

Polk Museum of Art, Inc.

Project Title: Polk Museum of Art - General Program Support - FY 2023

Grant Number: 23.c.ps.170.421

Date Submitted: Tuesday, June 1, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Museum

Proposal Title: Polk Museum of Art - General Program Support - FY 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Polk Museum of Art, Inc. 
- b. **DBA:**
- c. **FEID:** 59-1226011
- d. **Phone number:** 863.688.7743
- e. **Principal Address:** 800 E. Palmetto Street Lakeland, 33801-5529
- f. **Mailing Address:** 800 E. Palmetto Street Lakeland, 33801-5529
- g. **Website:** www.PolkMuseumofArt.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 115438236
- l. **Fiscal Year End Date:** 05/31

1. Grant Contact *

First Name

Pal

Last Name

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2. Additional Contact *

First Name

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3. Authorized Official *

First Name

H. Alexander

Last Name

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Phone

Email arich@polkmuseumofart.org

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Art Museum

4.3 Applicant Discipline

Visual Arts

C. Eligibility Page 3 of 12

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

- Yes (required for eligibility)
 No

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

- Yes (required for eligibility)
 No

7. What is the legal status of your organization?

- Florida Public Entity
 Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization have?

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

9. Museum *

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- Applicant is open to the public for at least 180 days each year.
 Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
 Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

The Polk Museum of Art is a proud *Smithsonian Institution Affiliate* and fine art teaching museum accredited by the *American Alliance of Museums*. Founded in 1966 by a volunteer group of Lakeland, FL residents, who aspired to foster unique cultural experiences for our community, our mission as an academic community museum is to enhance lives through inspirational and engaging art experiences for all and learners of all ages. Upon our affiliation with Florida Southern College in 2017, our collaborative vision remains to create and sustain one of the nation's leading academic fine art museums.

11. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The Polk Museum of Art (PMoA) requests support to advance its teaching mission and FY2023 exhibition and program schedule, which includes the following:

1. For its 2022-2023 season, PMoA will feature **five premier exhibitions**: *Rodin: Contemplation and Dreams*, *Edward Hopper and Guy Pene du Bois: Painting the Real*, *Across the Diaspora: Latinx Art from a Global Perspective*, *Seen & Unseen: Photographs by Imogen Cunningham*, and *Remembering the Holocaust: The Art of Samuel Bak*. These exhibitions will showcase not only a wide variety of artistic media but will also feature world renowned artists from culturally diverse backgrounds.

In addition, we will also offer **five Permanent Collection exhibitions**, **three regional artist-based exhibitions**, and **nine student art exhibitions** throughout the course of the exhibition season (please see Attachment II).

2. Concurrently, PMoA will offer a robust program of high quality, cross-generational art education programs including but not limited to: Visual Art Classes, Workshops, Training Sessions, Art Camps, Tours, and Lectures designed for learners of all ages and abilities and developed in collaboration with the Polk County School Board, Florida Southern College, and Certified Art Teachers from the Polk County school district. *Community members will have the opportunity to participate in these offerings for a nominal fee or completely free-of-charge.*

3. Lastly, PMoA requests support for our most celebrated event of the year, our annual fine arts festival, **Mayfaire by-the-Lake**. "Mayfaire" is a competitive, nationally juried arts festival representing 165 artists from around the country and engages approximately 70,000 adults and children from across the State of Florida in art experiences throughout the 2-day festival.

Selected artists who are invited to participate compete for cash prizes in this juried competition; the jury process ensures that only the highest-quality of work is showcased and that our visitors can be assured that, year in and out, Mayfaire offers an example of the best of the best festival experiences in the region. Indeed, the 2021 roster of artists came from across 17 states and

exhibited work in a wide variety of media, ranging from painting and sculpture to textiles, jewelry design, and photography. In total for 2021's Mayfaire, we received 233 applications, and 150 artists were selected to participate after jurying.

In addition to showcasing incredible works of art, Mayfaire has established itself as a Mother's Day weekend tradition with its multi-disciplinary offerings and celebration of the fine *and* performing arts, via ongoing performances by local musicians and dance groups, Children's Art Tent activities, a 5K race, and a Saturday evening celebration with music and entertainment.

As the attached documents reflect, and through its ongoing affiliation with Florida Southern College (FSC) and other partners, PMoA continues to demonstrate its year-round cultural value to Polk County and the State (see Attachment I).

11.1 Programming Goals (2000 characters)

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

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

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

Goal 1

To increase the level of academic excellence of the Polk Museum of Art's 2022-2023 exhibitions/programs.

Goal 2

To offer high quality cross-generational art education programs for learners of all ages and abilities.

Goal 3

To present the 2023 Polk Museum of Art Mayfaire by-the-Lake fine arts festival.

11.2 Programming Objectives (2000 characters)

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

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

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

Objective 1

To expand the level of academic excellence for the 2022-2023 season of exhibitions and programs, PMoA will increase the public's awareness of culturally diverse artists by offering five premier exhibitions: *Rodin: Contemplation and Dreams*, *Edward Hopper and Guy Pene du Bois: Painting the Real*, *Across the Diaspora: Latinx Art from a Global Perspective*, *Seen & Unseen: Photographs by Imogen Cunningham*, and *Remembering the Holocaust: The Art of Samuel Bak*.

Concurrently, we will offer 3 regional artist, 9 student, and 5 Permanent Collection art shows, which will showcase at least 15% of the combined 3,400 objects in the PMoA and FSC art collections on a rotating thematic basis.

In addition, PMoA will offer 609 events for and related to the 2022-2023 exhibition season, giving the community 2,156 opportunities to participate in them; in addition to self-directed visits to see our exhibitions, wide audiences will have the opportunity to attend lectures and tours all season long and partake in countless other educational program offerings in person and online.

Lastly, PMoA will secure 15 sponsors for the 2022-2023 season of exhibitions. The PMoA team will lead this philanthropic effort to ensure that a diversified fundraising plan is implemented (see Attachment III).

Objective 2

To offer high quality cross-generational art education programs for all ages and abilities, PMoA will provide opportunities throughout the year for nearly 15,000 citizens of all ages to participate in low- or no-cost Arts Classes, Workshops, Training Sessions, Lectures, Camps, and Tours. These offerings are designed to: (1) *increase the community's knowledge of the creative arts and how artworks have been produced across time* and (2) *inspire cross-generational creativity in the active production of art*.

Sample programs include: Seasonal 6-week fee-based classes; free After School Art Family Programs; fee-based Spring Break/Summer Art Camps; fee-based Workshops; and Tours for 3,500 4th graders and 2,000 guests (see Attachment IV).

In addition, PMoA will strengthen higher education outreach by increasing PMoA internships and cross-curricula collaborations. As an entity affiliated with an institution of higher education and as a teaching museum, PMoA at Florida Southern College will continue to partner with other area institutions, including *Polk State College (PSC)* and *Southeastern University (SEU)* to provide students with increased internships in our Education, Marketing, Curatorial, and Collections Departments and offer faculty increased opportunities to hold exhibition-related classes at the Museum.

We have set a goal also to collaborate increasingly, more effectively, and more impactfully with other arts organizations in our region. In the upcoming 2021-2022 season, for instance, we are collaborating with community partners to co-sponsor exhibitions and co-develop programs to coincide with them. For example, the *Imperial Symphony Orchestra* is guest curating an exhibition from our Permanent Collection, titled *Pictures at an Exhibition*, on view from September 11, 2021- January 9, 2022, and we will host 4 Imperial Symphony Orchestra concerts in our galleries throughout the upcoming season.

In addition, each year we collaborate with Polk State College to host a "Polk State College Day" of symposia at the Museum, and PMoA staff serve frequently as visiting art judges for Polk State College student exhibitions. Likewise, Polk State College faculty serve as guest lecturers for PMoA's Point of View Gallery Talks, join us as panelists for our virtual programs, and provide jurying assistance for the Museum's annual Mayfaire by-the-Lake.

Southeastern University will also continue to host its annual English Department event at the Museum, during which its students write poetry in response to artworks on view at PMoA and recite their poems in relevant galleries. Moreover, a PMoA staff member serves on

Southeastern University's Community Advisory Board, and SEU faculty serve as guest lecturers for the Museum's Point of View Gallery Talks and provide jurying assistance for Mayfaire.

Lastly, PMoA will continue to recruit and retain **150+ volunteers** to assist in the implementation of programs and events yearly. PMoA utilizes trained volunteers as Education, Marketing, and Curatorial Interns, as our Docent Corps, and our event staff. The Docent Corps lead tours for guests of all ages, including special needs visitors. Volunteers are comprised of community members ages 16+, corporate employees, and students from Florida Southern College's Art History and Museum Studies Program.

Objective 3

PMoA will recruit and select a diverse pool of 165+ artists to exhibit in the 2023 Mayfaire by-the-Lake arts festival, a nationally-recognized art competition. The festival is juried each year to ensure that only the highest-quality work is shown and brought to Lakeland to be enjoyed by an audience of 70,000+ visitors. The festival showcased artists in 2021 who came from 17 states and whose artwork represented such diverse media as painting, sculpture, jewelry design, textiles, and photography. The jurying process has always been successful; in 2021, our jurors pared 233 applications to the 150 artists who were selected to participate. For Mayfaire 2023, PMoA aspires to engage 70,000 or more adults and children in art experiences offered throughout the 2-day festival, *the* staple event of Mother's Day weekend for our region each year.

11.3 Programming Activities (2000 characters)

Please list the project or program activities.

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

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

The PMoA timeline of activities from June 1, 2022 - May 30, 2023 is noted below.

1. Curate, organize, and install exhibitions throughout the season:

Rodin: Contemplation and Dreams - June 2022 - August 2022

Edward Hopper and Guy Pene du Bois: Painting the Real - November 2022 - April 2023

Across the Diaspora: Latinx Art from a Global Perspective - April 2023 - July 2023

Seen & Unseen: Photographs by Imogen Cunningham - September 2022 - November 2022

Remembering the Holocaust: The Art of Samuel Bak - December 2022- March 2023

In addition, 5 Permanent Collection shows will be installed in the Perkins Gallery on the first floor; and 3 regional artists' exhibitions will be installed in the gallery on the second floor from June 1, 2022 - May 31, 2023.

2. Schedule 10 Gallery Talks, 10 Curator Talks, 2 Collections Talks, 6 Lectures, 1 Panel Discussion, and 2 Coffee with Artist Events to coincide with exhibitions from June 1, 2022 - May 31, 2023

3. Work with Polk County School District on, obtain art for, and install 9 Student Art Gallery

Exhibitions from June 1, 2022 - May 31, 2023 (9 shows averaging 1-2 month time periods with dates TBD)

4. Work with Polk County School District to coordinate Education Tour Schedule:

Docent Tours for 4th grade students - September 2022 - May 2023 (TBD)

Docent Tours for guests of all ages/abilities - June 2022 - May 2023

5. Set dates for, advertise, and enroll students of all ages in:

Fall/Spring/Summer Art Classes - July 2022 - June 2023 (6-week units in various media TBD)

Spring Break Art Camp - March 2023 (1-week dates TBD)

Weekend Workshops - June 2022 - May 2023

Free Art Labs and Fall/Spring After School Art Family Programs - September 2022 - May 2023

6. Schedule and plan Student Art Gallery Receptions - 9 student receptions held from June 2022 - May 2023

7. Prepare for Mayfaire by-the-Lake and coordinate with partners to schedule:

Artist applications/recruitment - September 2022 - April 2023

Event Logistics Planning - July 2022 - May 2023

Event Dates - May 13 - 14, 2023

8. Brainstorm new ideas for and communicate with partners on increased Community Outreach Activities. Various outreach activities will be scheduled throughout 2022-2023 with our educational, civic, and strategic partners, including:

Florida Southern College, Polk State College, and Southeastern University on exhibition-related programs and classes

Polk County School Board on Professional Development Days

Cities of Lakeland and Winter Haven on art-themed community events

Among other local/regional community groups for Outreach events TBD

11.4 Partnerships & Collaborations

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

A catalyst for developing a dynamic 2022-2023 exhibition/program season is the sustained affiliation between the **PMoA and Florida Southern College** (FSC). Founded in 1883, FSC is the State's oldest private college and enrolls a diverse population of 3,000 students annually. It also welcomes 60,000 global visitors yearly to its National Historic Landmark campus designed by Frank Lloyd Wright. The College offers 50 undergraduate and 3 graduate programs including majors in the visual and performing arts as well as Art History and Museum Studies (whose department is housed at the PMoA). FSC is located a block south of the PMoA, so this strategic affiliation makes it easy for visitors to travel from one institution to the other to experience fine art and architecture within

the same day.

Our affiliated partnership, which rebranded the PMoA as the Polk Museum of Art at Florida Southern College, began June 1, 2017, and it has continued to enable both of our premier Polk County arts education not-for-profit institutions to share staff and resources while collaboratively presenting world-class exhibitions and related academic programs. FSC also shares staff with the Museum, including the executive director and chief curator, who also chairs the FSC Dept. of Art History and Museum Studies, as well as other staff in administrative assistance and maintenance. Subsequently, PMoA at FSC exhibitions have been coordinated to complement FSC's arts curricula and curricula across disciplines, enhancing opportunities for students to study important works of art locally, undertake a variety of internships across several Museum Departments, and participate in Museum leadership programs.

As previously noted, the PMoA will continue to partner with **Polk State** and **Southeastern U.** to offer exhibition-related courses and Museum Internships for their students. In-turn, their faculty will serve as guest lecturers and Mayfaire selection judges.

Simultaneously, the Museum will continue its longstanding partnership with the **Polk County School District**. For more than 20 years, PMoA has contracted with Polk County Schools to conduct Docent Tours for 4th graders District-wide. The PMoA is also responsible for coordinating, installing, and hosting 9 exhibitions yearly for the District's Student Gallery at the PMoA and conducting collaborative teacher workshops with the District's Visual Arts Department.

12. Project/Program Evaluation

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

The methods and processes for gathering, analyzing, and reporting data to evaluate PMoA programming with the purpose of improving it integrates multiple formative and summative assessment tools. PMoA assesses programs for content and structural format curriculum teaching-learning effectiveness, academic and community value, student/viewer satisfaction, and outcomes achieved.

1. Using program-specific assessment tools such as registration forms, attendance rosters, artwork produced, teacher documented observations, classroom photographs, and in-person/online evaluation surveys, a cross-departmental staff team evaluates each program offered and makes informed decisions as to whether formative/summative revisions are needed.
2. The Collections Committee, comprised of Board, staff, and community members, also contributes to the evaluation process via a quarterly review of assessment reports.
3. Exhibition success is determined through analysis of visitors' in-person and online surveys, attendance records, and guest comments kept by PMoA Visitors Services. Additionally, our Marketing Manager analyzes, evaluates, and revises marketing efforts as needed.
4. For school programs, desired outcomes and measurements tools utilized vary depending upon the project. Examples of outcomes include recorded improvements in grades, behavior, emotional health, and attitude, as reported by our Education Manager, program staff, and participants involved. Specific indicators for each program are assigned at the beginning of the project cycle and monitored

throughout its course. Evaluation information is collected through a combination of in-person interviews and online surveys. The success of the project is determined via measurable outcomes, verbal/written feedback, and documented level of involvement shown by participants and partnering organizations. For Polk County School District Tours, PMoA Student Study Guides with curriculum-based activities development in alignment with FL State Learning Standards help determine whether students achieve desired outcomes.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

13. Collection Summary

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Overview/brief list of Inventory/registration methods. If you are not a collecting institution answer Not Applicable

The PMoA Permanent Collection

Our Permanent Collection currently includes 3,400 objects ranging from prehistoric Pre-Columbian artifacts to 21st Century digital prints, including our most recent acquisition of nearly 100 works of African and Oceanic art from the Dr. Alan and Linda Rich Collection, now housed in a dedicated gallery.

According to the most recent revision of the Collections Management Policy adopted by the PMoA Board of Trustees on May 18, 2020, the Collection focuses on *Modern & Contemporary Art*, *Art of the Ancient Americas*, *Asian Art*, *European Decorative Arts*, and *African Art*. In 2018, approximately 15%-20% of the Permanent Collection content could be seen on view in various thematic exhibitions at the Museum. Works from the collection are available for loan to other institutions; in 2018, for instance, a large-scale painting was loaned to and featured prominently at the James Museum of Western & Wildlife Art in St. Petersburg, Florida as part of its exhibition entitled *James Michaels: An American Pop Life*.

In addition to conserving and housing our own Collection, the PMoA houses FSC's growing 500+ work *American Figurative Art Collection*, which spans the 1910s to the present. The Museum maintains and cares for the FSC Collection with the stipulation and understanding that we preserve the artwork and show theme-related selected works from it year-round. We have also planned thematic traveling exhibition of works from the combined Collection to be available on loan to other academic institutions and museums nationwide.

Conservation, Care, and Inventory/Registration of our Collection

With respect to conservation care and inventory, an annual inventory is conducted each year by the Museum's Collections Manager/Registrar, during which location and condition of all accessioned artwork are reviewed and documented. Any works requiring or flagged for conservation or especial care are evaluated, and appropriate preservation methods are evaluated, discussed between the Collections Manager/Registrar and the Executive Director/Chief Curator, and pursued. For any works demanding care expertise beyond that of our own team, we seek outside experts to visit the Museum and/or send objects off-site for conservation and stabilization.

Records pertaining to individual objects, contributing artists, and donors are retained and periodically updated via paper files and digital database (The Museum System - TMS). All actions taken to accession, conserve, and de-accession any object is conducted under the auspices of the Collections Manager/Registrar and Executive Director/Chief Curator. In cases involving accession and de-accession of works from the Collection, objects are also presented before the Museum's Board of Trustees for discussion and approval.

In recent years, the PMoA has made significant improvements to its Collections Storage areas and security of those rooms, including redesigning available space, installing an upgraded fire suppression system, installing new security cameras and doors, and updating storage equipment. These improvements, detailed below, totaled more than \$150,000 in expenditures and represent the multi-year achievement of one of the Museum's strategic goals. These Collections Storage enhancements will play a significant role in our future accreditation renewal.

Collections Room/Art Storage Room Renovations:

- Collections Room entry door was removed from one location and transferred to another to accommodate better use of space, and shelving was added to accommodate new and future exhibition loans and acquisitions
- A section of the Art Storage Room mezzanine handrail was removed so the electric warehouse stacker could be used to lift pallets weighing up to 2000 lbs. into the mezzanine
- Our framing shop was moved to the second floor, freeing up 400 sq. ft. of usable storage space
- Four new shelving units were purchased and installed in the Art Storage Room to better utilize vertical space and to create storage for future acquisitions

Technology Upgrades:

- Upon affiliation with Florida Southern College, we acquired Gallery System's The Museum System (TMS), a collection management system, which allows us to more effectively manage digital files for the PMoA's Collection objects, artists, donors, loans, and exhibitions
- The addition of TMS has transformed our Collections Care and Registration procedures, permitting the Museum not only to track and maintain vital and easily accessible records of its Collection but also to allow us to train interns and future museum professionals to care for collections and art objects for generations to come in the most up-to-date manners possible

E. Impact - Reach Page 5 of 12

Instructions

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

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

533

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

2,155

16. How many Adults will participate in the proposed events?

104,019

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

16,671

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

13,139

19. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

19.1 Number of artists directly involved?

991

19.2 Number of Florida artists directly involved?

500

Total number of individuals who will be engaged?

134820

20. How many individuals will benefit through media?

2,000,000

21. Proposed Beneficiaries of Project

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

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

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

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

22. Describe the demographics of your service area.

Our Reach

The Polk Museum of Art serves the entire Central Florida region, with the majority of its guests visiting from Polk and Hillsborough Counties, the 4th largest and 13th largest counties in Florida, respectively. The Museum strives to serve all socio-economic groups, ethnic populations, and age ranges in the region.

Demographically Polk and Hillsborough Counties are 57.9% and 48.2% white (not Hispanic and Latino), respectively; 16.1% and 17.8% Black or African-American, respectively; 23.6% and 29.2% Hispanic or Latino, respectively; and 1.9% and 4.4% Asian, respectively. Polk and Hillsborough Counties' populations entail 5.8% and 6.2% under 5 years old, respectively; 22.1% and 22.5% under 18 years old, respectively; 20.2% and 14.3% 65 years and over, respectively. In Polk County, 15.7% of the population falls under the poverty line, while in Hillsborough 14.7% fall under the poverty line.

23. Additional impact/participation numbers information (optional)

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

The Value of the Polk Museum of Art for Our Community and Our Region

Our intrepid team of dedicated experts — a small cadre who make the Polk Museum of Art the special institution it is — approaches each day with the deep understanding that museums function not merely as *partners* in advancing education but as *essential educational institutions in and of themselves* for learners of all ages.

The Polk Museum of Art champions the value of arts education for all audiences — underlining thoroughly our guiding motivation to be a top-tier *academic community museum* in everything we do — and, with this unapologetically didactic mission, we develop program offerings that strive to make our institution unique in our region and beyond.

In addition to offering a diverse season of original and loan-based exhibitions for our community, the PMoA is proud to elevate our mission of providing inspirational and engaging art experiences for all by offering free admission to all of our visitors every single day we are open. In doing so, we fulfill our promise that accessibility and diversity are at the heart of all we do and apply not only to the content of our exhibitions but also to the opportunities for visitors who can come to experience those exhibits without concern for costs.

We are also especially proud of how deeply and uniquely rooted the Museum is in the collective experience of Polk County youth; truly, our partnership with the Polk County School District guarantees that *every* 4th grade student in the County has the opportunity to visit the Museum, to hone their art viewing skillsets, and to discover the connections between visual art and literacy.

We know that our thoroughly didactic programming and our regional partnerships set us apart: year in and out, the PMoA is proud to continue our annual partnership with the Polk County School District in providing approximately *3,500 4th grade students* classroom visits to the Museum throughout the course of the school year. In addition, the PMoA hosts 9 K-12 Student Art exhibitions from the district annually in our designated Student Gallery space, an incomparable and beloved aspect of our Museum that offers student artists of all ages the unique opportunity not simply to show their art in a Smithsonian-Affiliate Museum (a dream of most artists of *any* age) but also to have their art acquired as part of the Museum's permanent *student art collection*.

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

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

Polk

25. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of

Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Hardee
- Hernando
- Highlands
- Hillsborough
- Manatee
- Orange
- Osceola
- Pasco
- Pinellas
- Polk
- Sarasota
- Sumter

26. Describe your virtual programming - (Maximum characters 3500.)

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

The Virtual Polk Museum of Art

The Polk Museum of Art entered full-force into the digital realm upon closing in March 2020 due to the pandemic and has not looked back since. Never could we have anticipated how enormously virtual programming would expand the Museum's value and reach for our community. We embarked on a series of **free** weekly virtual programs beginning in May 2020 to bring art, education, inspiration, and comfort to individuals and families during the pandemic.

Since the initial lockdown nearly a year and a half ago, the Museum's virtual programming has sought to provide not only a refuge for those coping with the collective changes to our daily lives but also to provide art and art historical education to those wanting to expand their knowledge and understanding of the arts.

As we waded into the digital arena, our first virtual program was inspired by a recurring in-person program, *First Thursday After Hours at the Museum*; in lieu of an in-person After Hours event, we hosted a panel discussion with our Curatorial team, during which we answered questions live on Facebook and delved into the process of planning, designing, and installing exhibitions. The turnout was incredible, and we knew we had hit on a form of virtual programming that might work and keep the Museum present in our community's lives. Furthermore, we realized we could reach audiences more broadly than those who could typically come physically to the Museum.

From that first Curatorial behind-the-scenes virtual program, the Museum staff branched off into developing a years-worth of weekly virtual events, including *The Working Artist Live* series, *Drinks with the Director*, *Crash Courses*, and more. During the month-long and hugely well-attended *The Working Artist Live* series, members of our Curatorial Team each interviewed current working artists about their artistic processes, techniques, and careers, while monitoring and conveying live questions from viewers. Viewers got tours of each artist's studio space and a live demonstration of each artist's process while chatting with our team members.

Our virtual programming has since developed to include recurring series such as *Drinks with the Director*, *Virtual Art of Film*, *Virtual ArtLab*, *Art History Crash Courses*, and more. Our virtual programs have been offered for free to the public through Facebook Live and Zoom Webinars to allow for greater viewership and larger audience reach with no cost restrictions.

In addition, we have offered our members exclusive virtual events through Zoom since July 2020, as an extra perk and as a "thank you" for continuing support even through closure. These member-exclusive virtual programs have included guest lectures, virtual Exhibition Receptions, and more. These programs were accessible to Museum members only; **memberships begin at \$50**.

Virtual was a new arena for us in 2020. In 2021, and looking forward to 2022 and beyond, we know virtual is now an essential aspect of our program offerings. Indeed, as we continue planning our programming for the upcoming years and exhibition seasons, we will continue providing *free, accessible virtual programming* for those unable to visit the Museum in person and for our distant audiences.²

27. Proposal Impact - (Maximum characters 3500.)

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

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

Our Impact

Each year, **145,000 local/global PMoA guests** come to Polk County's fine art museum to view works by internationally renowned artists; engage with rotating Permanent Collection and world-class exhibitions from collections across the globe; enjoy K-12 student art; experience Gallery Talks free-of-charge; and attend our celebrated Mayfaire arts festival.

Based on the popularity and diversity of our prestigious FSC affiliated exhibitions, we expect our visitor numbers to grow in our 2022-2023 season, which includes novel main-gallery exhibitions of artists like Rodin and Hopper and Latinx art.

Given our attendance levels, the PMoA has a profound economic impact on the Polk County community, Central Florida region, and the State. According to a recent FSC MBA Student Study, **PMoA's economic impact on Lakeland alone is valued at \$12.5 million**, and, for every government dollar spent, the ROI is over \$6.

All PMoA programs strive to enrich the community's knowledge of the fine arts and increase awareness of Polk County as a destination for diverse offerings of arts/culture. As the only nationally accredited fine art Smithsonian Affiliate museum in Central Florida, we are committed to offering *21 high-quality exhibitions and 533 art education programs, community events, and outreach activities to residents in the community and tourists who walk through our doors during our 2022-2023 season*.

Impact on Young Learners

We are especially proud of our programs that engage the minds of our youngest visitors. Each year, 3,500 fourth grade students visit the Museum to participate in our Docent Tours; for many of our youngest learners, this is their first exposure to fine art or a museum.

Via the numerous low-cost and free Art Classes, After School Programs, Labs, and Camps we offer

each year, we have amassed strong documentation on student outcomes, evidence of our programs' impact on students' increased levels of critical-thinking and problem-solving skills, skills proven to be transferable to other subjects like math and science and which have a positive impact on students' quest for lifelong learning.

Mayfaire by-the-Lake

Our annual Mayfaire by-the-Lake fine art festival, and primary community outreach event, serves nearly 70,000 guests each year, including 13,000 non-school youth. The festival has enormous economic impact on Polk County, drawing tens of thousands of tourists over Mother's Day weekend to visit our area cultural institutions, stay at our hotels, and eat in our restaurants. Relying on input/output computations for the region compiled by American for the Arts, Mayfaire can also be credited with adding \$1,250,001 to resident household income and \$103,505 to local government agencies annually. Plus, these figures do not reflect the thousands of dollars in attendee purchases made directly to the artists.

Our Impact on the County

PMoA employs 10 full-time staff and 65 contracted Certified Art Teachers, local artists, and freelance instructors yearly. As a County-wide employer, PMoA seeks to annually sustain and incrementally grow its staff and contractors. This proposed grant will ensure continued employment for these Polk County and regional residents.

Funding from the FL Division of Cultural Affairs is especially critical in Polk County, the fourth largest county in the State; the Lakeland/Winter Haven suburban area has been nationally ranked as one of the 10 suburbs in the U.S. with the highest poverty rates. Approved grant funding will enable us to sustain our local/regional community outreach efforts that serve approximately 2,000 County-wide residents yearly; offer low-cost and free educational programs to approximately 15,700 adults and youth annually; and continue to bring prominent artwork representing multiple cultures and time periods to the public free-of-charge.

The PMoA's annual robust exhibition schedule is often the only opportunity for our economically challenged citizens to view fine art and experience diverse cultures from all around the world. Furthermore, grant funds will increase our ability to serve youth from low- and moderate-level income families, providing 470 of them with needs-based Art Camp Scholarships during spring/summer vacation from school.

28. Marketing and Promotion

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

Billboards

Brochures

Collaborations

Direct Mail

Email Marketing

Magazine

Newsletter

Newspaper

Pay Per Click (PPC) Advertising

Radio

- Organic Social Media
- Paid Social Media
- Television
- Other

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

How are you marketing and promoting your organizations offerings?

Expanding our Museum to New and More Far-Reaching Audiences

In order to build and expand our audience more and more each year, the Museum creates specific and targeted marketing campaigns for its programs, exhibitions, special events, and all additional educational offerings.

To drive and expand attendance from broadly diverse audiences to our exhibitions and increase visitation numbers for the upcoming and 2022-2023 seasons, our marketing efforts include print advertising, radio, social media, digital advertising, including Google display and search ads, TV commercials, and billboards directed towards our out-of-county audiences in surrounding cities, including Orlando, Tampa, St. Petersburg, Sarasota, Ft. Myers, among others. In addition, we send press releases to publications and media outlets of all sizes in these areas (as well as to national publications and media outlets) regarding our exhibitions and related in-person and virtual programming. Furthermore, we continue to engage individual publications and social media outlets after they visit by encouraging them to join the Museum's email list, follow us on social media, and/or join the Museum as a member.

In addition to pushing out widely notice for our exhibitions, the Museum promotes its special events and education programs to a local Lakeland/Polk County audience through social media, email campaigns, direct mailings, local event calendars, and press releases to local publications and media outlets. We continue to plan programs with diverse audiences in mind, and, accordingly, we have increasingly promoted our programming to outlets with readership/viewership/listenership made up of audiences we may have not reached before or reached out to sufficiently before.

Currently, we have 12,000 Mailchimp subscribers, over 14,000 followers on Facebook, 3,250 followers on Instagram, and growing. The Museum campaigns also include print advertisements in local publications including the *Lakeland Ledger*, the local newspaper, *LKLD & Haven*, local magazines, *LALToday*, a daily digital newsletter, and other popular local outlets like LkldNow, our region's go-to digital news media source.

Lastly, the Museum also utilizes social media campaigns targeted towards our ever-expanding Facebook Audience (whose growth has been notable as a result of our live virtual programs), as well as targeting a Look-a-Like audience within the county, Google Ad campaigns, and Google Business tools such as Google Posts.

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

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

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

Accessibility at the Museum

The PMoA was designed as a fully accessible facility; the safety and comfort of all visitors is of primary concern to us. In addition to reviewing the Section 504 Self Evaluation Workbook developed by the NEA regularly, the Museum continuously evaluates accessibility and makes changes when possible and financially feasible. The PMoA Accessibility Policy, Procedures, and Complaint Process Guidelines is included in Attachment VIII. Our Director of Security, Operations, and Technology is responsible for Museum compliance with Section 504 of the Americans with Disabilities Act and Florida Statutes 553.

The PMoA has a push button automatic door opener at the main entrance to the building and installed ADA approved door handles on the first floor public restrooms.

Within the Museum:

- Wheelchairs are available at check-in
- Benches are available in all gallery spaces for visitors' comfort
- Proper parking is marked and maintained for those with physical challenges
- Restrooms include diaper-changing stations in the women's and men's rooms
- Faucets and doorknobs are easy to access
- Stalls have handrails and auto-flush
- Braille signs are located near the restrooms and in the elevator
- Front door signage and brochures are written in English and Spanish and use accessibility symbols throughout
- Second floor is accessible by an elevator large enough to comfortably accommodate a wheelchair

The Curatorial Department ensures that exhibition labels are at the proper height for wheelchair guests and printed in larger font for reading ease. In 2018, we began offering audio tours accessible by cell phone for major shows.

All programs/events are designed to be fully accessible and accommodations are made for any visitor requiring them. We also offer programs designed specifically for adults with disabilities, including memory loss. Working closely with VSA (Very Special Arts), PMoA facilitates programming for school children with mental/physical challenges and art programs for those wheelchair-bound.

Since 2017, the Museum has offered the following accessibility measures yearly for **Mayfaire**:

- An Adaptive Services Oasis installed where volunteers are stationed to assist with communication, shuttle transport, and information
- 3 ADA-compliant toilets with mats installed for attendees in wheelchairs
- 3 ADA-compliant restrooms made available in the Museum and Library
- A wheelchair accessible golf cart for shuttle service
- A covered dining area with access for wheelchairs and other mobility devices
- Signs directing people to accessible restrooms and the Oasis
- An event guide/map that includes accessibility information and symbols
- Customer service flyers with tips for proving services to people of all abilities distributed via artists'/vendors' packets
- A call number for accessibility questions and request advertised widely
- Accessibility Guides and maps to assist visitors (Accessibility Guide and map are available via our Mayfaire website)

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

30. Policies and Procedures

- Yes
- No

31. Staff Person for Accessibility Compliance

- Yes
- No

31.1 If yes, what is the name of the staff person responsible for accessibility compliance?

Gregory Mills

32. Section 504 Self Evaluation

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

32.1 If yes, when was the evaluation completed? 5/1/2021

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

- Yes

No

33.1 If yes include here:

Polk Museum of Art at Florida Southern College Statement of Inclusion, Diversity, and Accessibility

The Polk Museum of Art at Florida Southern College is dedicated to the ideals of inclusion, diversity, non-discrimination, and accessibility. In all areas of its institutional practices, including visitor experience, exhibitions, educational programming, community outreach, and hiring, the Museum commits itself to offering equal access to all and champions the value of art as a means of connecting people of diverse perspectives, backgrounds, and abilities.

The Museum strives to create a welcome environment for all who step through its doors as visitors, volunteers, students, faculty, and employees; accordingly, the Museum does not discriminate based on race, creed, color, gender, gender identity, sexual orientation, marital status, religion, age, disability, national origin, political opinions or affiliations, genetic information, military or veteran status, employment status, and any other protected category.

These principles of inclusion, diversity, and equity apply to all aspects of Museum operations and are at the core of the educational values upheld by the Museum as an academic and community institution.

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

Towards a More Inclusive Museum for All

The Polk Museum of Art continues to expand beyond the general features of ADA compliance in a conscious effort to expand its reach to a *wider*, more *diverse*, and more *inclusive* public and maintain relevance in the 21st century.

Effective forms of communication through inclusive programming is paramount in order to successfully bring the full Museum experience to **all** of our visitors, without discrimination. As such, in addition to planning exhibitions with far-ranging appeal for visitors of all backgrounds and interests and using our educational and virtual programs as platforms to champion empathy and inclusivity, PMoA has also implemented several strategies to increase Museum participation beyond the “physical” including but not limited to:

- Offering free admission all day, every day we are open (expense thus never poses an obstacle for any visitor to our Museum)
- Alternate formats for printed brochure and program materials
- Auxiliary aids
- And inclusive Museum programming specifically targeted towards visitors with disabilities, such our popular Access Art, a specialized program for individuals with memory loss or dementia and their care partners

In addition, PMoA is pleased to announce the development of a new program (title TBD) geared towards visitors of all ages who are blind or have low vision, as well as people who are in the deafblind community. This important program geared toward our visually-impaired audiences will coincide with the opening of our major 2022 exhibition *Rodin: Contemplation and Dreams*.

The new program will provide a multi-sensory, accessible, and more inclusive experience of the

Museum for visually-impaired visitors to the Rodin exhibition and future Museum exhibitions, offering a description-based foundation and the opportunity for visitors to touch actual objects on display, thus providing inimitable access to the content of the exhibition and a greatly enhanced visit to the Museum.

We pride ourselves on seeing our museum, much like the field of the arts in general, as an arena for collective education and never take for granted the uniqueness of each and every visitor. Our team tries and strives increasingly to go above and beyond in accommodating our visitors' needs and to make the space of our community museum welcoming to people from all walks of life.

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

Our Team

The Polk Museum of Art is committed to promoting diversity and ensuring that all employees, all applicants for employment, and all individuals associated with the Museum are treated equitably and in an environment that is free from discrimination. Like our visitors, our staff, Board, and corps of volunteers come from diverse backgrounds, ethnicities, and sexual orientations and identify with varying political and religious beliefs and disabilities.

Currently, 45% of PMoA's full-time staff identify as one or more of the following:

- BIPOC (Black, Indigenous, or Person of Color)
- LGBTQIA+
- having a disability

In addition, 17 people of color and 1 person with significant visual impairment participate in our volunteer program.

G. Track Record Page 7 of 12

36. Fiscal Condition and Sustainability

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

Since 1966, the Polk Museum of Art has led sustained arts and culture growth for Polk County. The current fiscal condition of our community-supported arts organization as it relates to the successful completion of the proposed activities is financially sound. It presently has an engaged Board of Trustees, Community Advocacy Committee, and Board of Governors, all of whom financially support the Museum or offer business expertise free-of-charge (see Attachment VII).

In moving toward ensuring PMoA's financial sustainability and incremental growth, the Board and Leadership for both the Museum and Florida Southern College formalized an affiliation agreement on June 1, 2017. It is important to note that the affiliation was structured to allow the PMoA to retain its own 501(c)(3) not-for-profit status and continue to have control of its Endowment and Collection.

Collaboratively, the PMoA at FSC has developed a three-year fundraising plan draft that incorporates such diversified funding streams as individual donations, planned-giving, corporate sponsorships, corporate foundation and government grants, fundraising events, memberships, and earned income from class/event fees, space rentals, and rental sales (see Attachment III).

Previously, total revenue averaged \$1,500,000 annually, but, due to the affiliation and the assistance from FSC's development team, it increased to \$1,600,000. Over the next three years, total revenue is projected to remain stable while expenses are lowered. We expect over the next three years, as in the previous four since the affiliation, to show incremental increases in revenue. This will be possible due to the investment in exhibitions and sharing of personnel on the part of the College and will enable the Museum to sustain its proposed activities after the grant period ends. Moreover, the PMoA has successfully stewarded many grants, and its annual third-party audit reports corroborate its fiscal compliance. Plus, PMoA owns its facility, as an endowment fund, and expends restricted funds as directed.

37. Completed Fiscal Year End Date (m/d/yyyy) * 5/31/2021

38. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$324,499	\$290,899	\$276,354
2. Personnel: Programmatic	\$373,836	\$393,841	\$374,148
3. Personnel: Technical/Production			

4.	Outside Fees and Services: Programmatic	\$96,925	\$59,000	\$56,050
5.	Outside Fees and Services: Other	\$88,424	\$92,845	\$88,203
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$54,670	\$54,400	\$51,680
8.	Marketing	\$44,605	\$52,800	\$50,160
9.	Remaining Operating Expenses	\$756,941	\$7,943,360	\$754,619
A.	Total Cash Expenses	\$1,739,900	\$8,887,145	\$1,651,214
B.	In-kind Contributions	\$10,000	\$130,000	\$123,500
C.	Total Operating Expenses	\$1,749,900	\$9,017,145	\$1,774,714
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$2,500	\$3,000	\$2,850
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$517,482	\$430,000	\$408,500
13.	Private Support: Corporate	\$222,279	\$222,000	\$210,900
14.	Private Support: Foundation	\$12,500	\$151,000	\$143,450
15.	Private Support: Other	\$392,829	\$390,000	\$370,500
16.	Government Support: Federal		\$10,000	\$9,500
17.	Government Support: State/Regional	\$16,000	\$44,000	\$41,800

18. Government Support: Local/County	\$267,605	\$288,500	\$274,075
19. Applicant Cash	\$196,285	\$200,000	\$190,000
D. Total Cash Income	\$1,627,480	\$1,738,500	\$1,651,575
B. In-kind Contributions	\$10,000	\$130,000	\$123,500
E. Total Operating Income	\$1,637,480	\$1,868,500	\$1,775,075

39. Additional Operating Budget Information - (Maximum characters 500.)

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

Applicant Cast includes funds drawn from PMoA Endowment used to balance the Operating Budget.

Travel Expenses supplement costs associated with bringing exhibition artists on-site for openings and lectures. Remaining expenses includes all expenses associated with facility maintenance, retail staff, security, insurance, etc.

Not reflected in the PMoA Operating Budget are the financial contributions made by FSC to help secure collaborative exhibitions. In 2022-2023, we estimate their contribution to be \$150,000.

40. Paid Staff

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

41. Hours *

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

42. Does your organization have a strategic or long range plan?

Yes

No

H. Track_Record Page 8 of 12

43. Rural Economic Development Initiative (REDI) Waiver

Yes

No

44. Proposal Budget Expenses:

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

The expense section contains three columns:

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

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

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

44.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$0	\$105,000	\$105,000
2	Deputy Director; Finance Manager; Operations Staff	\$0	\$280,000	\$0	\$280,000
3	Security	\$0	\$95,000	\$0	\$95,000
Totals:		\$0	\$375,000	\$105,000	\$480,000

44.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$150,000	\$240,000	\$0	\$390,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Exhibitions Manager; Registrar/Collections Manager; Preparator/Designer;	\$150,000	\$240,000	\$0	\$390,000
Totals:		\$150,000	\$240,000	\$0	\$390,000

44.3

44.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Loan Fees	\$0	\$10,000	\$0	\$10,000
2	Loan Fees	\$0	\$0	\$150,000	\$150,000
Totals:		\$0	\$10,000	\$150,000	\$160,000

44.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Florida Southern College Finance & Admin Services	\$0	\$0	\$30,000	\$30,000
2	Framing	\$0	\$7,000	\$0	\$7,000
Totals:		\$0	\$7,000	\$30,000	\$37,000

44.6

44.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Visiting Artistis/Scholars	\$5,000	\$0	\$5,000
Totals:		\$5,000	\$0	\$5,000

44.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print/Social Media Ads; Radio/TV Ads; Billboards	\$0	\$53,000	\$0	\$53,000
2	Print/Social Media Ads; Radio/TV Ads; Billboards	\$0	\$53,000	\$0	\$53,000
Totals:		\$0	\$106,000	\$0	\$106,000

44.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance; Postage; Supplies; Equipment Leases & Maintenance; Event Expenses; Professional Membership Fees; Subscriptions; Signage; Printing Professional Development	\$0	\$754,500	\$0	\$754,500
Totals:		\$0	\$754,500	\$0	\$754,500

Amount of Grant Funding Requested: \$150,000

Cash Match: \$1,497,500

In-Kind Match: \$285,000

Match Amount: \$1,782,500

Total Project Cost: \$1,932,500

45. Proposal Budget Income:

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

45.1 Revenue: Admissions *

#	Description	Cash Match	Total
---	-------------	------------	-------

#	Description	Cash Match	Total
1	Event Admission	\$2,500	\$2,500
Totals:		\$0	\$2,500

45.2

45.3 Revenue: Other *

#	Description	Cash Match	Total
1	Rentals; Rentals; Shop Sales; Membership	\$390,000	\$390,000
Totals:		\$0	\$390,000

45.4 Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsors for Gala, Mayfaire, Exhibitions, Education, Events	\$200,000	\$200,000
Totals:		\$0	\$200,000

45.5 Private Support: Foundation *

#	Description	Cash Match	Total
1	One Strategic Partner; Misc. private foundation	\$120,000	\$120,000
Totals:		\$0	\$120,000

45.6 Private Support: Other *

#	Description	Cash Match	Total
1	Membership; Individual Donors	\$325,000	\$325,000
Totals:		\$0	\$325,000

45.7 Government Support: Federal *

#	Description	Cash Match	Total
---	-------------	------------	-------

#	Description	Cash Match	Total
1	NEA	\$10,000	\$10,000
Totals:		\$0	\$10,000

45.8

45.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	Cities of Lakeland, Winter Haven; Visit Central Florida; Polk County Schools	\$260,000	\$260,000
Totals:		\$0	\$260,000

45.10 Applicant Cash *

#	Description	Cash Match	Total
1	Endowment Draw	\$190,000	\$190,000
Totals:		\$0	\$190,000

Total Project Income: \$1,932,500

45.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	8%
B.	Cash Match	\$1,497,500	\$1,497,500	77%
	Total Cash	\$1,647,500	\$1,647,500	85%
C.	In-Kind	\$285,000	\$285,000	15%
	Total Proposal Budget	\$1,932,500	\$1,932,500	100%

46. Additional Proposal Budget Information (optional)

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

This Proposal Budget relates directly to the proposed program goals, objectives, and activities that will serve 145,000 adults, youth, and artists of all ages and abilities throughout the grant period of June 1, 2022 - May 31, 2023. All in-kind expenses are allowable and subtotal well below the Total Proposal Expenses allowed.

Not reflected in this Proposal Budget are the financial contributions made by FSC to help secure collaborative exhibitions estimated at \$150,000 and time donated by PMoA Boards and Volunteers.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

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

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

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

47. Required Attachment List

Please upload your required attachments in the spaces provided.

47.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
PMoA Substitutue Form W-9.pdf	34 [KB]	5/26/2021 9:57:11 AM	View file

48. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
PMoA DCA Grant Attachment I.pdf	Letters of Support		1013 [KB]		View file
PMoA DCA Grant Attachment II.pdf	PR AND Fundrasing Materials		1204 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
PMoA DCA Grant Attachment III.pdf	Planning Documents		313 [KB]		View file
PMoA DCA Grant Attachment IV.pdf	Education Materials		1155 [KB]		View file
PMoA DCA Grant Attachment V.pdf	Impact Documents		255 [KB]		View file
PMoA DCA Grant Attachment VI.pdf	Exhibitions Materials		2803 [KB]		View file
PMoA DCA Grant Attachment VII.pdf	Governance & Management Documents		110 [KB]		View file
PMoA DCA Grant Attachment VIII.pdf	Accessibility Document		139 [KB]		View file

48.1

J. Notification of International Travel Page 10 of 12

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

49. Notification of International Travel

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

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

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

50. Florida Single Audit Act

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

L. Review & Submit Page 12 of 12

51. Guidelines Certification

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

52. Review and Submit

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

52.1 Signature (Enter first and last name)

H. Alexander Rich

