

**CITY OF GAINESVILLE***Department of Cultural Affairs*

LAA Grant 2003

LETTER FROM THE CULTURAL AFFAIRS MANAGER

To Mr. Alejandro Aguirre and the Members of the Florida Arts Council,

Each year seems to be more exciting than the last.

The next few years will see a major focus on cultural tourism. We have entered into a five-year agreement with the County to administer a portion of their Tourist Tax funding. The majority of the funding goes to art and eco-heritage agencies for Destination Enhancement projects. The City will receive funds to produce and promote new programs. The first project is to support the Gainesville Chamber Orchestra / Museum of Natural History collaboration to bring the traveling Tyrannosaurus Rex SUE to Gainesville from January to May 2002. This will be the only visit to Florida of this Field Museum treasure and we will help make it a county-wide event.

It also means that we will be working even more closely with the Visitors and Convention Bureau to develop new tourist related programs and to promote our area as a cultural destination. Our current project is based on the famous *Cows on Parade* in Chicago. Being the home of the Florida Gators, we will be doing alligators. We anticipate having 50 artist-embellished Gators on trails throughout the county by early summer.

As if this were not enough, several of our other events are rapidly growing in popularity. The Downtown Festival and Arts Show reaps new awards each year, and the second year of Taste of Gainesville with its combination of food and music was an overwhelming success, and the last Black Music Month Celebration topped all records for attendance.

Our services go beyond events, as you will see. Grants administration, planning, and public art continue to be important aspects of our department. But it is through events that we are able to directly impact our community. We see the happy people buying art, dancing in the streets, meeting and greeting, eating at restaurants. This is good for them and for the economy.

Thank you for giving our program your consideration.

Sincerely,

Coni Gesualdi
Cultural Affairs Manager

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organization application cover page

APPLICANT NAME (LEGAL NAME OF NOT-FOR-PROFIT ENTITY)
City of Gainesville, Department of Cultural Affairs

Application No. 2003-_____
(DCA Use only)

► PROGRAM to which you are applying: Check **ONE**:

- ☐ Arts In Education ☐ Challenge Grant ☐ Cultural Support Grants ☐ International Cultural Exchange
☒ Local Arts Agency ☐ Quarterly Assistance ☐ UACAP

For Cultural Support Grants only: PANEL to evaluate this application: Check **ONE**:

- ☐ Dance ☐ Discipline-Service ☐ Folk Arts ☐ Interdisciplinary ☐ Literature
☐ Media Arts ☐ Multidisciplinary ☐ Museums/Art ☐ Museums/Non-art ☐ Music
☐ Sponsor/Presenter ☐ Community Theatre ☐ Professional Theatre ☐ Visual Arts

► TYPE OF FUNDING (Check **ONE** Type Of Funding From 1 Through 4)

1. ☒ General Program Support

Cultural Support Grants: select **ONE** level:

- ☐ Level 1 ☐ Level 2 ☐ Level 3

Local Arts Agency: select **ONE** level:

- ☐ Pre-level I ☐ Level I ☐ Level II ☒ Level III

2. ☐ Specific Project

Arts in Education: select **ONE** funding component below:

- ☐ Residency Level 1 ☐ Residency Level 2
☐ Partnership Level 1 ☐ Partnership Level 2
☐ School-Based

International Cultural Exchange: select **ONE** funding category:

- ☐ A ☐ B

3. ☐ Quarterly Assistance (ARTS ORGANIZATIONS ONLY, except Special Project category) select **ONE**:

- ☐ Mini-Grant ☐ Consultant ☐ Special Project
☐ Staff Exchange ☐ In-Service Training (requires prior approval)

4. ☐ UACAP

☐ Salary Assistance ☐ Organizational Development ☐ Consultancy

► not-for-profit designation: I hereby certify that the above referenced applicant is eligible to receive grants from the Division of Cultural Affairs pursuant to the following not-for-profit status of the organization: (CHECK #1 OR #2)

- ☒ 1. A public entity governed by a county, municipality, school district, community college, college, university, or an agency of state government

OR

- ☐ 2. A not-for-profit, tax-exempt Florida corporation according to these definitions:
a. incorporated or authorized as a not-for-profit corporation, in good standing, pursuant to Chapter 617, Florida Statutes; (Chapter 623, FS. for private schools) and
b. designated as a tax-exempt organization as defined in s.501(c)(3) or (4) of the Internal Revenue Code of 1954.

► certification

I certify that the information contained in this application, including all attachments and support materials, is true and correct to the best of my knowledge and that I will abide by all legal, financial, and reporting requirements, such as matching funds and final reports, for all grants received by this organization from the Division of Cultural Affairs (Chapter 1T-1.001, Florida Administrative Code). NOTE: BY SIGNING BELOW, THE AUTHORIZED OFFICIAL CERTIFIES THAT THE LAST COMPLETED FISCAL YEAR INFORMATION PROVIDED ON THE OPERATING RESULTS AND PROJECTIONS PAGE (FORM B) IS COMPLETE, ACCURATE, AND CORRECT TO THE BEST OF HIS/HER KNOWLEDGE.

Typed Name of Authorizing Official:

Wayne Bowers

Title of Authorizing Official:

City Manager

Telephone Number:

(352) 334-5010

Date Signed:

Signature:

general information

a

identification

Applicant: (Legal name of organization as shown on IRS 501(c)(3) or (4) letter)

City of Gainesville,

Applicant name continued (dba, dept., etc.)

Department of Cultural Affairs, Station 30

Address: (Mailing)

P.O. Box 490

Address: (Street)

302 NE 6th Avenue

City:
Gainesville

Zip Code:(Mailing): 32602
(Street): 32601

Federal Identification (FEID) Number:
59-6000325

Resident County of Applicant:
Alachua

Telephone: Area Code/Number
(352) 334-5064

FAX Number:
(352) 334-2146

Contact Person: (check one):

☐ Mr. ☐ Mrs. ☐ Miss ☒ Ms. ☐ Dr.

First:

Coni

Last:

Gesualdi

E-mail address of Contact Person:

gesualdicr@ci.gainesville.fl.us

Website Address:

www.gvltculturalaffairs.org

Date of Incorporation:

1869

Type of organization:

☒ Arts ☐ Non-Arts

State-supported:

☐ yes ☒ no

Applicant's Fiscal Year Dates (Month / Day):

From: October 1

To: September 30

Has your organization ever received a grant from the Division of Cultural Affairs?

☒ yes ☐ no

Year Last Received: 2001/2002

proposal information

Proposal Title: LAA General Program Support

Grant Amount Requested: \$60,000

Start Date: Month / Day / Year

7-1-2002

End Date: Month / Day / Year

6-30-2005

Number of Different Events:

~75

Number of Individuals Expected to
Participate in the Proposal Activities:

~561,000

Number of Youth

Participating in this Project:

~102,000

Total Number of
Performances:

> 350

Total Number of Artists

Participating in the Project: ~2,500

County(ies) in which project/programming will

actually occur: Alachua

Type of a/v material submitted (if applicable):

☐ audio cassette ☐ compact disc ☐ slides ☐ vhs tape ☐ other (specify):

Number of copies of a/v material:

ada information

► Are the applying organization's facilities and PROGRAMS accessible (see Glossary for definition) to persons with disabilities?

☒ yes ☐ no If no, is accessibility part of the organization's long range plans? ☐ yes ☐ no

► Has an ADA self-evaluation of the organization's facilities and PROGRAMS been conducted? ☒ yes ☐ no

If yes, give date completed: September 28, 2001

► Have policies and procedures been established which address nondiscrimination against persons with disabilities? ☒ yes ☐ no

► Do you have a complaint process for discrimination on the basis of disability? ☒ yes ☐ no

► Is this information posted? ☒ yes ☐ no

► Please provide the designated staff person's name and title who is responsible for Section 504, ADA, and Florida Statutes

553 Compliance: Coni Gesualdi

► Are other staff members informed and trained in access issues? ☒ yes ☐ no

organization mission statement

In the space below, please provide the mission statement of your organization (or program mission, if applicable).

Please see attached "Organization Mission Statement."

Organization Mission Statement

The mission of the Department of Cultural Affairs is to identify ways in which the cultural arts can best serve the community, and to develop plans to deliver these services to the community during the current fiscal year, as well as the long term. Our major objectives are to:

- assess and evaluate the needs for cultural services, from which management and the City Commission will determine future mandates;
- use the arts to improve and maintain the aesthetic quality of public buildings and open spaces within the community;
- use the arts to increase the public's knowledge and awareness of public service programs, community issues, and neighborhood needs;
- use the arts to foster partnerships in accomplishing the department's mission;
- serve as the Local Arts Agency, meeting needs for services, coordination, leadership and funding.

operating results and projections b

Complete each line of the following summarized budget form to give a financial overview of the applicant. Provide information which represents: the **actual results** of the most recently completed fiscal year; **expected results** of the current fiscal year; and **projections** for the next fiscal year. Do not include the cost of capital items, or the depreciation of capital items, as an operating expense. Contributions or other income dedicated to support the purchase of capital items should not be listed here. **Round all figures to the nearest dollar.** Large budgets may be rounded to the thousand.

FISCAL YEAR (month/day): FROM: 07 / 01 TO: 06 / 30

EXPENSES	FY	completed 00 to 01	FY	current 01 to 02	FY	next 02 to 03
1) Personnel — Administrative		\$ 449,334		\$ 538,465		\$ 553,059
2) Personnel — Artistic		\$ 57,250		\$ 67,000		\$ 67,000
3) Personnel — Technical/Production		\$ 0		\$ 0		\$ 0
4) Outside Artistic Fees/Services		\$ 472,538		\$ 213,500		\$ 221,500
5) Outside Other Fees/Services		\$ 164,352		\$ 233,424		\$ 720,454
6) Space Rental/ Rent or Mortgage*		\$ 10,267		\$ 30,000		\$ 30,000
7) Travel		\$ 1,669		\$ 9,218		\$ 5,500
8) Marketing		\$ 88,498		\$ 134,185		\$ 160,685
9) Remaining Operating Expenses		\$ 49,094		\$ 98,573		\$ 112,378
10) Total Cash Expenses: (add lines 1-9)		\$ 1,293,002		\$ 1,324,365		\$ 1,870,576
11) Total In-kind Contributions (see line 24)		\$ 0		\$ 0		\$ 0
12) Total Expenses (add lines 10+11)		\$ 1,293,002		\$ 1,324,365		\$ 1,870,576
INCOME						
13) Admissions		\$ 103,409		\$ 239,344		\$ 248,344
14) Contracted Services		\$ 0		\$ 0		\$ 0
15) Other Revenue		\$ 201,515		\$ 206,484		\$ 207,027
16) Corporate Support		\$ 19,700		\$ 20,100		\$ 21,659
17) Foundation Support		\$ 0		\$ 0		\$ 0
18) Other Private Support		\$ 0		\$ 0		\$ 0
19) Government Support - Federal		\$ 0		\$ 0		\$ 0
20) Government Support — State/Regional		\$ 35,084		\$ 24,218		\$ 70,000
21) Government Support — Local/County		\$ 933,294		\$ 834,219		\$ 1,323,546
22) Applicant Cash (from savings/see definition)		\$ 0		\$ 0		\$ 0
23) Total Cash Income (add lines 13 - 22)		\$ 1,293,002		\$ 1,324,365		\$ 1,870,576
24) Total In-kind Contributions		\$ 0		\$ 0		\$ 0
25) Total Income (add lines 23 + 24) ★		\$ 1,293,002 ★		\$ 1,324,365		\$ 1,870,576
26) Cash Reserves — end year		\$ 0		\$ 0		\$ 0

★ USE THE FIGURE ON LINE 25 (COMPLETED COLUMN) TO CALCULATE THE CORRECT GRANT REQUEST AMOUNT (SEE PAGE 11 FOR DETAILS). THE FIGURES LISTED IN THE "COMPLETED COLUMN" ARE SUBJECT TO AUDIT OR OTHER VERIFICATION BY THE DIVISION OF CULTURAL AFFAIRS. * MORTGAGE INTEREST ONLY, NOT PRINCIPAL PORTION OF PAYMENT.

proposal budget summary

d

See Glossary on pages 50-52 for all terms used in this budget. Round amounts to the dollar - do not show cents. Double check arithmetic. This budget must balance.

EXPENSES

	STATE GRANT	CASH MATCH	IN-KIND CONTRIBUTIONS*
Personnel – Administrative	\$ 0	\$ 553,059	\$ 0
Personnel – Artistic	\$ 0	\$ 67,000	\$ 0
Personnel – Technical/Production	\$ 0	\$ 0	\$ 0
Outside Artistic Fees & Services	\$ 18,000	\$ 203,500	\$ 0
Outside Other Fees & Services	\$ 0	\$ 720,454	\$ 0
Space Rental/Rent or Mortgage	\$ 0	\$ 30,000	\$ 0
Travel	\$ 1,500	\$ 4,000	\$ 0
Marketing	\$ 33,500	\$ 127,185	\$ 0
Remaining Operating Expenses	\$ 7,000	\$ 105,378	\$ 0
A. TOTAL EXPENSES(Grant/Cash Match)	\$ 60,000	\$ 1,810,576	
B. TOTAL IN-KIND CONTRIBUTIONS*			\$ 0
C. TOTAL PROPOSAL COSTS (Total of State Grant, Cash Match, + In-kind)		\$ 1,870,576	

* IN-KIND CONTRIBUTIONS MAY NOT EXCEED 25 PERCENT OF THE PROPOSAL COSTS

INCOME

Admissions	\$ 248,344
Contracted Services Revenue	\$ 0
Other Revenue	\$ 207,027
Corporate Support	\$ 21,659
Foundation Support	\$ 0
Other Private Support	\$ 0
Government Support – Federal	\$ 0
Government Support – State/Regional (Do not include this grant request)	\$ 10,000
Government Support – Local/County	\$ 1,323,546
Applicant Cash (savings, reserves, etc.)	\$ 0
D. TOTAL CASH INCOME	\$ 1,810,576
E. GRANT AMOUNT REQUESTED	\$ 60,000
F. TOTAL CASH INCOME (D + E)	\$ 1,870,576
G. TOTAL IN-KIND CONTRIBUTIONS (Repeat amount listed in B)	\$ 0
H. TOTAL PROJECT INCOME (Must equal C)	\$ 1,870,576
I. PERCENTAGE OF TOTAL PROJECT (Box C) REQUESTED FROM STATE	%

03-0000

City of Gainesville

Local Arts Agency General Support Program

Application Narrative

1. How we determine the needs of our community:

Informal Planning

We listen to the needs expressed at meetings, social functions and in the supermarket. These are taken either to staff meetings, or to the Gainesville-Alachua County Cultural Affairs Board. We may make appropriate changes according to consensus opinion, or investigate the issue further and then make a decision.

Formal Planning

In July 2000, the Alachua County Cultural Plan was incorporated into the Cultural Element of the City's Comprehensive Plan that directs the goals and programs of the DCA.

This year, DCA will complete Objective 1.5 of the Comprehensive Plan, "to develop a tourism plan...that promotes cultural, heritage and ecotourism in Alachua County through a coordinated county-wide effort" (*attachment A1*). Monthly work sessions began in April 2001 and involve the Gainesville-Alachua County Cultural Affairs Board and a number of cultural and tourism agencies. It is anticipated that the Cultural Tourism Plan will go to the City and County Commissions in the spring of 2002.

After two years of planning sessions, and public forums, the DCA has been designated by the Board of Alachua County Commissioners and the Tourist Development Council to administer the Destination Enhancement portion of the Tourist Development Tax funds (\$443,000). This will provide increased funding for the arts, and first time funding for eco-heritage agencies and for developing new tourism programs.

The Alachua County Cultural Plan is evaluated each year by the Gainesville-Alachua County Cultural Affairs Board and revised every three to four years with the assistance of agencies representing many facets of our community, such as, the arts, eco/heritage, ethnic, rural, and the disabled.

2. Our goals and objectives and how we meet them:

The goals and objectives of the Alachua County Cultural Plan are incorporated into the Cultural Element of the City's Comprehensive Plan (*attachment #2*). This Plan sets the goals and objectives for the Department of Cultural Affairs. Every two years, during the budget process, the Department targets specific objectives and focuses on achieving them. The Gainesville-Alachua County Cultural Affairs Board does the same to focus the use of City grant funds.

The Alachua County Tourist Development Council and the Visitors and Convention Bureau (VCB) underwent a yearlong visioning process that resulted in a Strategic Plan. The Plan specifically mentions creating new tourism programs with the arts and eco-heritage groups, as well as marketing what they have to offer. Under our new relationship with the VCB, the DCA is the coordinator of both new program development and marketing for these agencies.

3. The major activities the DCA currently provides and will provide during the grant cycle, and how these activities achieve our goals and objectives.

A. GOAL #1: "Expand the role of the City to meet the need for services, coordination, leadership and funding for the cultural growth of the community."

- For the next five years, DCA is under contract to develop new programs and support current programs that address tourism and the need to increase audiences. These will be developed in concert with the arts, eco-heritage groups, the Gainesville Sports Organizing Committee, the Tourist Development Council, and the Visitors and Convention Bureau. In fiscal year 2001/02 we will provide promotion and ancillary events to support the Tyrannosaurus Rex SUE project of the Gainesville Chamber Orchestra/Museum of Natural History.
- Administer over \$480,000 in City and County funding for arts and eco-heritage organizations.
- Under the auspices of the Gainesville-Alachua County Cultural Affairs Board, DCA annually recognizes artists and/or arts organizations for their outstanding contribution to the community.

- DCA is developing a **Public Art Master Plan** in cooperation with the Art in Public Places Trust, Public Works Department, Community Development, Gainesville Regional Utilities and Facilities management. Major gateways, development and renewal projects, neighborhood identification and other issues will be integrated into the plan for siting future public art projects. This Plan will become part of the Art in Public Places Ordinance in 2003/04.
- DCA is working on a long-term plan to investigate the feasibility of developing a **multi-cultural center** to house both a children's museum and an ethnic history museum. This two-year old project has gathered many supporters from both business and government.
- DCA promotes all events in our area through the Master Calendar of Events programs. This includes over 1500 monthly brochures, poster calendars in most hotels, information on local busses, and both phone and web site listings (www.gvlculturalaffairs.org). Through our membership in FLAUSA, we have additional opportunities to promote activities in our area.
- The Tench Building is operated by DCA to provide reduced rent downtown artist studios for six artists, and a non-profit printmakers' cooperative with 25 members. Exhibits of Tench artists' work are held at the Thomas Center Galleries.
- The DCA's newly renovated Wilhelmina Johnson Resource Center provides free office space for the Cultural Arts Coalition, the only African American 501(c)3 organization in Gainesville; DCA also provides reduced rent office space for Dance Alive! and the Gainesville Chamber Orchestra at the prestigious Thomas Center.
- Our routine services include **workshops and technical assistance** to increase the level of professionalism for individuals and organizations alike; maintaining **mailing lists** with over 10,000 entries for various community constituencies, such as artists, arts organizations, boards, arts patrons, cultural resources, churches, minority leaders, elected officials and others, which is constantly updated and is provided free upon request; **disseminating information** on competitions and other opportunities through press releases to media, mailings to art galleries and/or artists as appropriate, and maintaining an information display at the Thomas Center, where non-profits can leave notices about their services and events; **telephone information services**, answering upwards of 35 calls a day about cultural events in Alachua County and area; and providing **technical assistance with grants writing**, assisting with preparation of 10 to 15 grant proposals annually, and supplying letters of recommendations for others.

B. GOAL # 2: "The City shall foster the growth of a community where the arts are incorporated as a part of daily life for all citizens and become a prominent element for creating pedestrian-oriented streetscapes and public spaces."

- This year the Downtown Festival and Arts Show was voted 52nd out of the top 200 arts festivals in the nation by Sunshine Artist Magazine. This festival has consistently won awards for its posters and t-shirts at the Florida Festivals and Events Association's annual conferences. The **unusually excellent feedback from downtown businesses, artists and visitors alike confirm the success of this event**. Local performing artists provide 8 hours of music and dance each day, both on stage and as strolling entertainers. We receive over 600 applications for the 225 booth places, and attendance for this free two-day event runs close to 100,000 persons. DCA staff is supplemented by ten University of Florida interns.
- 2001 marks the second year of the **Arts for All** project that was introduced by the DCA at the 2000 Downtown Festival and Art Show and has now been brought to fruition in partnership with the Alachua County School Board and several other agencies working with the disadvantaged. Art tools that have been adapted for use by persons with limited physical abilities are being purchased jointly by several organizations and will be housed in a "lending library" at the Harn Museum. The role of the DCA is to train 45 teachers to use this equipment, **raise the level of visibility of the disadvantaged in our community in a positive manner**, and bring the abled and disabled together to create art. The art material created at the Festival will be used to produce items such as visors, frames, and boxes that can be sold by the agencies at next year's Festival, generating both revenues and a sense of pride for these agencies and their clients.
- The enormously popular Downtown Festival and Art Show **children's area, Imagination Station**, offers two days of free and low-cost **hands-on art activities** designed and implemented by UF Department of Art Education faculty and students. DCA provides all materials and supplies.
- The Hoggetowne Medieval Faire has grown to a six-day two-weekend regional festival that **combines learning with entertainment**. The two School Days are attended (half price) by over 9,000 school children from public and private schools, homeschools and special needs schools (free admission) from 17 counties; School Days are also half-price days for seniors. Each school group receives a free 70 page Educational Guide prior to the Faire, which includes activities for before, during and after the event. The Art & Essay Contest for K-12

grades held in conjunction with the Faire has over 300 entries submitted from over 20 schools in four counties. The Hoggetowne Medieval Faire showcases over 100 performing artists, provides non-profit agencies with opportunities to raise funds, and is attended by 30,000 happy people. Entrance fees are kept moderate (movie fee level) to encourage family participation.

- DCA organizes concerts or other events (such as outdoor movies) each week in the **downtown central core** to encourage and maintain community spirit, showcase local artists and foster reinvestment in that area. In addition, we produce several annual events downtown, such as, Taste of Gainesville (an opportunity for the public to sample food from 20 different restaurants); Festival of Lights (including four historic neighborhoods in a holiday kickoff); Blizzard Bash (a snow event for children); and the New Year's Eve Celebration. DCA cosponsors other downtown events that range from charity runs to programs for youth. In the planning stage is a Heritage Festival for late March 2002 that will celebrate our multinational ethnic backgrounds through food, music and dance.
- The annual Black Music Month Celebration is coordinated and produced by the DCA with the assistance of a large committee of community representatives. This **month-long series** of both intimate performances and free outdoor concerts begins and ends in large multi-hour free events. This event began five years ago as a four-hour memorial to a local musician and social worker, and has developed into a month-long celebration of our musical heritage and its roots in traditional black culture.
- Like the famous public art cows in Chicago, Alachua County will have art alligators. The DCA and the Alachua County Visitors and Convention Bureau, in partnership with Shands Teaching Hospital, The Gainesville Sun, and several local civic and marketing organizations is embarking on Gator Trails, to produce 50 **artist embellished alligators** that will be placed in "trails" throughout the county. The main purpose is to create a fun environment for residents and to attract visitors. Local fabricators are now designing the two sculptures, and local artists will create unique images from them. The entire project will take at least until the spring of 2003 when the Trail Gators will be auctioned. Profits will be used to create other destination enhancement programs.
- DCA administers the City's **Art in Public Places Trust** and receives 1% of all construction costs for City buildings. The largest project yet will take place in 2002/03 when the City builds a parking garage downtown to complement the County's new Courthouse. This project will generate \$100,000 for the Trust account. Preliminary discussions

are to use the funds to create imaginative streetscapes, tying the garage to the Courthouse.

- The ARTSREACH program features 25-30 emerging local **artists in non-traditional public venues**. These twelve three-month long exhibits take place at City Hall, the County Administration Building and the Regional Airport, enriching the environment for all and affording the artists an exposure to new audiences, thereby increasing sales.
- 20 yearly exhibitions at the Thomas Center Galleries feature 40-80 **mid-career regional visual artists** in one or two-person or group shows in a prestige setting. Gallery shows often receive regional attention and attract over 6,000 visitors/year. The Gallery also serves to recognize youth in three yearly shows of art from K-12 in cooperation with the Alachua County School Board.
- Approximately 1000 Alachua County third-grade students enjoy **docent-led historic and cultural tours** of the Thomas Center. Children are provided with bow ties, necklaces and other minor apparel to help them visualize the 1920's period.

4. **DCA's methods for managing and evaluating the specific activities described in questions 2 and 3; the roles of staff and board members; professional development opportunities; and areas of evaluation such as "customer surveys" and quantitative and/or qualitative performance measurements.**

As a government agency, we have the advantage of drawing support and expertise from other departments. Our large events are team efforts requiring coordinating assistance from the police and fire departments, public works, streets and parks, traffic engineering, and recycling and waste management. Every day we interact with purchasing, budget and finance, the attorneys and personnel offices. The City has excellent training programs for upward mobility and involves everyone in emergency management, affirmative action, and diversity training. Our staff often takes advantage of these opportunities to improve their knowledge and skills.

The City and the County appoint members to both the Gainesville-Alachua County Cultural Affairs Board (CAB) and the Art in Public Places Trust. The CAB reviews grant applications, is involved in the cultural and tourism planning processes, and each member serves as a liaison to a specific arts agency. The Trust is involved in developing the Public Art Master Plan and works with other civic agencies to promote art in the environment. Both

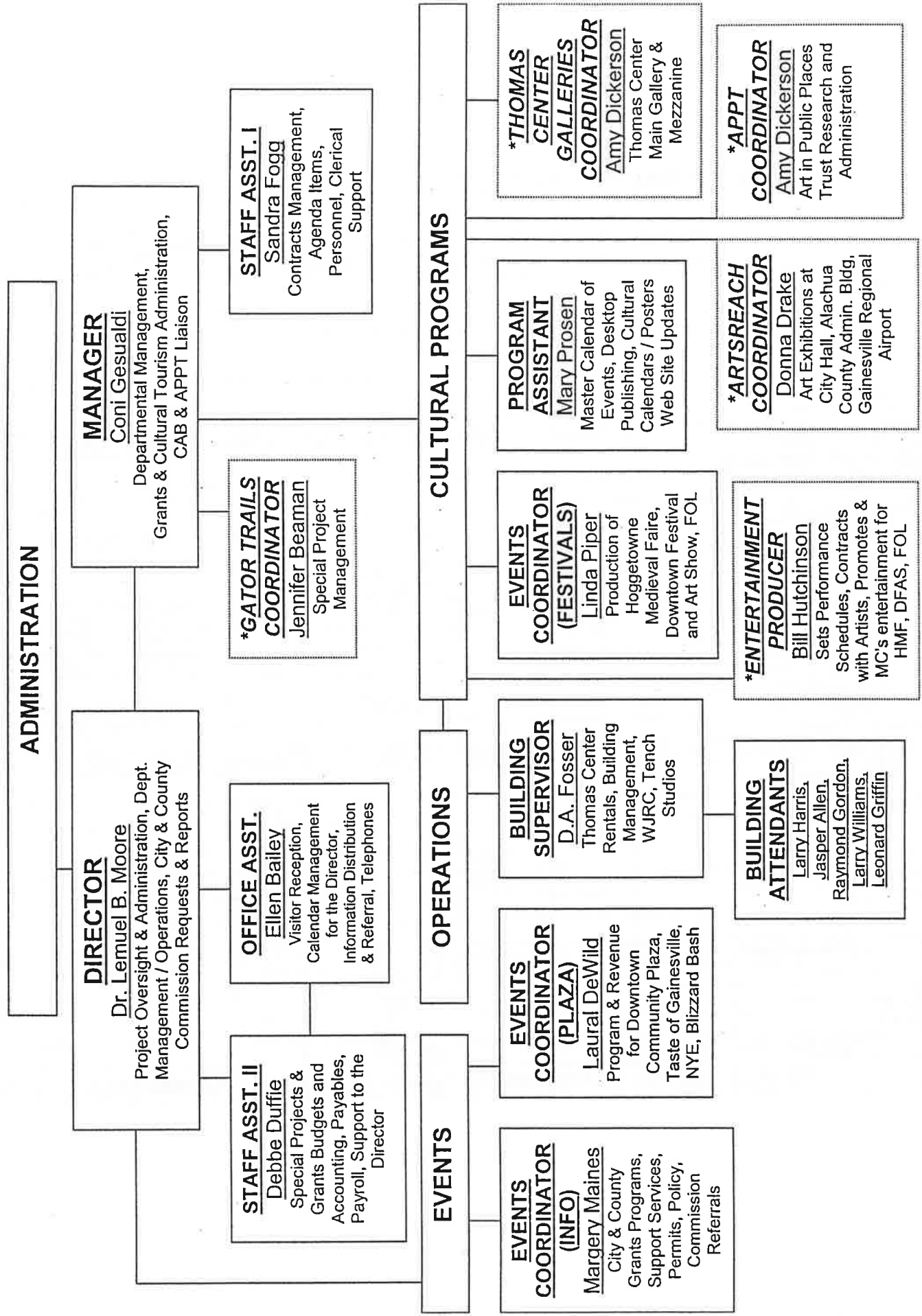
boards hold regular monthly meetings, and the CAB has 3 monthly committee meetings as well.

Within our department (*attachment #3*) each person has a defined area of responsibility and control, yet we come together to function as a team for large projects. Building attendants understand their role as customer service providers to our renters and how that impacts the departmental budget. Each event/program organizer has budgetary control over her event/program and is responsible for coordinating all aspects including revenue generation. The Director and Manager have supportive management styles and encourage free and open discussion. Staff have formal evaluations every year based on standard criteria which include quantitative and qualitative performance and may be given both cost of living and merit increases. The department reports yearly to the City Manager's office on management and departmental performance based on pre-determined measurable criteria (number of people served, revenue generated, etc.).

Programs are evaluated through a variety of ways: word of mouth, media coverage, written surveys at the Hoggetowne Faire and Downtown Arts Festivals, comments in the Thomas Center Gallery visitors book, letters and phone comments, calls to the City Manager's office, and e-mail. We resolve negative criticism by working to find a common ground (as in ending our downtown events at 10 PM now that there are people living in apartments in the central core).

CITY OF GAINESVILLE, DEPARTMENT OF CULTURAL AFFAIRS

PERMANENT & *CONTRACTUAL STAFF



1. GRANT PROPOSAL BUDGET DETAIL - EXPENSES: July 1, 2002 - June 30, 2003

	Person Admin	Person Artist	Outside Artist	Outside Other	Space Rentl	Travel	Mrkt	Other Exp	Program Budget
Special Projects									
Hoggetowne Med Faire		6,500	115,000	74,500	30,000	1,000	52,000	30,000	309,000
Tench Bldg				1,000				1,060	2,060
Gator Trails		6,000	2,000	20,000			2,500	10,700	41,200
AfterJam		4,000	17,000	4,000			3,400	2,500	30,900
Downtown Festival		2,500	35,000	10,000		500	21,000	12,243	81,243
Special Pro Subtotal		19,000	169,000	109,500	30,000	1,500	78,900	56,503	464,403
General Operating									
Cultural Affairs Board							1,800	672	2,472
Personnel Expenses	501,059								501,059
Operating Expenses				20,000		2,000	12,000	22,644	56,644
Plaza	36,000		33,000	10,000		500	7,500	5,185	92,185
Plaza Support				10,634					10,634
Community Relations			1,500	100			1,500	350	3,450
Thomas Ctr Galleries		25,000		2,500			4,980	1,592	34,072
ARTSREACH Exhibits		23,000					505	756	24,261
Cultural Programs				4,120					4,120
Destination Enhance.	16,000			2,500			20,000	4,105	42,605
Events Support				79,000				13,571	92,571
Gen. Oper. Subtotal	553,059	48,000	34,500	128,854	0	2,500	48,285	48,875	863,993
FDCA Grant									
Travel						1,500			1,500
ARTSREACH Prog.							3,500		3,500
Black Music Month			15,000				4,000	1,000	20,000
Heritage Festival			3,000				1,000	1,000	5,000
Arts for All								5,000	5,000
Arts Marketing							25,000		25,000
FDCA Subtotal	0	0	18,000	0	0	1,500	33,500	7,000	60,000
County Grants				327,100					327,100
Outside Agency				145,000					145,000
Arts Tag				10,000					10,000
Grant Subtotal	0	0		482,100	0				482,100
TOTAL	553,059	67,000	221,500	720,454	30,000	5,500	160,685	112,378	1,870,576

2. GRANT PROPOSAL BUDGET DETAIL - INCOME:

July 1, 2002 - June 30, 2003

	Adm	Cont	Other	Corp	Foun	Priv	Fed	State	Local	Totals
Special Projects										
Hoggetowne Med Faire	226,000		75,000	8,000						309,000
Tench Bldg			10,300							10,300
Downtown Festival			71,243	10,000						81,243
Gator Trails									41,200	41,200
After Jam	18,344								12,556	30,900
Special Pro-Subtotal	244,344		156,543	18,000					53,756	472,643
General Operating										
Cultural Affairs Board									2,472	2,472
Personnel Expenses									501,059	501,059
Operating Expenses									56,644	56,644
Plaza	4,000			600					87,585	92,185
Plaza Support									10,634	10,634
Interest									4,120	4,120
Facilities Operations			50,484	3,059						53,543
Destination Enhance.									42,605	42,605
Events Support									92,571	92,571
Gen. Oper. Subtotal	4,000	0	50,484	3,659	0	0	0	0	797,690	855,833
DCA Grant								60,000		60,000
County Grant									327,100	
Outside Agency									145,000	
Arts Tag								10,000		
Gen. Oper. Subtotal	0	0	0	0	0	0	0	70,000	472,100	542,100
TOTAL	248,344	0	207,027	21,659	0	0	0	70,000	1,323,546	1,870,576

