which, over the last four years, has assembled major bodies of work of two important self-taught artists with Gainesville roots, Eddy Mumma (70+ works) and Alyne Harris (300+ works). Since PRCA presented the first ever solo exhibition of Eddy's paintings and the Galleries' curator authored a major catalogue on his life and art, work by "Mr. Eddy" has been accepted into major collections across the US including the Smithsonian Institution, American Folk Art Museum, High Museum of Art, Milwaukee Art Museum, Minneapolis Institute of Art, American Visionary Art Museum, UF Samuel P. Harn Museum of Art, Gadsden Arts Center and Museum, Mennello Museum of American Art, and more.

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

- Funding over \$260,000 through 4 grant programs to arts agencies. During the last completed two-year grant cycle, these grants to 14 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.
- Providing employment or revenue producing opportunities for hundreds of artists annually through the Free Fridays Concerts, Downtown Festival and Art Show, Hoggetowne Medieval Faire and other city-produced events.
- Partnering with MusicGNV to provide a quarterly grant to a Gainesville artist or band to provide a weekend of studio time to record and professionally produce 4 to 5 songs, also hiring videographers and photographers to document the process, leaving the artists with an EP and promotional materials for its release. Grant awardees will also perform a free concert for the benefit of the community.
- Mentoring emerging muralists by providing hands on workshops with Global Artists who have been commissioned to create 352walls murals.
- Providing PRCA's Rosa B Williams Center/352artspace, a venue for over 30 participatory dance programs a month, as well as a gallery space for projects such as University of Florida College of the Arts Graduate School thesis exhibitions.

The Division continues to better brand Gainesville as a cultural destination by:

- Producing signature cultural events that draw audiences from outside of the region.

- Promoting Division activities through marketing and a robust social media presence with hundreds of thousands of views annually.
- Planning new cultural assets that will draw visitors to the area in the future.

Programming Goals

Please list at least three goals associated with the project or program you are for which you are requesting funding.

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.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

The City's 10-year 352ArtsRoadmap Cultural Plan, which was approved by the City Commission in 2015, provides the initial framework for the goals and objectives in this proposal as shown below. The 352ArtsRoadmap was shaped with the input of 3,197 area residents through a series of stakeholder focus groups, community workshops and county-wide surveys.

In 2021 the City of Gainesville embarked on its Imagine GNV initiative by re-writing the City's comprehensive plan, which is putting in place a framework in which all City functions be seen through a lens that will eliminate racial disparities that the community has long endured. Though still in development at the time of this writing, the preliminary outcomes and strategies of the Comprehensive Plan for Cultural Affairs integrates and enhances the 352ArtsRoadmap's framework.

The four main programming goals of the City's Arts and Culture Elements are:

Goal 1: All Gainesville residents will be able to enjoy arts as a part of their daily life.

Goal 2: Gainesville's cultural sector will be thriving, growing and diverse.

Goal 3: All Gainesville residents will have a sense of belonging at the City's arts and culture programs.

Goal 4: Gainesville's arts sector and assets will boost its reputation as an even more attractive place to live, work and visit.

Programming Objectives

Please list the three corresponding objectives for the goals listed above.

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

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

Goal 1: All Gainesville residents will be able to enjoy arts as a part of their daily life.

Objective 1:

Grow the arts community by strengthening the City's partnerships with artists and community organizations that are active in communities of color.

Progress indicator: Annual percentage increase of diverse artists and organizations participating in City programs and the expansion of City-facilitated programming throughout the community, particularly in underserved neighborhoods.

Objective 2:

Cultivate children's exposure to and participation in the arts from a young age.

Progress indicator: Annual increase in the number of programs offered and number of youth participating.

Goal 2: Gainesville's cultural sector will be thriving, growing and diverse.

Objective 1:

Provide vehicles to identify and cultivate emerging local artists, showcase their work and train alongside more established artists.

Progress indicator: Annual increase in the number of emerging artists who have participated in City-sponsored growth opportunities.

Objective 2:

Facilitate collaboration between Gainesville's institutions of higher education and the community's cultural sector, providing opportunities for professional development.

Progress indicator: Implementation of programs at the University of Florida's planned SPARC352 cultural program facility and new collaborations with Santa Fe College.

Goal 3: All Gainesville residents will have a sense of belonging at the City's arts and culture programs.

Objective 1:

Undertake ongoing equity, diversity and inclusivity workshops for City staff, City advisory boards and arts programming stakeholders.

Progress indicator: City staff, City advisory boards and City-funded arts programming stakeholders will all have participated in EDI workshops by 2023 and then annually participate in progress workshops.

Objective 2:

Align the City's cultural programming and programming participants to ensure it/they reflect the diversity of Gainesville's residents.

Progress indicator: Increase in the diversity of cultural programming and programming participants will be measured for continued progress against the objective.

Goal 4: Gainesville's arts sector and assets will boost its reputation and as an even more attractive place to live, work and visit.

Objective 1:

Complete the planning and development of the City's major new cultural asset projects.

Progress indicator: Renovation projects currently planned completed by 2023 and new project in development completed by 2024.

Objective 2:

Expand the presence of public art and public cultural experiences throughout the community.

Progress indicator:

Annual percentage increase of public art projects beyond the downtown corridor and new partnerships forged to present ongoing cultural experiences throughout the community, both particularly in underserved areas.

Programming Activities

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Programming activities being planned that will support the objectives include:

- Conducting an ongoing series of community engagement workshops and issuing calls for engagement to reach deeper into our communities for participation in programming and the development of partnerships.
- Implementing the "352ArtsJam" program which will provide participatory art experiences and educational opportunities for youth and adults throughout the community. Multi-session workshops (jams) in multi-disciplinary arts fields will be facilitated by a diverse team of subject matter experts in community and recreation centers, particularly in underserved neighborhoods.
- Establishing workshops for emerging artists to train and apprentice with established muralists to improve their skills.
- Increase collaborative efforts with University of Florida College of the Arts and Arts in Medicine Programs to leverage their planned SPARC352 program in the

City's old Firehouse #1. This Space for People, Arts, Research and Creative Collaboration and Community (SPARC) presents an opportunity for cultural engagement on many levels.

- Working with subject matter experts in the field of equity, diversity and inclusivity, PRCA cultural staff, boards and programming stakeholders will participate in workshops to gain a common understanding of EDI and why viewing how we develop and implement our programs through this filter is important to the future of our community and reducing inequities.
- Implement a protocol that all major cultural affairs programming has engaged the community and EDI specialists to ensure the programming has both broken down barriers for participation and is welcoming to all audiences.
- Complete \$2.25 million renovation of the historic Thelma A. Boltin Center, which will greatly improve its capacity to be a significant cultural activity space for the region. This space includes multipurpose space, a stage, dance floor, small gallery, outdoor activity space and support amenities (kitchen, lobby, bathrooms, etc.).
- Secure a site and construct the initial Gainesville Festival & Arts Park (\$2.5 million budgeted funds), which will be a new home for the Hoggetowne Medieval Faire and a year-round space for outdoor events. This project will also serve as a regional anchor for cultural tourism and economic development.

Partnerships & Collaborations

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

PRCA has a rich history of collaborations. Responsibilities and benefits for each partnership are generally unique but can include: program development and implementation; providing financial support or sponsorship for an agency's project; providing physical space for an agency's programming; partnering in the marketing and promotion of an event or project; and/or sharing professional expertise.

Agreements can take different forms from a written confirmation to a formal letter of agreement or in some cases a formal contract. In most cases the City and agency share logo or written recognition for each other in all appropriate materials.

The City has long enjoyed its ongoing partnerships with a number of colleges of the University of Florida including: the College of Health and Human Performance providing year-round interns for the Downtown Festival and Art Show and Hoggetowne Medieval Faire; the College of Art School of Art+ Art History providing the work of artists for exhibitions, interns for exhibition development and collection management, as well as faculty as subject matter experts for curatorial and museum management issues; the College of Communications and Journalism for

participation in the development of project marketing and promotion; the Center for Humanities and the Public Sphere for Ph.D. scholarship support; and WUFT (the University's Public Radio and Television Station) as a partner in annually presenting Fanfares and Fireworks, our community's July 3rd Independence Day celebration.

Over the last three years the City has also collaborated with over 40 local arts agencies and organizations in the presentation of cultural events and programming. Ongoing groups include: Alachua County Public Schools; Hippodrome Theatre; MusicGNV; We the People Theatre; Urban Revitalization Program; The Thomas Center Associates; Evergreen Cemetery Association of Gainesville, Inc.; Y-Not Theatre Company; David Hayes Foundation; and the GNV Museums collaborative.

Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Department Accreditation is the single most important tool PRCA uses to evaluate its program on all levels. 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.

Embraced as an ongoing process, managers review and discuss a chapter of the accreditation standards each month at their Executive Team meeting, promoting the process to continually update policies and procedures.

PRCA uses a wide variety of evaluation methods. Data helps guide the continuation, redesign or elimination of existing programming or the creation of new programming. The activities supporting the Goals and Objectives cited in this application will be reviewed in this manner.

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.

PRCA will be strengthening its community engagement evaluation methods in the coming years (i.e. town halls, etc.). Traditional methods currently used however, include attendance/participation counts and qualitative surveys which are conducted for our gallery programs, workshops, concerts and festivals. Feedback

also comes regularly through e-mail and the media. Website usage is measured to determine online effectiveness.

E. Impact - Reach 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.

What is the estimated number of events related to this proposal?

130

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

490

How many Adults will participate in the proposed events?

120,000

How many K-12 students will participate in the proposed events through their school?

5,000

How many individuals under the age of 18 will participate in the proposed events outside of their school?

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

How many individuals will benefit through media?

75,000

Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

Race Ethnicity: (Choose all that apply) * No specific racial/ethnic group

Age Ranges (Choose all that apply): * No specific age group.

Underserved/Distinct Groups: * No specific underserved/distinct group

Describe the demographics of your service area.

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)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

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 14 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 (including Downtown Latino Festival, India Fest, MLK Commission Celebration, 5th Avenue Arts Festival and PRIDE Festival), 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.

Alachua

What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Alachua
- Baker
- Bradford
- Calhoun
- Citrus
- Clay
- Columbia
- Duval
- Flagler
- Hernando
- Leon
- Levy
- Marion
- Nassau
- Polk
- Putnam
- Seminole
- St. Johns
- Suwannee
- Taylor
- Union
- Wakulla

Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

The Covid-19 lock-down presented new opportunities for PRCA to move its traditional live events to a virtual platform. In doing so, our weekly, summertime, downtown, public concerts called "Free Fridays" became "Gainesville Live!" These 26 Friday evening streaming concerts on the Free Fridays Facebook page were preceded in the week with a song by the artists as a promotional "tease." Over the 26 weeks the promo songs and concerts received a total of 203,026 views.

Additionally, PRCA partnered with MusicGNV, funding a series of 31 streaming concerts by emerging Gainesville musicians. This series received approximately 38,500 views.

For this year's Black History Month, Gainesville Live! presented three additional streaming concerts with regional African American musicians performing 4 genres: classical and jazz; American standards; and contemporary acoustic duets. These 3 concerts received 10,102 views.

All musical artists for these streaming concerts were compensated for their performances and allowed to have a virtual "tip jar" as well.

During the Covid-19 period, the City's two largest public events, the Downtown Festival and Art Show and Hoggetowne Medieval Faire also moved to a virtual platform. The two-day virtual art show (our first attempt at this format) allowed viewers to visit artist booths and featured performers who traditionally perform live at the festival. The four-day, two-weekend "Hoggetowne at Home" virtual faire built on the lessons learned from the art show and featured videos or live streams of the traditional performers one usually sees, online merchant booths, educational demonstrations of medieval life, medieval African history mini-lectures and even zoom sessions with our King and Queen twice a day! Over the 4 days this virtual event received 20,000 views from 7000 unique viewers.

The Faire is self-supporting and with no tickets or booth fees, was unable to generate revenue. The artists however, most of whom have worked with the event for many years and have a warm affection for it, understood the situation and all volunteered their services for this virtual project.

The City has enjoyed a 7-year partnership with the ARTSPEAKS initiative which traditionally presents its spoken word events in the Historic Thomas Center. Due to Covid-19 limitations for this year's ARTSPEAKS: Courageous Young Voices event could only accommodate the young poets and their parents in the venue. In light of that, the entire program was filmed and edited, along with artist post performance interviews, then posted on YouTube and social media.

Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

Solo or Individual 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.

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

- Funding over \$260,000 through 4 grant programs to arts agencies. During the last completed two-year grant cycle, these grants to 14 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 with \$5 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:

- In its 36th year, the 5-day Hoggetowne Medieval Faire traditionally 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 Florida Recreation & Park Association (FRPA) economic impact calculator estimates the annual regional spending generated as a result of the Hoggetowne Medieval Faire is \$1,877,783.
- 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.
- 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 traditionally 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 5 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.

Marketing and Promotion

How are you marketing and promoting your organizations offerings? * Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Television
- Other

What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

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 (City of Gainesville Parks, 352Arts, Hoggetowne Medieval Faire, Downtown Festival and Art Show, Rosa B Williams/352artsSpace, A Quinn Jones Museum, Free Fridays Concert Series, Historic Thomas Center, Bo Diddley Plaza and 352walls) with over 54,818 followers (up 10% 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

In partnership with our Evergreen Cemetery Association of Gainesville, Inc. support group, the community learns about the initiatives of Gainesville's only municipal cemetery through public relations for events, social media postings, direct mail and a membership newsletter.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

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>

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. The General Policy:

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

Their 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)

The City (including PRCA) is also in the process of rewriting its Comprehensive Plan so that all City functions will be seen through a lens of how they can eliminate long standing racial disparities.

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.

Recent PRCA ADA improvements include: extension of hardscaping areas at Bo Diddley Plaza; a new hardscaped outdoor garden area and paved parking area at the A. Quinn Jones Museum and Cultural Center; a new gathering area and graded sidewalk in the Thomas Center Gardens; safety and security improvements to the Hippodrome Theatre and the \$2.25 million renovation of the Thelma A. Boltin Center with significant ADA improvements to entrances, lobby, restrooms, and other spaces.

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. It is advertised 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.

Website overhaul activities have resulted in clearer backgrounds, larger print, and greater contrast for the visually challenged. 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 H.

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?
Ben Howort

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:

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.

Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

PRCA has always sought to make its programming affordable and accessible however racial disparities and racial equity have long plagued the region. To that end the City of Gainesville has joined the Government Alliance on Race and Equity (GARE), a national network of government working to achieve racial equity and advance opportunity for all.

Professional consultants with an expertise in equity, diversity and inclusivity have been brought on to facilitate the update of the City's ten-year Comprehensive Plan and to help institutionalize EDI priorities. Arts, Culture and Preservation make up one of the eight chapters of the Plan.

Built in phases, the first phase began centering on Black Gainesville and Underrepresented Residents. Working groups with a deep knowledge of City operations have evaluated gaps in the current Plan and have built outcomes that embed racial equity into future policies.

Throughout, community partnerships and engagement in the process is guiding the Plan's development and helping to ensure ownership. Multiple virtual community townhalls, as well as presentation workshops with the City Commission have helped refine the plan.

Meaningful and achievable metrics are being developed for tracking progress. The process will open pathways to greater accountability but also achieving the budgeting necessary to accomplish these goals.

Where the Plan is still in development, PRCA has already begun implementing cultural program adjustments to help achieve the outcomes of the plan, which are the four Goals identified earlier in the "Programming Goals" (2.1) of this application. To that end:

- The artist line-up for this year's Free Fridays concert series features nearly 50% bands with artists of color, as well as bands with a broader age appeal.
- The Thomas Center Galleries is opening a major exhibition featuring a major collection that the City has purchased by a local self-taught African American

artist and will feature a series of programs in the Fall to attract more audiences of color to the Galleries.

- The A. Quinn Jones Museum and Cultural Center is launching a new series of events on African American Culture including lectures (in partnership with the University of Florida), book talks (four African American authors are currently up), concerts and a Black Artist Marketplace.
- A series of mural technique workshops for emerging artists is being plan for the Fall.

Describe the Diversity of your staff, volunteers, and board members.

PRCA strives to have a diverse staff team and board.

Under a female, Hispanic Interim Department Director, the Cultural Affairs Division team is 57% female and 43% male. Of that group, 36% are African American and 7% Asian American. Of our year-round consultant team 80% are female and 20% male. Of that group 20% are Hispanic.

The 10-person Gainesville Cultural Affairs Board is a City Commission-appointed advisory board to PRCA. Of that body, 50% are female and 50% male, three are African Americans, two are Hispanic Americans and one is of East Indian heritage. One member is also a community advocate for the LGBTQ community.

G. Management and Operating Budget Page 7 of 12

Fiscal Condition and Sustainability

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 2021.

Two major PRCA events, the Downtown Festival and Art Show and Hoggetowne Medieval Faire, are self-supporting.

A 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 7 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. In 2020 the City also received a gift of \$117,100 worth of fine art for display in the Historic Thomas Center.

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 oversaw 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.

Completed Fiscal Year End Date (m/d/yyyy) *9/30/2020

Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$635,000	\$648,000	\$660,960
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$68,500	\$40,000	\$71,400
5. Outside Fees and Services: Other	\$650,000	\$250,000	\$675,000
6. Space Rental, Rent or Mortgage	\$27,000	\$28,000	\$29,000

7.	Travel	\$4,000		\$4,000
8.	Marketing	\$60,000	\$30,000	\$60,000
9.	Remaining Operating Expenses	\$650,000	\$655,000	\$660,000
A.	Total Cash Expenses	\$2,094,500	\$1,651,000	\$2,160,360
B.	In-kind Contributions			
C.	Total Operating Expenses	\$2,094,500	\$1,651,000	\$2,160,360
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$440,000	\$40,000	\$455,000
11.	Revenue: Contracted Services	\$116,000	\$65,000	\$120,000
12.	Revenue: Other	\$130,000	\$70,000	\$135,000
13.	Private Support: Corporate	\$16,000	\$14,000	\$16,000
14.	Private Support: Foundation	\$25,000	\$15,000	\$25,000
15.	Private Support: Other	\$5,000	\$5,000	\$5,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$44,431	\$47,433	\$60,000

18. Government Support: Local/County	\$1,318,069	\$1,394,567	\$1,344,360
19. Applicant Cash			
D. Total Cash Income	\$2,094,500	\$1,651,000	\$2,160,360
B. In-kind Contributions			
E. Total Operating Income	\$2,094,500	\$1,651,000	\$2,160,360

Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

PRCA's annual Hoggetowne Medieval Fair and Downtown Festival and Art Show are basically breakeven enterprises. Due to Covid-19 these 2021 live events were cancelled, so the "current year" budget column reflects the loss of revenues and decrease in expenses associated with these projects.

Paid Staff

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

Hours *

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

Does your organization have a strategic or long range plan?

- Yes
- No

H. Management and Proposal Budget Page 8 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.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

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

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Cultural Affairs Staff	\$0	\$80,000	\$0	\$80,000
Totals:		\$0	\$80,000	\$0	\$80,000

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Thomas Center Galleries Curation, Collections Management and 352Arts Project Coordination	\$36,000	\$0	\$0	\$36,000
2	352walls Project Coordination	\$34,000	\$0	\$0	\$34,000
3	352walls Artist Fees	\$15,000	\$5,000	\$0	\$20,000
4	Event Talent	\$15,000	\$30,000	\$0	\$45,000
Totals:		\$100,000	\$35,000	\$0	\$135,000

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Funding for Inclusive Collaborative Arts Programming	\$20,000	\$0	\$0	\$20,000
Totals:		\$20,000	\$0	\$0	\$20,000

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	\$10,000	\$0	\$0	\$10,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Event Marketing	\$0	\$25,000	\$0	\$25,000
Totals:		\$25,000	\$25,000	\$0	\$50,000

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 (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the 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)

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.
- Funding for inclusive collaborative arts programming.
- Marketing for PRCA programs including the Thomas Center Galleries and 352ArtsRoadmap initiatives.

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 Substitute W9.pdf	34 [KB]	5/28/2021 6:47:19 PM	View file

Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
1. City of Gainesville PRCA Interim Director's Letter.pdf	1. City of Gainesville PRCA Interim Director's Letter		361 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
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	City of Gainesville PRCA and Cultural Affairs Division Vision and Mission	1056 [KB]		View file
3. City of Gainesville PRCA and Cultural Affairs Org Chart_.pdf	3. City of Gainesville PRCA and Cultural Affairs Org Chart	City of Gainesville PRCA and Cultural Affairs Org Charts	77 [KB]		View file
4. City of Gainesville Letters of Support.pdf	4. City of Gainesville Letters of Support	City of Gainesville Letters of Support: Gainesville Cultural Affairs Board Chair; Selff Narrate, Inc. Executive Director; Jenna Horner, Artist; Pam Valcante, Artist; Mana Urban Arts Project	3790 [KB]		View file
5. City of Gainesville Projects.pdf	5. City of Gainesville Projects	City of Gainesville Projects: Mural by Ernesto Maranje; Mural by UF Art Students; Synchronica Public Art Light Pole Banner Project; Social Justice Mural Project; Alyne Harris Exhibition in Preparation	8481 [KB]		View file
6. City of Gainesville Printed Materials.pdf	6. City of Gainesville Printed Materials	City of Gainesville Printed Materials: Virtual Downtown Festival & Art Show Poster; Synchronica Public Art Light Pole Banner Project Poster; Alyne Harris Exhibition Rack Card	4993 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
7. City of Gainesville Media Coverage.pdf	7. City of Gainesville Media Coverage	City of Gainesville Media Coverage: Social Justice Mural Project "Push for Peace"; Social Justice Mural Project "Heritage Interrupted"; Dr. Patricia Hilliard-Nunn Tribute Mural; 5th Avenue Mural Project Featured; Evergreen Cemetery Veterans Monument Call for Artists	3188 [KB]		View file
8. City of Gainesville Cultural Websites for PRCA Arts & Culture.pdf	8. City of Gainesville Cultural Websites for PRCA Arts & Culture	City of Gainesville Cultural Websites for PRCA Arts & Culture: Hoggetowne Medieval Faire; Downtown Festival & Art Show; Historic Thomas Center; Art in the Parks Video; Sculpture Safari; Free Fridays; Holiday Tree Lighting; Downtown Countdown; 352walls; Synchronica Exhibit; A. Quinn Jones Museum and Cultural Center; Evergreen Cemetery; Thomas Center Associates	2019 [KB]		View file
9. City of Gainesville Adopted Budget.pdf	9. City of Gainesville Adopted Budget	City of Gainesville Adopted Budget	86 [KB]		View file

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

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Cultural Affairs, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

Florida Single Audit Act

- I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Cultural Affairs.

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