



Department of Parks, Recreation and Cultural Affairs

Guide to Grants for Cultural Agencies

October 2012 – September 2014

FY 2013-2015

GRANT APPLICATION SCHEDULE

OUTSIDE AGENCY GRANT APPLICATION SCHEDULE *	
Monday, February 6, 2012	Grant applications available for pick-up and online at: www.gvlculturalaffairs.org
<u>3:00 PM</u> Monday, March 5, 2012	Grant applications due to Cultural Affairs Division
Monday, March 6, 2012 Thursday, March 29, 2012	Technical Review: applications are checked for technical requirements; agencies will be notified of any technical defects in application
Monday April 2, 2012 Thursday, April 5, 2012	Assemble application packets for CAB members
Wednesday, April 25, 2012	Application packets distributed to CAB members at their regular monthly meeting
<u>9:00 AM</u> Saturday, May 5, 2012	Grant review/scoring session at Thomas Center It is strongly suggested that applicants attend this meeting.
Wednesday, May 23, 2012	Cultural Affairs Board reviews Budget & Grants recommendation, prepares final funding recommendation to be presented to Gainesville City Commission
June 2012	Submit Agenda Item to City Commission
July 2012	Cultural Affairs Board Chair presents funding recommendations to Gainesville City Commission
September, 2012	City Commission will approve final budget and allocations of funding.
November, 2012	Funds are available for Outside Agencies

* Schedule is subject to adjustment

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General Information

Goals

The City of Gainesville's Department of Parks, Recreation and Cultural Affairs, the designated Local Arts Agency for Alachua County, along with the Gainesville-Alachua County Cultural Affairs Board has pledged its resources toward making the arts and culture accessible to all citizens, including such special constituencies as persons with disabilities, the elderly, the economically disadvantaged, and ethnic minorities.

The City of Gainesville has traditionally supported the arts through grants for cultural programs. Through an established process of review and recommendation, Parks, Recreation and Cultural Affairs Department provides technical and financial support to local organizations.

All agencies or individuals requesting funding for cultural activities and community events will be referred to the Department of Parks, Recreation and Cultural Affairs for evaluation under the appropriate grant category before the Gainesville City Commission will consider their request.

Agencies seeking funding for cultural programs and community events must demonstrate responsiveness to the needs and interests of the **local community** as identified in the Cultural Plan (included in this booklet), the Cultural Element of the City of Gainesville's Comprehensive Plan (<http://www.cityofgainesville.org/GOVERNMENT/CityDepartmentsNZ/PlanningDepartment/ComprehensivePlan/tabid/246/Default.aspx>), and by the City Manager and the Gainesville City Commission. Information about these identified needs is available through the Dept. of Parks, Recreation and Cultural Affairs (352-334-5064).

Grant Application Deadlines, Funding Periods, Funding Availability

Deadlines are listed chronologically for each type of grant program/event. In keeping with the City of Gainesville's budget cycle, Professional Arts Producing Institution and Outside Agency grants are for a two-year period, with grant awards provided annually after the start of the new fiscal year. ***Funding for all grant programs is subject to availability of funding.***

Grant Category	Application Deadline	Request Cap		Grant Period
PROFESSIONAL ARTS PRODUCING INSTITUTION	WHEN ORGANIZATION IS ABLE TO DOCUMENT ITS ELIGIBILITY	FUNDING DISTRIBUTION IS DETERMINED BY PERCENTAGES		10-1-2012 THROUGH 9-30-2014
OUTSIDE AGENCY: GENERAL PROGRAM SUPPORT	MARCH 5, 2012	LARGE	\$12,000	10-1-2012 THROUGH 9-30-2014
		MEDIUM	\$8,000	
		SMALL	\$4,000	
ARTS TAG	OPEN CONTINUOUSLY, DUE 1 ST BUSINESS DAY OF EACH MONTH. APPLICATION REVIEW TAKES APPROXIMATELY THREE MONTHS	\$3,500		MAXIMUM OF ONE YEAR FROM DATE OF APPLICATION APPROVAL

Grant Categories

Professional Arts Producing Institutions

Estimated Funding Level Depending on Availability of Revenues: TBD

The goal of this program is to annually offer support to a core group of Professional Arts Producing Institutions (PAPI) in Gainesville which can demonstrate through appropriate documentation that they satisfy all the requirements to be designated as a PAPI.

Organizations in this category are required to sign a contract stating which services they will provide to the City as a service (see "Service Requirement"). PAPIs will also need to certify each year in August that they still meet the requirements for this category prior to issuance of the upcoming fiscal year's PAPI funding and submit either an audited financial statement or internally prepared financial statements (prepared by either the organization's Executive Director or Treasurer, and approved by the organization's Board of Directors, meeting minutes required) and signed copy of IRS Form 990, if they file one.

Agencies not currently designated as PAPIs can present their qualifications by January of the year *preceding designation* to Cultural Affairs staff to be reviewed by the Gainesville-Alachua County Cultural Affairs Board. The City Commission has final approval for designation.

Failure to maintain PAPI status will be determined through review of certification materials, and conference by staff with the agency and the Board. In the event an agency is provided with PAPI funding, but fails to maintain its PAPI status, the Board will review its status prior to issuance of the upcoming fiscal year's PAPI funding to the agency. PAPI payments, if recommended by the Board for the agency, will be made on a quarterly basis with fiscal updates provided to staff by the agency prior to issuance of each quarterly payment.

PAPI Guidelines/Criteria:

- the agency be a professional arts producing institution;
- the agency have an annual operation budget of at least \$100,000;
- the agency should have a proven track record of ten years as a professional organization;
- the agency be a 501 (c) (3) organization;
- its artists must be recognized as professionals in their field.

Outside Agency Grants

Estimated Funding Level Depending on Availability of Revenues: TBD

Grants are intended to recognize established Gainesville 501 (c) (3) cultural organizations which contribute to the cultural vitality of the city, and which produce quality arts and/or cultural activities. Grants in this category are awarded on a yearly basis to encourage long range planning. Applications are evaluated by the Gainesville-Alachua County Cultural Affairs Board, whose recommendations are forwarded through the budget process to the City Commission.

The funding pool is divided into three tiers of arts/cultural organizations, with three corresponding levels of funding available. Organizations are eligible for a category based on their last completed fiscal year cash expense budget and their signed copy of IRS Form 990, if they file one. A request cap is set for each level of funding.

Organization Category	Request Cap	Expense Budget:
Large	\$12,000	\$65,000 and higher
Medium	\$8,000	\$30,000 - \$64,999
Small	\$4,000	Up to \$29,999

Review Criteria: The Gainesville-Alachua County Cultural Affairs Board evaluates grant applications on the following criteria, based on a 100-point scale:

- Audience Development (maximum points = 50)
- Project Management (maximum points = 30)
- Program Merit (maximum points = 25)

An average point score of 80 of a possible 105 points must be achieved for the application to be considered for funding. The total points will be used to establish a priority list for funding consideration. A funding formula that translates total scores into dollars will then be used to determine actual funding recommendations. NOTE: For details, see evaluation form.

Arts Tag Funds

Estimated Funding Level: depends on availability of revenues

Agencies seeking to make application for Arts Tag grants must meet with the Cultural Affairs Division Staff for an application technical review prior to submitting an application.

All Alachua County cultural agencies are eligible to apply for Arts Tag funding, including: 501 (c) (3) agencies located anywhere within Alachua County; non-501(c) (3) non-profit cultural organizations located anywhere within Alachua County.

In 1994, the Florida Association of Local Arts Agencies successfully campaigned to dedicate the revenues from the sales of "State of the Arts" license plates to help fund cultural programs. Twenty dollars from the cost of the tags is a tax-deductible contribution to the arts, and pays for arts and cultural programs in each county through the designated Local Arts Agency (LAA).

In early 1995, the State requested all counties to identify the local agency to which the license plate revenue would be transferred. As Alachua County's designated Local Arts Agency the City's Cultural Affairs became the recipient of these funds. In early 1996, the Gainesville-Alachua County Cultural Affairs Board (CAB) established a grant process for disbursement of the Arts Tag funds and set guidelines for their use. The process was amended in Nov. 1999 to expedite review time, and again in September 2000.

Review Criteria: The Gainesville-Alachua County Cultural Affairs Board evaluates grant applications on the following criteria:

- Audience Development
- Project Management
- Program Merit

NOTE: For details, see evaluation form included in these guidelines.

- 1) Applications can be submitted on the first business day of any month; applicants should allow two to three months for the review process.
- 2) Applications are reviewed by staff and then by the full CAB. The CAB will vote the following month at their regular meeting (applicants should plan to attend each review meeting).
- 3) The cap on requests is \$3,500 per application; award amounts are determined through the application scoring process and funds available.

Eligibility - Professional Arts Producing Institutions, Outside Agency and Arts Tag Grants

Requirements for eligibility vary with the source of the grant funds and the purpose of the grant category. Applicants must be a cultural organization located within Alachua County to apply for cash grants. Consult the chart below to determine eligibility. Applicants who also received City Support Service funding must disclose this information on the grant application. Cultural organizations part of education, government or taxing authorities are not eligible.

Grant	Legal status	Location
OUTSIDE AGENCY PAPI ARTS TAG	501(C)3 IRS TAX EXEMPT	ORGANIZATION MUST BE LOCATED WITHIN GAINESVILLE LIMITS
ARTS TAG	501(C)3 IRS TAX EXEMPT	OUTSIDE OF GAINESVILLE BUT WITHIN ALACHUA COUNTY
ARTS TAG	OTHER NON-PROFIT CULTURAL GROUPS	THROUGHOUT ALACHUA COUNTY
ARTS TAG	OTHER NON-PROFIT CULTURAL GROUPS	WITHIN GAINESVILLE LIMITS

Grant Monitoring

Funds awarded under the PAPI, Outside Agency and Arts Tag programs will require on-site evaluation by Gainesville-Alachua County Cultural Affairs Board ("CAB") members and City staff. In order to facilitate this evaluation, agencies awarded funding will be required to provide complimentary tickets (for CAB member(s) and for City staff) for the sole purpose of allowing the evaluation of the event for grant purposes. This ticket may not be used by any other individuals. These tickets are not considered a "gift" (lobbying) and would not need to be reported on the agency's financial disclosure forms.

Non-allowable Costs

The following are non-allowable costs for PAPI, Outside Agency and Arts Tag grants:

- expenses incurred or obligated before or after the grant period can not be paid with grant money;
- lobbying or attempting to influence federal, state or local legislators, or judiciary;
- building, renovation or remodeling of facilities;
- bad debts, legal or filing fees, contingencies, fines and penalties, interest and other financial costs;
- private entertainment, food, beverages, plaques, awards or scholarships;
- program/events which are restricted to private or exclusive participation, which shall include restricting access to programs on the basis of sex, race, color, national origin, religion, disability, age or marital status;
- re-granting;
- capital expenditures (includes acquisitions, building projects, renovations, etc.);
- contributions and donations;
- fund-raising events not normally part of the organization's discipline;
- purely religious activities.

Application and Review Process - All Grants

The Gainesville-Alachua County Cultural Affairs Board reviews and evaluates Arts Tag and Outside Agency grant applications; the CAB also reviews agencies seeking to establish PAPI status. The applicant's history of grant management will be supplied to reviewers to assist in the evaluating process.

Outside Agency grant application cycles open every two years, and are synchronized with the City's budget review and approval process. Application deadlines are strictly adhered to in order to maintain pace with the budget process. The application period is noticed to the *Gainesville Sun* and all organizations that have previously applied for or received grants receive written notification of the application period. Arts Tag grant applications are open on a continuous basis with no deadline, and are accepted on the first business day of each month. The Arts Tag review process normally takes approximately 2-3 months.

Grant Application Preparation - Guidelines

The grant application form can be e-mailed at the request of the applicant. It is formatted in MS Word 6.0. Please contact Lisa Julseth at (352) 393-8182.

The following guidelines help ensure accuracy, legibility and uniformity of applications:

- Be sure to provide every required part of the application. **CHECK** to be sure that item is in the package and all the copies **before** checking the boxes on the application cover page.
- Identify your original application form clearly.
- Be sure your original AND copy pages are numbered and assembled in numerical order.
- Applications are to be no more than 1/2" thick. (Overly large applications become physically difficult for reviewers to handle and transport.)
- Color images are limited to two pages.
- Letters of support should be limited to no more than two of any particular type of letter. Example: If an agency is submitting copies of letters by school children expressing appreciation for your agency's programs/services, two letters are sufficient as examples of their appreciation.
- **Applications are to be stapled at the upper left corner, do not fasten with paper clips.**
- **No document covers, no GBC/strip binding, no plastic sheath inserts, no index tabs.**
- No attachments larger than the application page size format (you may reduce the image to 8½ x 11 page size).
- No CD's, DVD's or VHS tapes may accompany the application.
- Agencies will be permitted an optional 3-minute (strictly enforced) presentation during scoring review meeting/workshop. Only non-electronic materials will be permitted.

Grant Amendment Request Form

Outside Agency applicants receiving funds from the City of Gainesville in an amount which differs from that specifically requested in the application shall submit to the Dept. of Parks, Recreation and Cultural Affairs an amended budget within 30 days of notification of the grant award. This amended budget shall clearly reflect the impact of the amount awarded the applicant as compared to the amount requested by the applicant, identifying the changes and net result changes in both dollars and services to be provided by the applicant for the grant program/event.

Re-granting Prohibited

Re-granting is defined as using grant moneys to underwrite grants, programs or individual grants within one's own organization or another organization. Re-granting of city funds is prohibited.

Withdrawal/Cancellation of Grants

An agency failing to comply with any of the requirements stipulated in these guidelines will be required to correct the defect within a reasonable period of time once notified of the failure. Failure to comply will result in the issuance of one notice to the Grantee. Repeated failure of a similar nature (i.e., failure to provide credit to the City of Gainesville, etc.) or failure to correct the defect within the specified time period may result in cancellation of City support and grant(s) paid by the City to the agency.

Agencies filing for bankruptcy, closing or otherwise transferring to or combining assets and liabilities with other entities are required to return any unexpended grant funds.

Debts to the City

Any agency with debt(s) outstanding to the City of Gainesville is not eligible to apply for and is prohibited from accepting City funds unless and until said debt(s) are paid to the satisfaction of the City of Gainesville.

Grant Fund Expenditure Records

The City has the right to review all records supporting expenditure of grant funds. If a grant is awarded, the recipient is expected to maintain complete and accurate accounting and program records. These records must be readily available for inspection by City or independent audit personnel, and must be maintained in accordance with generally accepted accounting principles.

If any applicant is in non-compliance with grant reporting requirements at the time new or additional funding is approved, the award will not be issued. A letter will be sent advising the applicant that the overdue report(s) must be received within 30 days of the date of the letter, or the new award will be rescinded.

Final Reports

All Grantees are required to file final reports. The final report form is included in this booklet with its deadline on the report form. Due dates:

- Outside Agency, Arts Tag and PAPI grant recipients have approximately 45 days from the conclusion of the period in which the grant was issued to submit the final report.

Failure to submit a final report will result in the issuance of one notice to the Grantee. If a final report is still not submitted following this notice, the Grantee will be deemed delinquent, and any new grant applications submitted by Grantee will be ineligible at the time of the application deadline, without further notice from this office. Grant review panels may also be provided with a reporting history on each applicant, to assist in the rating of the organization's administrative ability for future funding consideration. Delinquent reports can negatively impact future requests for funding by resulting in a lower score.

Credit to City of Gainesville - All Grants

The City, in providing a grant award to an agency, becomes a corporate sponsor of that agency. The City support provided to the agency is to be given the same corporate sponsorship acknowledgements normally accorded for that amount of corporate support. In addition, all promotional materials, including television ads, radio ads, press releases, newspaper advertisements, tee shirts or other articles of clothing, printed materials, and agency/event web sites ***must give credit to the City of Gainesville*** and all other appropriate funding agencies. This grant application book provides camera-ready copy for print media, and additional copy can be provided in other formats – please contact staff if you wish to obtain it.

It is the grant recipient's responsibility to ensure that proper credit is provided; failure to do so may impact any future grant applications.

Copies of credit lines and logo are provided in the next section.

Samples: Credit Line and Signage



This program/event [agency determines which is appropriate] funded in part by the City of Gainesville, Department of Parks, Recreation and Cultural Affairs.

This logo is also available electronically. Please contact the Department of Parks, Recreation, and Cultural Affairs at:

cultural@cityofgainesville.org

EVALUATION FORM: OUTSIDE AGENCY GRANT APPLICATION

For Gainesville-Alachua County Cultural Affairs Board use only

Points: _____

APPLICANT ORGANIZATION NAME _____

AUDIENCE DEVELOPMENT - 10 POINTS EACH	APPLICATION FORM REFERENCE: SEE SECTION:	MAXIMUM 50 POINTS
1. Inclusion of culturally diverse and other underserved populations on boards, staffs, and in program development efforts.	Minority & Special Constituency Information, Organization's Information	
2. Maximized access to the arts and cultural resources, by evidence of reduced barriers in form of price, logistics, transportation, handicapped access and age.	Minority & Special Constituency Information	
3. Estimated attendance and cost of the program to participants	Organization's Budget Details - Revenues, Organization's Information	
4. Marketing and publicity efforts planned to attract new audiences.	Organization's Budget History, Organization's Budget Summary, Organization's Budget Details, Proposal Description	
5. Evidence of fulfilling the goals of the Cultural Plan.	Cultural Plan	
PROJECT MANAGEMENT - 5 POINTS EACH		MAXIMUM 30 POINTS
1. Program design adheres to and furthers mission of organization	Organization's Information	
2. Ability to implement proposal (evidence of competent administrative staff and volunteers as demonstrated by resumes of key personnel).	Organization's Information, support materials	
3. Accuracy and feasibility of <i>grant</i> proposal budget.	Application Budget Summary, Budget Details (Revenues and Expenditures)	
4. Proven record or demonstration of capacity to develop and effectively manage resources, including fiscal stability/responsibility.	Organization's Operating Budget History	
5. Completeness of the application; inclusion of requested support materials; prior administration of grants	Application Form, Support Materials	
6. Demonstration of appropriate credit to the City.	Support materials, letters, in-kind support, Service Requirement	
PROGRAM MERIT - 5 POINTS EACH		MAXIMUM 25 POINTS
The achievement of high professional standards as demonstrated by:		
1. Service level (# of tickets, price, # of complimentary tickets, # of reduced price tickets, size of audience).	Budget Details (Revenues), Minority & Special Constituency Information, Organization's Information (Season History)	
2. Resumes and reputation of professional artistic personnel involved.	Organization's Information	
3. Reviews, printed support materials, and demonstrated appropriate credit to the City.	Support materials	
4. Prior programming experience/history and/or evidence of growth.	Organization's Operating Budget History, Organization's Information (season history)	
5. Demonstration of community support, collaboration;		
TOTAL POINTS AWARDED:		

COMMENTS (continue on back side/additional pages if necessary):

Need 80 Points to Qualify for Funding

Signature _____

Date _____

EVALUATION FORM: ARTS TAG GRANT APPLICATION

APPLICANT ORGANIZATION NAME _____

MEETS ELIGIBILITY CRITERIA:	
Yes	No
RECOMMENDED FOR FUNDING:	
Yes	No

1. AUDIENCE DEVELOPMENT	APPLICATION FORM REFERENCE: SEE SECTION:	MAX 20 POINTS
1. Maximized access to the arts and cultural resources, by evidence of reduced barriers in form of price, logistics, transportation, handicapped access and age.	Budget Details (Revenues), Minority & Special Constituency Information, Organization's Information (Season History)	
2. Estimated attendance and cost of the program to participants	Organization's Budget Details – Revenues, Organization's Information	
3. Planned marketing and publicity efforts.	Organization's Budget History, Application Budget Summary, Organization's Budget Details, Proposal Description	
4. Evidence of fulfilling Goals of the Cultural Plan.	Cultural Plan with emphasis on underserved populations	
PROJECT MANAGEMENT		MAX 25 POINTS
1. Program design adheres to and furthers mission of organization	Organization's Information	
2. Ability to implement proposal (evidence of competent administrative staff and volunteers as demonstrated by resumes of key personnel).	Organization's Information, support materials	
3. Accuracy and feasibility of <i>grant</i> proposal budget.	Application Budget Summary, Budget Details (Revenues and Expenditures)	
4. Demonstration of capacity to develop and effectively manage resources, including fiscal stability/responsibility: demonstration of promotion of Arts Tag sales.	Organization's Operating Budget and History, board development , etc.	
5. Completeness of the application; detailed project plan. Demonstration of appropriate credit to the City.	Application Form, Support Materials	
PROGRAM MERIT		MAX 15 POINTS
The achievement of high standards as demonstrated by:		
1. Resumes and reputation of professional artistic personnel involved.	Organization's Information	
2. Demonstration of community support, collaboration, inclusion of support letters and materials.	Support materials, letters, in-kind support, Service Requirement	
3. Recruitment efforts toward diversifying board, performers and staff.	Advertisements, letters of solicitation, etc.	

Need 45 points to qualify for funding

COMMENTS (continue on back side/additional pages if necessary):

Signature _____ Date _____

City of Gainesville FY 2013-2015

Applicant Name: _____ Social Security or FEID #: _____
(legal name of individual or not-for-profit entity)

TYPE OF GRANT APPLICATION (please mark appropriate box(es):

OUTSIDE AGENCY:

- | | | |
|--|---------------------------------|-----------|
| <input type="checkbox"/> Small Organization | Request Amount (max. \$4,000): | \$ _____. |
| <input type="checkbox"/> Medium Organization | Request Amount (max. \$8,000): | \$ _____. |
| <input type="checkbox"/> Large Organization | Request Amount (max. \$12,000): | \$ _____. |

ARTS TAG: Request Amount (max. \$3,500): \$ _____.

PROFESSIONAL ARTS PRODUCING INSTITUTION

Total (combined) Amount Requested: \$ _____.

**CHECKLIST: Incomplete applications CANNOT be considered for funding.
Applicant is responsible for ensuring completeness of application and all copies.**

We/I hereby certify that the following documents, which are **required** for consideration of this application, are complete, accurate and are included with the original application packet (except #7), in the following order:

<input type="checkbox"/>	1. A completed Organization Application Form with original signatures.	<input type="checkbox"/>	5. An organizational chart outlining the chain of command and showing paid and unpaid positions.
<input type="checkbox"/>	2. A list of the current board members and their affiliations.	<input type="checkbox"/>	6. Printed materials such as reviews, letters of support for this specific program/event as well as the organization, and related publications. LIMITED QTY ALLOWED: see guidelines.
<input type="checkbox"/>	3. An organization history, with founding date.	<input type="checkbox"/>	7. Copy of applicant's CURRENT IRS determination letter is on file with agency and available upon request. Do not provide letter with application.
<input type="checkbox"/>	4. A copy of the board minutes documenting approval of this grant application.	<input type="checkbox"/>	8. An audited financial statement <u>or</u> internally prepared financial statements <u>and</u> the signed copy of IRS Form 990 if required by law.

In addition, we/I certify that for review of this application:

OUTSIDE AGENCY OR ARTS TAG APPLICANTS: **20 copies** and the original application packet are included.

Signature of authorizing official (board chair)

Signature of contact person

Typed name

Date

Typed name

Date

**OUTSIDE AGENCY APPLICANTS:
RETURN COMPLETED FORMS and ALL COPIES TO THE
DEPARTMENT OF PARKS, RECREATION AND CULTURAL AFFAIRS
ON OR BEFORE 3:00 P.M. on MONDAY, MARCH 5, 2012**

Mailing Address:	Street Address:
Attn.: Linda Demetropoulos	Thomas Center Building A • Room 202
Parks, Recreation & Cultural Affairs Department	302 N.E. 6th Avenue
P. O. Box 490 • Mail Station 24 • Gainesville, FL 32627	Gainesville, FL 32601

Applicant Information (Please type)

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

_____ Applicant IRS 501(c)(3) or 501(c)(4) or Non-Profit Number: _____

Mailing Address (for all notices and written communications):

City: _____ Zip Code: _____

Organization's Federal Employer ID # (if applicable): _____

Resident County of Applicant: _____ Telephone Number (contact person):
(_____)

Name of Contact Person (available weekdays during business hours): _____

Contact Person's Phone Number: (_____)

NOTE: All mailings from the City regarding this grant application WILL be sent to the agency's mailing address listed on this form. Applicant is responsible for collecting mail at the agency's mailing address.

Have you or your organization received any funding from the City of Gainesville in the last three calendar years? Yes No

If YES, please list type/purpose and amount (attach additional sheets if necessary)

Type/Purpose	Amount	Cash or In-Kind?
_____	\$ _____	_____.
_____	\$ _____	_____.
_____	\$ _____	_____.
_____	\$ _____	_____.

Start Date: _____/_____/_____.
Month/Day/Year

End Date: _____/_____/_____.
Month/Day/Year

Number of individuals expected to directly benefit from this program/event: _____

Number of artists participating in your program/event: _____

Number of performances/ activities: _____

Event/program site(s): _____

Minority and Special Constituency Information

Is the applicant a minority-operated agency? Yes No

If yes, please specify: _____

Is the proposed program/event designed to serve a minority or special constituency audience?

If yes, please specify: Yes No

Are the program's/event's facilities and sites accessible by reduced barriers in the form of price, logistics, transportation, handicapped access and/or age? Yes No

If yes, please specify: _____

Proposal Description

Give as detailed a description of the proposal as possible **in the space provided**.

Provide an overview of what is planned, including goals of the program/event: _____

Objectives and methods - describe how the program/event will be implemented, and what method will be used to achieve goals: _____

Method of evaluation - what methods (i.e., attendance figures, surveys, press reviews, etc.) will be used to evaluate the success of your programs/events? _____

Are these to be continuing programs/events? Yes No

If yes, list those fund sources other than the City that the applicant anticipates will be available in the future. _____

ORGANIZATION'S OPERATING BUDGET HISTORY

Please attach an audited financial statement or internally prepared financial statements and a signed copy of IRS Form 990 If one filed. An internally prepared financial statement is one that has been prepared by the Executive Director or Treasurer of the organization and has been approved by the Board of Directors of the organization. Provide meeting minutes documenting that the financial statement was approved by the Board of Directors.

ORGANIZATION'S BUDGET SUMMARY

Describe your organization or project's PROPOSED budget including the funds you are requesting. Double check arithmetic.

Expenses Please round amounts to the dollar - do not show cents.

	CASH EXPENSES	VOLUNTEER HOURS	IN-KIND CONTRIBUTIONS (NON-CITY)*
Personnel – administrative	\$_____.	_____.	\$_____.
Personnel - artistic	\$_____.	_____.	\$_____.
Personnel - technical/production	\$_____.	_____.	\$_____.
Outside artistic fees and services	\$_____.	_____.	\$_____.
Outside other fees and services	\$_____.	_____.	\$_____.
Space rental	\$_____.	_____.	\$_____.
Travel	\$_____.	_____.	\$_____.
Marketing	\$_____.	_____.	\$_____.
Remaining operating expenses	\$_____.	_____.	\$_____.
TOTAL	\$_____.	_____.	\$_____.

Income Please round amounts to the dollar - do not show cents.

	CASH		CASH AND IN-KIND (not part of this grant request)
Admissions	\$_____.		CITY BUILDING RENTAL (THOMAS CENTER, WILHELMINA JOHNSON RESOURCE CENTER, RECREATION CENTERS, ETC.) \$_____.
Contracted services revenue	\$_____.		Cash from other city department budgets (i.e., GPD, Recycling, GRU, CDBG, etc.) \$_____.
Other revenue	\$_____.		Other (explain below) \$_____.
Corporate support	\$_____.		
Foundation support	\$_____.		
Other private support	\$_____.		

Government support - county	\$ _____.	
Local government support - including this grant request	\$ _____.	
Government support - state/regional	\$ _____.	
Government support - federal	\$ _____.	
Applicant cash	\$ _____.	
TOTAL	\$ _____.	

ORGANIZATION'S BUDGET DETAILS

Please give details (hourly wages, per item costs, e.g., 6 ads @ \$250 each, etc.) on each line item. *NOTE: Figures for each section **MUST** match the figures in Organization's Budget Summary.*

Expenses

Personnel – Administrative (please list # of full-time paid staff, # of part-time paid staff)

Artistic

Personnel – Technical/Production

Outside Artistic Fees/Services

Outside Other Fees/Services

Space Rental

Travel, Marketing

Remaining Operating Expenses

ORGANIZATION'S BUDGET DETAILS

Please give details on each line item. *NOTE: Figures for each section **MUST** match the figures in Organization's Budget Summary.*

Revenues

Admissions	Contracted services revenue
Other revenue	Corporate support
Foundation support	Other private support
Government support – local (including this grant request)	Government support - state/regional
Government support – federal	Applicant cash

ORGANIZATION'S INFORMATION

In the space below, provide a brief resume of the grant contact person, fiscal officer and other key administrative and artistic personnel. You may provide additional pages for additional résumés. Please keep them brief.

Grant Contact Person:

Name	Title	Daytime Phone
------	-------	---------------

Fiscal Officer:

Name	Title	Phone
------	-------	-------

Other Key Personnel:

Name	Title	Phone
Name	Title	Phone
Name	Title	Phone
Name	Title	Phone

ORGANIZATION'S INFORMATION (continued)

In the spaces below, provide the mission statement of the applicant organization.

Organization Mission:

How does the program/event relate to your organization's mission statement?

PAPI, Outside Agency and Arts Tag applicants ONLY: Describe how your agency's programs support the Cultural Plan.

Describe how your organization includes culturally diverse populations on boards, staff and in program development efforts:

Provide a brief history demonstrating growth of programs, budget, services and staff.

ORGANIZATION'S SEASON INFORMATION

On the form below, briefly list the applicant's past, current and proposed season schedule or public events. You may continue the listing on a separate page if necessary.

PAST YEAR

DATE	EVENTS	ATTENDANCE

CURRENT YEAR

DATE	EVENTS	ATTENDANCE

PROPOSED YEAR

DATE	EVENTS	ATTENDANCE

Grant Amendment Request (for Outside Agency apps ONLY)

Agencies must submit documentation as to the effect, programmatic and fiscal, of the actual award amount versus the requested amount. Amendments must clearly describe any changes in programs, services or accessibility to those services/programs.

Applicant:		
Project Title:		
Address:		
City:	State:	Zip:
Telephone: ()	Date: ____ / ____ / ____.	

CHECK ONE OF THE FOLLOWING BOXES, AND COMPLETE THE FORM APPROPRIATELY:

Permission is hereby requested to make the following change(s) in the above-referenced grant:

Section A: PROGRAM CHANGE

CHANGE FROM: (Use specific wording as stated in original application description or a previously approved amendment request)
CHANGE TO:
EFFECT ON PROGRAM GOALS:
REASON FOR CHANGE:

Section B: BUDGET CHANGE

Complete each line in the "Change From" column, using specific figures as stated in original grant proposal. **Program/Event Budget** form or the most recent, approved amended budget. **DO NOT LEAVE SPACES BLANK.** Cultural Affairs cannot accept Amendments with blank lines on this page. Organization should use this form to describe other fiscal adjustments (besides award amount changes) that have occurred since their original application was submitted, such as changes in donations, sponsorships or admission fees.

Change from:	EXPENSES	Change to:
CASH		CASH
\$_____.	Personnel - Administrative	\$_____.
\$_____.	Personnel - Artistic	\$_____.
\$_____.	Personnel - Technical/Production	\$_____.
\$_____.	Outside Artistic Fees & Services	\$_____.
\$_____.	Outside Other Fees & Services	\$_____.
\$_____.	Space rental	\$_____.
\$_____.	Travel	\$_____.
\$_____.	Marketing	\$_____.
\$_____.	Other Operational Expenses	\$_____.
\$_____.	TOTAL CASH EXPENSES	\$_____.

Change from:	REVENUE	Change to:
CASH		CASH
\$_____.	Admissions	\$_____.
\$_____.	Contracted Services Revenue	\$_____.
\$_____.	Other Revenue	\$_____.
\$_____.	Corporate Support	\$_____.
\$_____.	Foundation Support	\$_____.
\$_____.	Other Private Support	\$_____.
\$_____.	Governmental Support - Federal	\$_____.
\$_____.	Governmental Support - State/Regional	\$_____.
\$_____.	Governmental Support - Local (county)	\$_____.
\$_____.	Governmental Support - City of Gainesville	\$_____.
\$_____.	Applicant cash (savings, reserves, etc.)	\$_____.
\$_____.	TOTAL CASH INCOME	\$_____.

REASON FOR BUDGET CHANGE:

Section C: OTHER CHANGES (i.e. program dates, etc.)

CHANGE FROM (use specific wording as stated in original application description or a previously approved amendment request):
CHANGE TO:
REASON(S) FOR CHANGE:

Signature (Authorizing Official Only)

_____/_____.
Typed Name Date

CULTURAL AFFAIRS USE ONLY

Approved Yes No
Date: ____/____/____.

CITY OF GAINESVILLE

DEPARTMENT OF PARKS, RECREATION AND CULTURAL AFFAIRS

<i>Mailing Address:</i>	<i>Street Address:</i>
Attn.: Linda Demetropoulos	Thomas Center Building A • Room 202
Parks, Recreation & Cultural Affairs Department	302 N.E. 6th Avenue
P. O. Box 490 • Mail Station 24 • Gainesville, FL 32627	Gainesville, FL 32601

FINAL REPORT:

Grant Period: ____ to ____.

TYPE OF GRANT (please check appropriate box(es)):	
<input type="checkbox"/> OUTSIDE AGENCY	<input type="checkbox"/> ARTS TAG

Organization Name: _____ Address: (Mailing): _____ City: _____ Zip Code: _____ Daytime Phone #: (____) _____
--

Amount of Grant: \$_____ Program/Event Title: _____ Program/Event as Described in Application: _____ Changes: _____ Reason for Changes: _____

Signature of Organization Head

_____/_____
Typed name / Date

PLEASE RETURN FORM TO:
THE DEPARTMENT OF PARKS, RECREATION & CULTURAL AFFAIRS BY:
OUTSIDE AGENCIES: November 15, 2014
ARTS TAG: 45 DAYS AFTER CLOSE OF GRANT PERIOD

EXPENDITURES Please round amounts to the dollar -- do not show cents. *NOTE: "Proposed" budget figures should match either the original proposal or (if submitted) Budget Amendment figures.*

	PROPOSED	ACTUAL
Personnel - Administrative	\$ _____.	\$ _____.
Personnel - Artistic	\$ _____.	\$ _____.
Personnel - Technical/Production	\$ _____.	\$ _____.
Outside Artistic Fees & Services	\$ _____.	\$ _____.
Outside Other Fees & Services	\$ _____.	\$ _____.
Space Rental	\$ _____.	\$ _____.
Travel	\$ _____.	\$ _____.
Marketing	\$ _____.	\$ _____.
Remaining Operating Expenses	\$ _____.	\$ _____.
A. TOTAL CASH EXPENSES	\$ _____.	\$ _____.

INCOME Please double-check arithmetic.

	PROPOSED	ACTUAL
Admissions	\$ _____.	\$ _____.
Contracted Services Revenue	\$ _____.	\$ _____.
Other Revenue	\$ _____.	\$ _____.
Corporate Support	\$ _____.	\$ _____.
Foundation Support	\$ _____.	\$ _____.
Other Private Support	\$ _____.	\$ _____.
Government Support - Federal	\$ _____.	\$ _____.
Government Support - State/Regional	\$ _____.	\$ _____.
Government Support - Local (including grant funds)	\$ _____.	\$ _____.
Applicant Cash	\$ _____.	\$ _____.
C. TOTAL CASH INCOME	\$ _____.	\$ _____.
D. % OF TOTAL PROGRAM/EVENT FUNDING REQUESTED FROM CITY	_____ %	_____ %

Please attach support documentation for funded program/event: hand-outs, flyers, programs, news clippings, letters of support, etc.

FINAL REPORT: ACTIVITY SUMMARY

Please answer the following questions as they relate to your grant event/program. You may refer to the Glossary and Definitions section of this book for clarification of terms used. If a question does not apply, state "N/A" or "not applicable." If data is not available, state reason why.

1) Total number of different cultural events involved in this event/program (example: the same play performed numerous times, or a festival with multiple stages/performances).	_____.
2) Did your program/event provide any support for/to statewide, nationally or internationally recognized activities, artists or organizations?	_____.
3) Attendance/participation in program/event: provide the total number of individuals that DIRECTLY participated in your program/event.	_____.
a) Total number of children/youths participating in program/event.	_____.
b) Total number of artists participating in program/event.	_____.
4) Admissions: total number of tickets sold during the grant period (NOTE: this should reflect a portion of the total # of individuals as reported in #3 above.)	_____.
a) Total number of children/youths receiving complimentary/discount tickets or admissions	_____.
b) Total number of seniors receiving complimentary/discount tickets or admissions	_____.
c) Total number of other individuals receiving complimentary/discount tickets or admissions	_____.
5) Attendance at free/non-ticketed program(s)/event(s) (NOTE: this figure should reflect a portion or total # of individuals as reported in #3 above.	_____.

GLOSSARY AND DEFINITIONS

The National Standard for Arts Information Exchange defines items of information and specifies reports to be used by public arts agencies in their information and reporting systems. The National Standard consists of system specifications for mailing lists, grants management systems and arts resource directories, including performing and visual arts facilities, arts organizations, and artists in all disciplines.

The National Standard was developed by the National Assembly of State Arts Agencies ("NASAA") as the National Information Systems Project, a four-year program funded by the National Endowment for the Arts to improve public arts organization management and to guarantee national compatibility in the collection, organization and exchange of arts information. Federal, state and regional arts agencies are currently developing and implementing information systems based on the National Standard.

The National Standard for Arts Information Exchange, offers a number of publications prepared by NASAA on their website <http://www.nasaa-arts.org/publications/refe.shtml#strategic>. These publications explain project in more detail as well as the purpose and uses of the National Standard. You may also contact them at National Assembly of State Arts Agencies • 1029 Vermont Avenue, NW • 2nd Floor Washington • DC 20005 • Phone: 202-347-6352 Fax: 202-737-0526 TDD: 202-347-5948 • e-mail: nasaa@nasaa-arts.org

The Dept. of Parks, Rec. and Cultural Affairs is conforming with the National Standard by using these definitions in its programs. The following terms, used in the arts grant management reporting system, are defined here to assist applicants in completing the application forms. (**\$** denotes budget line item definitions.)

Accessibility - opening existing programs, services, facilities and activities to individuals with disabilities. Inclusiveness of persons with disabilities is addressed through staffing, mission, policy, budget, education, meetings, and programs to insure that audiences/ participants have an equal range of opportunities.

\$ Admissions - revenue derived from the sale of admissions, tickets, subscriptions, memberships, etc., for events attributable or prorated to the project.

\$ Applicant Cash - funds from "Applicant's" present and/or anticipated resources that "Applicant" plans to provide to proposed project. For General Program Support or total operating budget purposes, this line item represents withdrawal from savings. This line item is often used to "balance the budget" when expenses exceed other revenues. It shows the applicant's ability to "pay the bills" for all expense items. If there are excess revenues, reduce this line item to zero or only the amount needed to balance the budget. Negative numbers cannot be used to balance the budget.

Arts - any and all artistic disciplines which include but are not limited to music, dance, drama, theatre programs, creative writing, literature, architecture, folk arts, visual arts, and

media, and the execution and exhibition of other such allied major art forms.

Arts Organization - non-profit organization whose primary mission, or more than half (50%) of its operating budget, is dedicated to activity in the arts.

Authorizing Official - name of person with authority to legally obligate "Applicant."

Commercial Event - any event held for profit or as a fundraiser including, but not limited to, concerts, arts and craft shows, athletic events and carnivals.

Community - the geographic area and constituents served by the applicant (for general program support requests) or by the proposal (for project requests).

Community Organization - civic, social service and business groups that may be involved in the project for which funding is being requested. These may include science organizations, historical organizations and organizations which serve diverse populations.

Constitutional Rights Event - any public assembly, the primary purpose of which is the exercise of the participants' constitutional rights of free speech, association, and assembly

and the communication of ideas as opposed to the generation of a monetary profit or entertainment.

Contact Person - the person to contact for additional information about the application. The person with immediate responsibility for the project.

\$ Contracted Services Revenue - revenue derived from fees earned through sale of services (other than this grant request). Include sale of workshops, etc. to other community organizations, government contracts for specific services, performance or residency fees, tuition, etc. Include foreign government support.

\$ Corporate Support - cash support derived from contributions given for this project (other than this grant request) by business, corporations and corporate foundations or a proportionate share of such contributions allocated to this project.

Cultural Organization – non-profit organization whose primary mission, or more than 50% of its operating budget, is dedicated to the disciplines of dance, music, theatre, folk-arts, visual arts, historic, literature, media arts, inter- or multi-disciplinary (as listed herein), and programs of museums.

Cultural Diversity - having the characteristic of being deeply rooted in and reflective of ethnically diverse, inner city or rural populations, and which represents the works of a particular culture, including an ethnic minority.

Cultural Event - is a musical, performing arts, film series, lecture or block party that is promoted on radio, television or newspaper and open to the general public, and is not for profit or a fundraiser.

Demographics - statistical information relating to the characteristics of human populations, with reference to size, growth, density, distribution, and for the purposes of the proposal, information on the economic base. Include information (types and percentages) on the geographic service area of the applicant with respect to age groups, ethnic and other diverse populations, types of employment, and the capacity for expansion or decline for both economic and population bases.

Disability - a physical or mental impairment that substantially limits one or more major life activities.

End Date - the last date of fiscal activity in the project for which assistance is requested.

Equipment - all items, which cost in excess of \$500 (per unit) and have a life expectancy of over one year.

Event - means any combination of people, animals or vehicles that substantially inhibits the usual flow of pedestrian or vehicular traffic on, or exclusively occupies, a public facility. Examples of an event are marches, parades, rallies, concerts, parties and festivals.

\$ Foundation Support - cash support derived from grants given for this project (other than this grant request) by private foundations, or a proportionate share of such grants allocated to this project.

Fundraiser - any event, which does not use all profits generated for subsequent production and promotion of the event.

General Program Support - funding to assist underwriting general programming expenses (not for specific projects) of eligible organizations through a specified period. General program support funds may be used only for those programming expenses itemized on the grant proposal budget form. This type of funding is broad in scope.

\$ Government Support-Federal - cash support derived from grants or appropriations given for this project (other than this grant request) by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project.

\$ Government Support-Local - cash support derived from grants or appropriations given for this project (other than this grant request) by city, county, in-state regional and other local government agencies, or a proportionate share of such grants or appropriations allocated to this project.

Government Support-City - cash support derived from grants or appropriations given for this project (other than this grant request) by the City of Gainesville.

\$ Government Support-State/Regional - cash support derived from grants or appropriations given for this project (other than this grant request) by agencies of the state government and/or multi-state consortiums of state agencies, or a proportionate share of such grants or appropriations allocated to this project.

Grant Award - the dollar amount of a grant award approved for a project, program, or general program support as outlined in the grantee's application.

Grant Period - the term in which the project, program or general program support will be accomplished as set forth in the application by the start date and the end date.

Grantee - an organization receiving a grant award.

Individuals to Benefit - the total audience, participants, students, etc. (excluding employees and/or paid performers) that are anticipated to benefit directly from this project. For general program support, the number of individuals is considered "instances of participation," that is, each visit, not each person.

\$ In-Kind Contributions - all non-cash contributions provided to the grantee and other non-federal parties. These contributions may be in the forms of charges for real property and non-expendable personal property and the value of goods and services directly benefiting and specifically identifiable to the project or program. The basis for the valuation of personal services, material, equipment, buildings, and land must be fair market value and be documented. This includes all such goods and services provided the grantee by a third party in lieu of a cash contribution.

\$ Marketing - all costs for marketing/publicity/promotion specifically identified with the project. Do not include payments to individuals or firms, which belong under "Personnel" or "Outside Professional Services." Include costs of newspaper, radio, and television advertising, printing and mailing of brochures, fliers, and posters, and space rental when directly connected to promotion, publicity or advertising.

Matching Funds the portion of the project costs not borne by the City of Gainesville's Dept. of Parks, Rec. and Cultural Affairs. See grant categories for details of match requirements.

Minority - for the general purposes of the Dept. of Parks, Rec. and Cultural Affairs, a minority is a lawful, permanent resident of Florida who is one of the following: an African-American (a person having origins in any of the racial groups of Africa); a Hispanic-American (a person of Spanish or Portuguese culture, with origins in Mexico, South America, Central America or the Caribbean, regardless of race); an Asian-American (a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands, including the Hawaiian Islands, prior to 1778); a Native-American (a person who has origins in any of the Indian Tribes of North America). For the purposes of Department programs, gender and religious affiliations are not basis for consideration as minority.

Non-Arts Organization - a non-profit organization whose primary mission or more than half (50%) of the operating budget is not dedicated to activity in the arts; including, but not limited to private educational institutions, and political subdivisions of state or local governments, such as municipalities, community colleges, and universities. This classification applies to the legal entity, not the division or other unit seeking support for arts activity.

On-site Evaluation Program - members of the Gainesville-Alachua County Cultural Affairs Board or affected city departments review and monitor grantee performance.

Operating Fund Balance - for more organizations, this will be your savings account, other cash reserves or investments that are available to spend on general operations or programs. The "fund" will usually increase when there are excess revenues for the year, and decrease if there was a deficit. This is more a year-end accounting function than actual day-to-day activity.

\$ Other Private Support - cash support derived from cash donations given for this project or a proportionate share of general donations allocated to this project. Do not include corporate, foundation or government contributions and grants. Include gross proceeds from fund-raising events.

\$ Other Revenue - revenue derived from sources other than those listed above. Include catalog sales, advertising space in the programs, gift shop income, concessions, parking, investment income, etc.

\$ Outside Artistic Fees and Services - payments to firms or persons for the services of individuals who are not normally considered employees of "Applicant," but consultants or the employees of other organizations, whose services are specifically identified with the project. Include artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities.

\$ Outside Other Fees and Services - payments to firms or persons for non-artistic services or individuals who are not normally considered employees of "Applicant," but consultants or the employees of other organizations whose services are specifically identified with the project.

\$ Personnel-Administrative - payments for salaries, wages, fees and benefits specifically identified with the

project, for executive and supervisory administrative staff, program directors, educational administrators, managing directors, business managers, press and agents, fund raisers, clerical staff such as secretaries, typists, bookkeepers; and supportive personnel such as maintenance and security staff, ushers and other front-of-the-house and box office personnel.

\$ Personnel-Artistic - payments for salaries, wages, fees and benefits specifically identified with the project for artistic directors, directors, conductors, conservators, curators, dance masters, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers, etc.

\$ Personnel-Technical/Production - payments for employee salaries, wages and benefits specifically identified with the project, for technical management and staff, such as technical directors, wardrobe, lighting and sound crew; stage managers, stagehands, video and film technicians, exhibit preparators and installers, etc.

Presenter (Sponsor) - an organization that is in the business of presenting professional performing artists or arts groups to the public.

Professional Arts-Producing Institution ("PAPI") - an organization that produces performances or events from within its operating structure, whose resident artists are employees of that organization .

Professional Artist - an individual who provides, performs, produces or designs arts services or products, receiving financial payment for those services or products.

Project Costs - all allowable expenditures incurred by the grantee and the value of in-kind/support contributions made by the grantee or third parties in accomplishing the grant.

Project Title - a short descriptive title of the project for which "Applicant" is requesting assistance. If no formal title exists or if the title is not descriptive, a short phrase describing the activities of the project should be substituted.

Public Event - any event conducted at a public facility. Public events include public assemblies (the primary purpose of which may be the exercise of the participants' constitutional rights of free speech and assembly), craft shows, athletic events, carnivals, and similar activities.

Public Facility - any public street, sidewalk, alley, park or other place or building.

Regranting - using grant moneys to underwrite grants, programs or individual grants within one's own organization or another organization. Regranting of city funds is prohibited.

\$ Remaining Operating Expenses - all expenses not entered in other categories, and specifically identified with the project. Include non-structured renovations, improvements, scripts and scores, lumber and nails, electricity, telephone and telegraph, storage, postage, photographic supplies, publication purchases, sets and props, equipment rental, insurance fees, trucking, shipping, and hauling expenses not entered under "Travel."

Rural - counties whose population is less than 100,000 or less than 250 people per square mile and not located within a U.S. Census designated metropolitan area.

\$ Space Rental - payments specifically identified with the project for rental of office, rehearsal, theatre, hall, gallery and other such spaces. Do not include the principal portion of mortgage payments. Do not include rental of housing for guest artists or other persons traveling under the grant project.

Special Constituency - segments of the general population, which are "special" by virtue of: being elderly, disabled, children, institutionalized, culturally or economically deprived, or which represent an ethnic minority.

Specific Project - a particular project, program or series within the applicant organization's total operations. Organizations selecting to submit a Specific Project application should be certain the application is indeed for a project and not General Program Support. Do not attempt to disguise general operations as a project to seek greater funding. A specific project proposal budget should not reflect the entire general operating budget.

Start Date - the first date of fiscal activity in the project for which assistance is requested.

State-Supported Institution - any organization whose general operations budget is supported by funds from state appropriations which exceeds \$10,000, exclusive of competitive, non-recurring grants.

Support Service - in-kind city staff time and equipment determined to be necessary at a particular event.

Total Operating Budget - gross operating income for the organization's last completed fiscal year. Governmental agencies

may include all funds directly appropriated and administered by the applicant organization , as well as support services provided by the organization , that are directly attributed to the program. A detailed listing of these support services must be attached to the grant application operating budget and must be approved by and signed by organization budget officials. Do not include capital contributions or expenses in the operating budget.

\$ Travel - all costs for travel directly related to the travel of an individual or individuals and specifically identified with the project. For transportation not connected with travel of personnel, see "Remaining Operating Expenses." Include fares, hotel and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping or hauling expenses, see "Remaining Operating Expenses."

Goals and Objectives

Goal 1 (Arts/Humanities/Cultural Education - K-12) -- Students who are aware of local cultural resources.

Objective 1: To provide educational experiences both within and outside the schools which make students aware of the many, varied local cultural resources.

Objective 2: To support the Sunshine State Standards* in community programs. The standards are state guidelines issued by the Florida Department of Education in 1996 identifying what Florida public school students should know and be able to do from pre-Kindergarten to grade 12.

Goal 2 (Regional Audience Development) -- A regional audience which is familiar with a range of cultural expressions to include eco-heritage, ethnic, media, folk arts, and fine arts, and are receptive to new experiences.

Objective 1: To effectively communicate information about cultural offerings, increasing emphasis on outreach to all areas within the county.

Objective 2: To maximize access to the arts and cultural resources by reducing barriers in the form of price, logistics, transportation, handicapped access, and age.

Objective 3: To establish a public forum for recognizing and honoring the contributions and accomplishments of regional artists.

Objective 4: To promote cultural awareness as a part of the mission for cultural organizations, the local media and other agencies.

Objective 5: To encourage regular presentations of newly produced cultural programs which create interaction with the audience.

Objective 6: To promote public celebration of cultural diversity through free festivals and public events.

Objective 7: To provide official recognition of achievement and excellence in cultural endeavors.

*For a copy of the Sunshine State Standards contact the City of Gainesville Department of Cultural Affairs at 334-5064.

Goal 3 (Arts Image) -- Encourage public and private display of art.

Objective 1: To maximize visibility of artists in forums which permit the community to become familiar with the creative process and identify the artist as part of the community.

Objective 2: To have an impact on aesthetic appeal of local structures through inclusion of artistic concerns in the architectural review process and public art projects.

Objective 3: To establish a public forum for recognizing and honoring the contributions and accomplishments of regional artists.

Goal 4 (Artist Development) -- Artistic training and preparation is available through local resources across all creative and interpretive art forms and at all levels from beginners through professionals.

Objective 1: To support arts and cultural education in the schools.

Objective 2: To provide access to training opportunities for those without financial means.

Objective 3: To provide prominent venues for the display and presentation of locally produced art.

Objective 4: To support programs which stimulate and assist arts and culture.

Objective 5: To encourage the concept of magnet "community schools" for the arts.

Objective 6: To encourage education and arts and cultural institutions to adopt missions which include contributing to the artistic development of local artists.

Goal 5 (Marketing the Arts and Cultural Resources) -- The arts and cultural community effectively markets to any given target audience.

Objective 1: To accumulate and evaluate information on the cultural resources of Alachua County.

Objective 2: To provide marketing expertise and services to local arts and cultural organizations and individual artists with emphasis on "grass roots" market development and cost-effective media publicity.

Objective 3: To encourage cooperative efforts among arts, cultural, social, sports, civic, educational, and fraternal organizations.

Goal 6 (Cultural Tourism) -- A coordinated, county-wide effort to promote cultural tourism, ecotourism, and historical tourism in Alachua County.

Objective 1: To revise the cultural tourism plan every 3-5 years by identifying:

- the types of cultural events, activities, ecological resources, museums, parks, and historical facilities which are most likely to be effective in attracting tourism to Alachua County;
- the most effective means for promoting those events and activities; and
- a long-term plan for the development of local cultural resources which support the appeal of the area as a tourism destination.

Objective 2: To maintain public funding for cultural tourism development based upon the cultural tourism plan.

Goal 7 (Funding) -- Maximum funding of local cultural organizations.

Objective 1: Local Arts Agency to continue serving as a resource center for grant applicants, providing reference materials, and sponsoring grantwriting guidance for organizations and individuals.

Objective 2: To educate small and mid-sized cultural organizations regarding effective means of soliciting corporate sponsorship and individual patronage.

Objective 3: To educate the business community regarding the benefits of supporting the cultural resources.

Objective 4: To support the services provided to local cultural organizations by the Local Arts Agency.

Objective 5: To identify funding for cultural programs for youth, elderly and other disadvantaged groups.

Goal 8 (Facilities) -- An expanded range of community facilities for presentation of cultural activities, meeting the needs of the local cultural community and providing comfortable access for all members of the community.

Objective 1: To maintain an inventory of current cultural facilities.

Objective 2: To identify opportunities to utilize existing facilities or create new facilities to meet needs.

Objective 3: To work with appropriate planners and officials to take advantage of facility opportunities.

Goal 9 (Local Arts Agency Development) -- An enlarged role of the Local Arts Agency that meets the needs for services, coordination, leadership, and resource identification specified in this Plan. Increased visibility of the Local Arts Agency and recognition of its role in the cultural community.

Objective 1: To enlist support from county and city elected officials, business leaders, and community leaders for a broad-based commitment to financially support local culture.

Objective 2: To expand the role of the Local Arts Agency, as funding sources are identified, and adopting responsibilities which include:

- enhanced services and development programs for small cultural organizations, with specific effort focused on the needs of ethnic cultural organizations and artists;
- marketing and developing programs that address goals of this Plan;
- enhanced cultural education opportunities beyond the school curriculum;
- cultural tourism development; and
- education and advocacy of culture to businesses and government agencies for increased support for local cultural organizations.

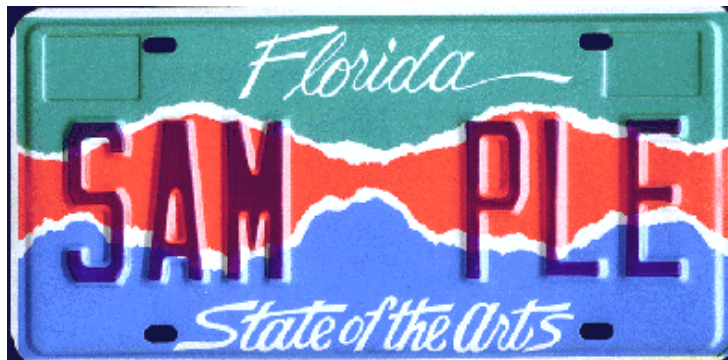
Objective 3: To increase efforts and effectiveness of communication between the Local Arts Agency and the cultural community.

Objective 4: To encourage the elected officials of Alachua County and each city government within Alachua County to utilize the Local Arts Agency as an advisor and agent on all cultural issues.

Country, jazz, top ten charts? Buy an Arts Tag, support all arts!

If you thought only the rich could be arts patrons, think again. With one purchase you can help yourself and the arts. When it is time for you to renew your Florida license plate, purchase a Florida "State of the Arts" tag and give your car a new look, enjoy a \$20 tax-deduction, and make an important contribution to the arts in Alachua County. All monies go directly to support cultural programs, none go to administrative fees.

Two doors, four doors, beaters, Jags,
All look better with Arts Tags.



Arts are for everyone!