

United Arts Council of Collier County, Inc.

Project Title: General Program Support 2023

Grant Number: 23.c.ps.500.168

Date Submitted: Thursday, May 27, 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: Local Arts Agency


Funding Category: Level 2

Discipline: N/A

Proposal Title: General Program Support 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** United Arts Council of Collier County, Inc. 
- b. **DBA:**
- c. **FEID:** 59-2070580
- d. **Phone number:** 239.254.8242
- e. **Principal Address:** Virtual Office Naples, 34102
- f. **Mailing Address:** 340 9th Street North, #201 Naples, 34102
- g. **Website:** www.uaccollier.com
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 002078926
- l. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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Last Name

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Arts Council/Agency

4.3 Applicant Discipline

Multidisciplinary

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. Is your organization designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?

- Yes (required for eligibility)
- No

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

MISSION: The mission of the United Arts Council of Collier County is to enrich lives and strengthen the community through the power of the arts.

VISION: The United Arts Council unites and promotes the arts and cultural community in Collier County. We focus attention on the importance of all the arts to our economy and quality of life. We advocate for more arts education in the schools, more support of the arts and more art in public places.

VALUES: Our values include creativity, collaboration, inclusiveness, innovation and responsiveness to community needs.

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 United Arts Council of Collier County (UAC) was established in 1981 and became the LAA for Collier County in 1984. Since that time, the UAC has grown into an umbrella agency for the arts in all disciplines in Collier County. The United Arts Council is supported by more than 400 dues-paying individual and organizational members and is governed by a 10-member Board of Directors who volunteer their services to set policy, raise funds and oversee fiscal operations. We do not receive operating funds from city or county government.

Major UAC programs include:

- Regularly scheduled **Arts Forum** meetings for representatives of local cultural organizations to discuss topics of mutual interest and participate in cultural planning efforts. The Arts Forum meets four times per year and brings together representatives of art, music, dance, theater and environmental organizations to share information and network among themselves.
- **Exhibition opportunities** for artist members, both in our in-house gallery and at satellite locations around the county. These external locations include community venues such as an art gallery inside a park community center, a gallery at the Rookery Bay National Estuarine Research Reserve and pop-up galleries at high-end shopping centers.
- **Education programs** focused on after-school and summer arts enrichment courses for several thousand K-12 students in low-income areas and hundreds of low-income seniors. Education programs operate year round and provide substantive learning experiences for at-risk students and elders.
- **Community education, performance and outreach opportunities**, including exhibition openings with artist talks, open mic nights, artists' residencies and performances, art portfolio reviews for high school students applying to art school, and workshops and lectures by nationally known experts in their fields.

- **Advocacy and cultural planning efforts.** The UAC is participating in countywide arts planning efforts, arts and cultural tourism development and the development of public art master plans for the City of Naples and the Bayshore Gateway Triangle Community Redevelopment Association (CRA).
- **Festivals and community celebrations.** The UAC organizes an annual outdoor art fair that provides residents and visitors opportunities to interact with artists and purchase art. The UAC also partners with the newly opened Paradise Coast Sports and Event Complex in East Naples to organize outdoor art and music festivals featuring local artists and musical talent.
- **Public information services.** The United Arts Council publishes a printed events calendar nine times per year. A continuously updated on-line calendar of arts events on our website is the most comprehensive arts information resource in the county. Council staff curates a weekly "Best Bets for the Weekend" e-blast sent weekly to 2,200+ individuals and maintains directories of Collier County artists in all disciplines on our website.

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.

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1. To unite, promote and advance the cultural community in Collier County.
 2. To be a recognized provider of excellent out-of-school-time arts education for at-risk students and low-income adults in Collier County who would not otherwise have access to cultural enrichment.
 3. To provide vital cultural services to the community at large that fill gaps in existing offerings.
 4. To advocate for more arts education in the schools, more funding for the arts, and more art in public places.
 5. To promote increased equity, diversity and accessibility in our own cultural programming as well as in that of other cultural organizations in Collier County.

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"

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- Goal #1. To unite, promote and advance the cultural community in Collier County.

Objectives:

- A. Provide "Arts Forum" meetings four times annually for organizational members of the United Arts Council.
- B. Provide exhibition and performance opportunities for at least 60 artist members of the United Arts Council.
- C. Document and publicize the economic impact of arts and culture in Collier County and partner with the CVB on development of arts and cultural tourism visitor packages.

Goal #2. To be a provider of excellent out-of-school-time arts education for at-risk students and low-income adults in Collier County who would not otherwise have access to cultural enrichment.

- A. Provide arts enrichment for 2,500 at-risk students in after-school and summer programs across the county, including Title 1 schools, alternative education facilities and social service organizations.
- B. Serve 200 senior citizens attending regularly scheduled art classes at three nonprofit senior centers.
- C. Maintain a roster of 20+ experienced teaching artists in all disciplines (art, music, dance and theater) to provide arts enrichment courses for students and adults.

Goal #3. To provide vital cultural services to the community at large that fill gaps in existing offerings.

- A. Publish a printed arts and culture events calendar nine times per year and provide a regularly updated on-line events calendar that is consulted by tens of thousands of viewers annually.
- B. Mount at least 3 outdoor art and music festivals that showcase the talents of member artists and organizations to the public.
- C. Organize artists' residencies, performances and educational workshops and lectures to engage the general public in learning more about art through participating in these activities.

Goal #4. To advocate for more arts education in the schools, more funding for the arts, and more art in public places.

- A. Communicate with 150+ art and music teachers in the public school system and private schools to provide them with information about resources available to them through the United Arts Council.
- B. Organize an annual juried student art exhibit open to students in grades 6-12 in Collier County.
- C. Participate in the implementation of public art master plans currently being finalized by the City of Naples and the Bayshore Gateway Triangle CRA.

Goal #5. To promote increased equity, diversity and accessibility in our own programming as well as that of member artists and organizations in Collier County.

- A. Educate UAC Board of Directors and staff members about equity, diversity and accessibility issues.
- B. Present an Arts Forum meeting focused on equity, diversity and accessibility topics for

cultural organizations.

C. UAC board members and staff will foster initiatives to create a workplace where all employees and volunteers, regardless of their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feel valued and respected.

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.

1.A. - Arts Forum:

- Set an annual schedule of Arts Forum meetings in Fall 2022 for the 2022-23 program year and publicize to 30+ organizational members and prospective members.
- Invite at least 2 guest speakers to stimulate increased attendance at Arts Forum meetings.
- Provide time during each Arts Forum meeting for members to network and promote their own cultural offerings.

1.B. - Exhibition and Performance Opportunities:

- Provide exhibition opportunities for 60+ UAC artist members by means of rotating exhibits in the UAC Gallery, which is located in a downtown storefront space in the Naples Design District.
- Collaborate with satellite exhibition venues to schedule rotating exhibits that provide multiple opportunities for 30+ UAC artist members to showcase and sell their work throughout the year.
- Work with the CVB, Chamber of Commerce, hoteliers and concierges to promote UAC-organized arts and cultural offerings.
- Communicate with 150 county art teachers to invite entries to UAC's annual student exhibit for students in grades 6-12, which is celebrated with a reception for the young artists, their families and friends.

1.C. - Economic Impact

- Create an annual arts summit to present the economic impact data related to arts and culture in Collier County.
- Partner with the CVB to create arts and tourism visitor "trails" and packages highlighting the different cultural regions of Collier County.

2.A. - Arts Education for At-Risk Students:

- Work with schools in low-income neighborhoods and with education-focused social service organizations to provide multi-week arts education courses for 2,500 students enrolled in after-school programs.
- Serve at-risk students in Pre-K through Grade 12 at approximately 18 after-school program

sites in Collier County with hands-on arts education courses and special events.

- Provide professional development opportunities for UAC teaching artists to help them enhance their skills.
- Advertise teaching opportunities to diverse audiences in order to develop a teaching roster that better reflects the makeup of the communities served.

2.B. - Senior Citizens:

- Partner with nonprofit senior centers to provide arts enrichment programs and special events that meet the needs of their members.
- Reach out to area nursing homes and assisted living communities to develop relationships with them and provide arts services to vulnerable, isolated seniors.
- Provide arts classes and services at three or more senior living facilities in 2022-23.

2.C. - Teaching Artists:

- Provide professional development opportunities for UAC teaching artists to learn about special needs of seniors, particularly those in memory-care settings.

3.A. - Vital Community Services:

- Publish printed arts events calendar nine times per year
- Update on-line arts calendar weekly
- Publish "Best Bets for the Week" e-blast 50 weeks per year, sent to list of 2,200+ subscribers

3.B. - Art and Music Festivals

- Partner with a nationally known promoter to present the Naples Uptown Art Festival in November 2022.
- Partner with Paradise Coast Sports & Event Complex to present two or more music festivals that attract a broad audience in 2022-23.
- Advertise opportunities to participate in festivals to UAC member artists and Collier County arts community.

3.C. Outreach to Public

- Organize at least one grant-funded artist's residency featuring contemporary visual or performing artists.
- Present a lecture by one or more arts experts in an area of interest to the general public.
- Organize a portfolio review workshop for high school students applying to post-secondary art programs, led by a local arts professional working in higher education.

4.A. Advocacy

- Meet with newly elected city, county and state officials to introduce them to the Council's programs and services.
- Include county's art and music teachers in all general communications to our members, including exhibition opportunities and advocacy efforts.
- Represent UAC's constituency at meetings of the City of Naples Public Art Advisory Committee and Bayshore Gateway Triangle CRA.

4.B. Student Art Exhibit

- Publicize student art exhibit early in the school year.
- Communicate with the 75+ art teachers in the Collier County School District to provide them

with information about the exhibit.

- Reach out to art teachers in private schools and those who teach home schoolers to publicize the exhibit to them.
- Provide cash prizes as an incentive to applicants.
- Plan opening reception to take place in June 2023 for the selected students, their families and friends to award prizes and celebrate their achievements.

5. - Equity, Diversity and Accessibility

- Engage consultant or trainer to provide workshops for UAC Board and staff to increase their knowledge about these issues.
- Organize one Arts Forum meeting with a guest speaker to discuss these topics.
- Review physical accessibility of UAC Gallery and all programs annually to familiarize staff and volunteers with policies related to accommodations for people with disabilities.

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.

The United Arts Council collaborates with a broad range of organizations to provide vital educational and cultural services to county residents and visitors. The partnerships have evolved over many years and are stable, cooperative relationships that meet the needs of both parties.

Arts and economic development initiatives are the basis for partnerships with the county's Convention & Visitors Bureau, Tourist Development Commission and the newly opened Paradise Coast Sports and Event Complex.

Community partnerships for exhibition services include the Rookery Bay Environmental Learning Center, City of Naples Norris Center and the Naples Botanical Garden. The Council provides exhibition and sales opportunities for approximately 60 visual artists at these venues annually, increasing our organization's visibility and providing high-quality art exhibitions open to the public.

Written agreements are in place with the District School Board of Collier County, Boys & Girls Club of Collier County, Grace Place for Children and Families and the Naples Children & Education Foundation. The agreements govern the grant-funded arts education and enrichment programs we provide to PreK through Grade 12 students in after-school programs across the county, which provide paid employment for area artists.

The United Arts Council also partners with many other organizations to provide educational services. These include the YMCA of South Collier, Child's Path, Fun Time Early Childhood Academy, Immokalee Community School, PACE Center for Girls, Shelter for Abused Women, Naples Senior Center and Golden Gate Senior Center.

Through these partnerships and collaborations, the UAC provides high-quality, developmentally appropriate courses in art, music, dance and theater to 2,500 students and 200 elders at approximately 20 different program sites. The courses for students follow written curricula and incorporate learning goals aligned with the Florida Department of Education's standards for arts education. Teaching at these locations provides paid work for approximately 20 teaching artists.

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?

Utilizing feedback from many different sources is key to our agency's evaluation strategy. In general, our financial management software is used throughout the year to monitor progress toward budgetary goals. Grant applications that staff are preparing and upcoming funding opportunities are reviewed at biweekly staff meetings. Photographs, videos, written comments and social media postings are used to gather information on individual programmatic activities. Community events are evaluated by collection of attendance figures, participant comments and web-based or on-location satisfaction surveys. Survey Monkey is our friend.

UAC's education programs for at-risk youth require extensive data collection, including student attendance at each class meeting and numeric data from student progress reports indicating the percentage of students in each course who meet the instructor's written learning goals, which are aligned with the Florida state standards for arts education. The education program manager also gathers qualitative information from program directors at partner organizations, UAC teaching artists, after-school program staff and student participants.

A formal review of the organization's financial status and its measurable programming goals and objectives is undertaken at the conclusion of each fiscal year by the United Arts Council's board of directors and staff. The United Arts Council board recently approved a five-year strategic plan that will guide this process moving forward.

12.1 Artist Projects only

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

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.

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

65

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

500

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

35,000

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

2,500

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

2,000

18. 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.

18.1 Number of artists directly involved?

350

18.2 Number of Florida artists directly involved?

275

Total number of individuals who will be engaged?

39850

19. How many individuals will benefit through media?

20,000

20. 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.

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

20.2 Age Ranges (Choose all that apply): * Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

20.3 Underserved/Distinct Groups: * Individuals with Disabilities

Individuals below the Poverty Line

Individuals with Limited English Proficiency

Youth at Risk

21. Describe the demographics of your service area.

Located on the western edge of the Everglades along the Gulf of Mexico, Collier County is larger in land area than the State of Rhode Island. The current population is 385,000 people. The main population centers are the cities of Naples, Marco Island and Everglades City and the towns of Immokalee and Ave Maria. The ethnic composition of county residents is White/Non-Hispanic 62%; Hispanic/Latino 29%; Black/African American 7%; Asian 1.5% and Other 0.5%. The population grows by about 30% during the winter season due to an influx of visitors. The median age of residents is approximately 52 years, and 30% of the county population is over age 61. Median household income in Collier County is just under \$70,000, compared with the national median of \$79,900.

Although Collier County is often perceived as a haven for wealthy retirees, striking pockets of poverty

exist in places such as Immokalee. With about 25,000 residents, the population of Immokalee is roughly 70% Hispanic and 25% Black. About half the town's residents live at or below the poverty line. The story is similar in areas such as Golden Gate City, East Naples, and Everglades City and its environs. Demographics of the county's school-age population suggest that families with children also face economic challenges. Sixty-four percent of children in the public school system are Hispanic or Black. Sixty-five percent are classified as economically needy. About 54% of the School District's children live in homes where English is not the first language spoken. Collectively, these young people are among the neediest, most vulnerable students in the county, apt to attend high-poverty, low-performing schools, where the United Arts Council's after-school arts education programs are concentrated.

22. Number of individuals your members/organizations are serving?

300,000

23. Select all that apply to your organization? * Advocacy

- Arts Education
- Convening of Arts & Culture
- Community Building
- Cross-Sector Collaborations
- Manage/Operate Cultural Facilities
- Cultural Planning
- Cultural Tourism
- Diversity Initiatives
- Marketing
- Mentoring/Internships
- Present Programming
- Produce Programming
- Professional Development/Technical Assistance – Artists
- Professional Development/Technical Assistance – Organizations
- Professional Development/Technical Assistance - Teachers
- Public Art

24. 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 United Arts Council of Collier County engages the public directly through exhibitions, lectures and workshops. All public programming during the 2020-21 season was conducted either virtually or outdoors New outdoor art and music festivals that premiered during this time drew face-to-face audiences totalling 15,500. In 2022-23, we anticipate the festivals will attract many more visitors as the Covid crisis abates. UAC's after-school education programs served about 1,200 children and adults in 2020-21, primarily virtually. This number is less than half the usual number, and we expect the number

of students served to rise again in coming years as we emerge from the pandemic. Our member organizations -- which include a zoo, botanical garden, an estuarine reserve, museums, galleries and arts centers -- draw hundreds of thousands of visitors each year.

25. 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.

Collier

26. 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.

Collier

27. 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 United Arts Council's virtual programming consists of art videos, virtual classes and special events.

Videos

In summer 2020, UAC teaching artists made 18 videos that were distributed to our program partners. We introduced the videos one or two at a time via weekly emails. The goal was to reach children that our artists could not see in person due to program closures and restrictions on outside visitors at programs that were operating in person. The videos were intended to provide inspiration for children and families isolated at home. Additionally, the videos offered options for classroom teachers who might want to do an art project but didn't know how to get started. Most of the videos are 20 minutes or less in length. They are freely available to the public on UAC's YouTube channel.

Each video presents a hands-on art project that can be done with simple, everyday materials like paper, pencil, crayons and markers. The videos are pitched to different age groups. Some, like the "Art and Stories" series, are aimed at children in grades K-2. Others are more appropriate for older elementary students. A few videos were made with high schoolers in mind, for instance, a virtual studio tour of Naples artist Arturo Correa's workplace.

Virtual Classes

In summer 2020, we utilized the services of theater educators from The Naples Players to train UAC teaching artists in how to engage students using virtual teaching platforms. Over the course of the ensuing program year, UAC teaching artists taught 38 multi-week enrichment courses in art, music, dance and theater. They served approximately 1,000 at-risk students ranging in age from preschoolers

to 12th graders at 14 different locations. By and large, the students participated from their after-school classrooms, where on-site program staff helped facilitate the activities. All courses were grant-funded and provided at no charge to the students.

Meetings, Exhibitions and Special Events

Any programming could be done on line was presented virtually this past year. All activities were free and open to the public, except that art exhibitions had modest entry fees for the artists. These activities included:

- Arts Forum meetings
- Art exhibitions and virtual receptions
- Lectures and workshops

More information about these events is presented in the attachment, "Exhibits and Events."

28. 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.

Collier County's arts and culture industry has an overall economic impact of more than \$100 million annually. This figure is documented in the Americans for the Arts Arts and Economic Prosperity V study, which concluded that in FY 15, spending by Collier County arts and cultural organizations and their audiences totaled \$107.7 million. Volunteerism is also strong here; in FY 15, 4,530 volunteers donated 221,278 hours to the 44 nonprofit organizations that responded to the study.

As a cultural convener and advocate for the arts, the United Arts Council serves the public through our programs and by promoting the activities of our members. The UAC serves approximately 60 nonprofit cultural organizations, about a dozen of which may be considered major. Each of those has paid staff, trained volunteers and year-round programming. They include Artis--Naples, Naples Art, Marco Island Center for the Arts, The Naples Players, Gulfshore Playhouse, TheaterZone, four Collier County museums, Naples Botanical Garden, Conservancy of Southwest Florida, and the Rookery Bay National Estuarine Reserve. Located in the coastal region, these organizations serve an affluent audience of arts patrons and are collectively visited by several hundred thousand people annually. Additionally, several smaller organizations have an outsized impact, despite having few or no paid staff. For instance, the Music Foundation of Greater Naples raises tens of thousands of dollars each year to support scholarships for local music students. The Grand Piano Series offers world-class concerts and lectures for classical music lovers.

UAC's partnerships with local government, schools, businesses and arts-related enterprises provide many opportunities for member artists and organizations to have greater impact than they would on their own. The United Arts Council serves as the voice of the cultural sector and works to create a better environment for all in Collier County.

Education and Outreach. The UAC's after-school education programs go well beyond providing exposure to the arts for low-income children. We partner with the Collier County School District and

child-serving organizations that administer academically focused programs intended to improve children's classroom grades, standardized test scores and social behavior. Year after year, these programs show positive results, including upward trending high school graduation rates for participants.

The children attending these programs are overwhelmingly poor (91%) and are primarily Hispanic and Black. They attend low-performing schools and their communities may be geographically isolated, as in the cases of Immokalee and Everglades City. Their families are more apt than average to live in substandard homes and experience housing instability and social dysfunction.

In the after-school programs where our artists teach, children find academic support, arts enrichment, recreational activities and opportunities for social-emotional growth. Depending on the location, UAC artists teach classes like dance, acting, improvisation, creative movement, mixed-media art, drawing, painting, guitar, percussion and introductory band. The classes meet once or twice per week for an academic quarter, a trimester or a whole semester.

The impact of these programs is measured first by the teaching artists, who chart student progress toward achieving discipline-specific learning goals that are aligned with the Florida standards for arts education. Positive results are also noted by program site coordinators and staff who relay to us that the children look forward to their arts classes and grow in their "soft" skills such as the ability to express themselves, think creatively and work cooperatively together.

29. Marketing and Promotion

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

Brochures

- Collaborations
- Email Marketing
- Organic Social Media

29.2 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?

The UAC's marketing activities are geared to expanding awareness of the arts, arts activities and educational opportunities throughout Collier County. We promote the activities of member arts and cultural organizations as well as noteworthy cultural happenings across the county generally. Board members take part through board marketing and development committees. Our primary marketing strategies include:

Public Relations and Advertising

- Press releases about new board members, special events, visiting artist programs, educational successes, art exhibitions and other newsworthy happenings keep United Arts

Council activities in the public eye.

- Our media list is regularly updated and staff members maintain relationships with local reporters and media outlets.
- Advertising is achieved through sponsorships and event listings in local magazines.
- Public outreach will be enhanced by the UAC's new storefront exhibition gallery, opening to the public in June 2021. It will be open five days per week and attract walk-in visitors daily. The gallery also serves as a primary tool for recruiting new artist members who become eligible to exhibit and work in the space.

Informational Materials

- Events calendar brochures are published nine times per year, sponsored by local businesses. Print calendars are distributed at no charge to hotels, individuals, the Chamber of Commerce, CVB, community organizations, business associations, and are displayed in the UAC Gallery.
- An extensive web-based events calendar is updated weekly with new information. The online calendar is fully searchable and optimized for mobile devices.
- Many of our smaller organizations note that the online calendar and the "Best Bets for the Week" events listings are one of their primary reasons for membership. Distributed weekly, the "Best Bets" include a list of events happening each week and consistently breaks Constant Contact records for opens and clicks.
- A brochure rack display in the UAC Gallery is browsed by local and out-of-town visitors seeking information about exhibiting artists and UAC's events.
- Brochures on topics such as arts education and gallery events are printed as needed.

Website and Social Media

The United Arts Council has developed a robust social media presence. Stories, videos, and photos of local arts happenings are posted daily on social media platforms. Posts are scheduled for the times of day when our audience is most likely to be online. The UAC has over 4,500 followers and actively engages over 2,000 audience members each week.

The United Arts Council's website contains directories of member artists, entertainers and cultural organizations in Collier County. The website is maintained dynamically, responding to changing needs of our audience.

Links to economic impact studies and Collier County's new Arts and Culture Strategic Plan are highlighted on the website, in addition to calls to artists and audition opportunities for actors and musicians.

Other Activities in 2022-23

Multiple projects planned for 2022-23 are intended to promote cultural tourism in Collier County and draw public attention to and engagement with the broad range of artists, cultural organizations and attractions in the county.

- Partner with a nationally known promoter to host the Naples Uptown Art Festival in late November 2022. This festival's call to artists is first made available to the UAC's member artist directory. Subsidized space is made available for a local emerging artist looking to gain experience in art festivals.
- Partner with Collier County's Paradise Coast Sports Complex to present diverse arts and cultural events, including a music festival.
- Partner with Crown Media Holding to create an International Music Conference.

- Partner with the CVB to develop press tours highlighting arts and cultural tourist attractions throughout the county in its varied regions, each of which has an individual character.
- Assist in development of a "public art trail" for Collier County.
- Continue to partner with the county to advance and promote recommendations of the Collier County Arts & Culture Strategic Plan. The plan's Executive Summary is included in the support materials for this application.

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

30. 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.

The United Arts Council of Collier County is a small organization with three paid staff members. By necessity, staff share many different roles and responsibilities. Nonetheless, we carefully and consistently aim to demonstrate accessibility in its many dimensions throughout the full spectrum of agency activities, taking into account not just physical accommodations but also geographic, social and economic barriers to full participation in arts programs.

Our gallery is currently moving into a modest, leased space that will be ADA-compliant to the extent possible. UAC staff are committed to welcoming persons with disabilities to attend all programs by requesting advance notice of specific needs, including visual or auditory aids. We now routinely use voice amplification during public events, indoors and out. Many members of our community are senior citizens who require seating or other accommodations during events.

It is important to note that the vast majority of UAC program activities take place outside our office. Education programs serving K-12 students are held in public schools and the facilities of other organizations that are in full compliance with applicable accessibility laws. The same is true of our art classes for senior citizens. Similarly, UAC's off-site art exhibitions are held at locations that are in ADA compliance.

UAC education and outreach programs have long served audiences that lack access to the arts due to poverty, ethnicity and isolation. Our grant-funded after-school arts education classes serve students attending Title I schools in disadvantaged areas; more than 90% of them are classified as economically needy. Approximately 60% of the children in our after-school classes are Hispanic; 30% are Black or Haitian; the remainder are White/Other. All education programs are provided at no charge to participants. Eight of the 14 education program sites served in 2020-21 are in areas that are located 40 miles or more from where most Collier County arts organizations are based.

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

31. Policies and Procedures

Yes

No

32. Staff Person for Accessibility Compliance

Yes

No

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

Kristen Kerwin

33. 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.

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

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

Yes

No

34.1 If yes include here:

At the United Arts Council of Collier County, we are committed to creating a diverse, inclusive and equitable workplace where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feel valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our projects, programs and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

The United Arts Council strives to:

- See diversity, inclusion and equity as connected to our mission and critical to ensure the well-being of our staff and the arts communities we serve.
- Acknowledge and dismantle any inequities within our policies, systems, programs and services, and continually update and report organization progress.
- Advocate for and support board-level thinking about how systemic inequities affect our organization's work, and how best to address that in a way that is consistent with our mission.
- Commit time and resources to expand more diverse leadership within our board, staff, committee, and advisory bodies.
- Lead with respect and tolerance. We expect all employees to embrace this notion and to express it in workplace interactions and through everyday practices.

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

One often overlooked aspect of accessibility is cost of program activities. All programs provided by the UAC to the general public are either free or low cost. We have also experimented with sliding-scale ticket prices for a few events. In some cases, we are able to offer opportunities for local artists to gain greater exposure and grow their careers at minimal cost. At the first Uptown Art Festival in January 2021, free booth space and special services were reserved for one featured artist from Collier County who had not participated in an art fair previously and who wanted to learn the ropes.

Achieving accessibility and inclusiveness in our work is a fundamental part of fulfilling the mission of the UAC. We are actively striving to achieve diverse and inclusive environments for those we serve and our team to leverage the numerous demonstrated benefits, including:

1. Enhanced creativity
2. Better and more productive communications
3. Faster problem solving
4. Enhanced programs and services to constituents

We are doing this collaboratively with the Board of Directors, staff and community engagement initiatives, as outlined in our strategic plan.

Going forward, board and staff are creating a substantive framework to reinforce our commitment to the diversity initiative and respond to pressure from internal and external stakeholders.

Several components currently under development as part of our initiative are:

1. A clearly articulated philosophy and vision about diversity and its connection to the organization's mission, supported and affirmed by the UAC's Board of Directors
2. Clarity about terminologies such as diversity, inclusion, and cultural competence
3. Articulating the "business" case for diversity that outlines how diversity can improve operations and enable staff and volunteers to meet the needs of our community more effectively
4. Expected outcomes
5. The concept of safety
6. Candor

The concept of safety is a crucial component of the framework. We fully recognize that we must create an environment where all organization members feel they can participate and share their perspectives honestly without fear of reprisal. We aim to fulfill these needs in part by making available anonymous reporting and suggestion opportunities.

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

The United Arts Council leadership is female. Our board includes Hispanic members and LGBTQ representation. Our current roster of teaching artists is 44% Hispanic.

The Board of Directors realizes that diversity and inclusion are imperative in our work, and we are thinking ahead about what kind of organization we are, who we want to be, and what our legacy will be.

It will continue to be necessary, and our community is eager for it to take place.

The UAC Board of Directors has dedicated one board member to collaborate with our Executive Director to promote diversity in the workplace and plan for the Board's growth and expansion to reflect better the county we are in and of those who access our cultural services and programs.

G. Track Record Page 7 of 12

37. 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.

The United Arts Council of Collier County has a long history of grant stewardship and prudent fiscal management. The UAC's director and staff regularly track grant spending against program deliverables. The United Arts Council follows best practices of financial management for nonprofit organizations. Those practices include utilizing appropriate software, assigning different financial tasks to different employees and maintaining internal policies and controls. The Council employs a contract bookkeeper with expertise in nonprofit accounting. The Council's books are audited every two years by a CPA firm. The Council is overseen by an independent Board of Directors. Board members monitor the UAC's finances at every monthly meeting. They also participate in the development of a detailed financial plan and budget for each upcoming fiscal year. A separate board committee meets regularly to assess the financial results of fundraising efforts and plan new fundraising projects.

The United Arts Council's education programs are funded by recurring grants that provide stability. The Miracle 1 and 2 programs in Immokalee are funded by multiyear grants from the Florida Department of Education; the UAC has been a provider of arts enrichment to Miracle for more than 15 years. Similarly, our after-school courses at approximately 10 locations are funded by the Naples Children and Education Foundation, which has supported our efforts for the past six years.

In addition to regularly anticipated grant income, Council staff apply to local, state and national funders, both public and private, for funding of special projects. For instance, a grant from the National Endowment for the Arts partially funded the residency activities of Karen Peterson & Dancers in spring 2021.

That said, it will come as no surprise that the United Arts Council, like so many other nonprofit organizations, has been financially challenged by the pandemic year we are about to complete. The UAC merged in July 2020 with CAPA, the Cultural and Performing Arts organization dedicated to presenting musical performances and developing the cultural character of East Naples, which has been described at times as a "cultural desert." Fundraising initiatives to support mutual objectives, including the presentation of art and music festivals, are in progress at this time, as is the expansion and development of UAC's Board of Directors.

As our community emerges from the pandemic, the United Arts Council is poised to help rebuild and provide vital cultural services that will help artists, dancers, musicians, actors and local arts organizations to thrive again, financially and artistically.

38. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2020

39. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$39,748	\$38,305	\$33,000
2. Personnel: Programmatic	\$119,254	\$114,915	\$99,240
3. Personnel: Technical/Production			\$6,000
4. Outside Fees and Services: Programmatic	\$105,586	\$106,091	\$105,000
5. Outside Fees and Services: Other			\$15,000
6. Space Rental, Rent or Mortgage	\$35,000	\$8,605	\$27,300
7. Travel	\$2,931	\$1,573	\$3,500
8. Marketing	\$1,906	\$301	\$3,500
9. Remaining Operating Expenses	\$43,968	\$23,423	\$45,000
A. Total Cash Expenses	\$348,393	\$293,213	\$337,540
B. In-kind Contributions	\$15,000	\$60,000	\$50,000
C. Total Operating Expenses	\$363,393	\$353,213	\$387,540
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$2,453	\$7,972	\$15,000
11. Revenue: Contracted Services	\$58,075	\$57,050	\$58,000
12. Revenue: Other	\$100,097	\$64,574	\$90,000

13. Private Support: Corporate	\$15,445	\$42,574	\$85,000
14. Private Support: Foundation	\$119,548	\$50,779	\$75,000
15. Private Support: Other	\$97,214	\$97,569	\$120,000
16. Government Support: Federal	\$5,000	\$65,000	
17. Government Support: State/Regional	\$58,948	\$56,961	\$56,000
18. Government Support: Local/County	\$1,600	\$6,390	
19. Applicant Cash	\$157,155	\$95,213	\$95,000
D. Total Cash Income	\$615,535	\$544,082	\$594,000
B. In-kind Contributions	\$15,000	\$60,000	\$50,000
E. Total Operating Income	\$630,535	\$604,082	\$644,000

40. 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."

The UAC found 2020-21 extraordinarily challenging. The pandemic effects have been pronounced, not only on our finances, but also on our community. Thanks to the Federal Financial Support through two rounds of PPP funds totaling \$60,000, we have remained flexible and responsive, which enabled the organization's survival during the pandemic.

Staffing levels remained the same for all of FY 2020/2021. The launch of a new exhibition space in June 2021 in downtown Naples coupled with new business development initiatives will aid our organization's and the arts community's rebuilding and healing process.

41. 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

42. Hours *

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

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

- Yes
- No

H. Track_Record Page 8 of 12

44. Rural Economic Development Initiative (REDI) Waiver

Yes

No

45. 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:

- Grant funds (these are the funds you are requesting from the state)
- Cash Match (theses are earned or contributed funds supplied by your organization))
- 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).

45.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Community Engagement Manager	\$10,000	\$20,000	\$0	\$30,000
2	Executive Director	\$17,000	\$35,000	\$0	\$52,000
Totals:		\$27,000	\$55,000	\$0	\$82,000

45.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Community Engagment Manager	\$5,000	\$5,000	\$0	\$10,000
2	Education Program Manager	\$13,000	\$18,670	\$0	\$31,670
Totals:		\$25,000	\$33,170	\$0	\$58,170

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Executive Director	\$7,000	\$9,500	\$0	\$16,500
Totals:		\$25,000	\$33,170	\$0	\$58,170

45.3

45.4

45.5

45.6

45.7

45.8

45.9

Amount of Grant Funding Requested: \$52,000

Cash Match: \$88,170

In-Kind Match:

Match Amount: \$88,170

Total Project Cost: \$140,170

46. 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.

46.1 Revenue: Admissions *

#	Description	Cash Match	Total
1	Community Events	\$15,000	\$15,000
Totals:		\$0	\$15,000

46.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
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#	Description	Cash Match	Total
1	Education Programming	\$58,000	\$58,000
Totals:		\$0	\$58,000

46.3 Revenue: Other *

#	Description	Cash Match	Total
1	Special Events	\$15,170	\$15,170
Totals:		\$0	\$15,170

46.4

46.5

46.6

46.7

46.8

46.9

46.10

Total Project Income: \$140,170

46.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$52,000	\$52,000	37%
B.	Cash Match	\$88,170	\$88,170	63%
	Total Cash	\$140,170	\$140,170	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$140,170	\$140,170	100%

47. 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.

The UAC receives substantial in-kind contributions through goods & services, starting at \$50,000 in FY2020/2021, and it set to increase in the next financial year.

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.

48. Required Attachment List

Please upload your required attachments in the spaces provided.

48.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
SubFormW9.pdf	34 [KB]	5/26/2021 4:43:58 PM	View file

48.2

Documentation of Local Arts Agency Designation *

File Name	File Size	Uploaded On	View (opens in new window)
LAA Documentation United Arts Council.pdf	1099 [KB]	5/26/2021 5:03:54 PM	View file

49. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
2020-2021 Art Exhibits and Events.pdf	2020-2021 Art Exhibits and Events		8158 [KB]		View file
UAC Education Program Overview.pdf	UAC Education Program Overview		498 [KB]		View file
UAC Education Program Highlights.pdf	UAC Education Program Highlights		1867 [KB]		View file
UAC Art Videos.pdf	UAC Art Videos		172 [KB]		View file
UAC Strategic Plan Overview May 2021.pdf	UAC Strategic Plan Overview		1478 [KB]		View file
Collier Cty ACSP Executive Summary.pdf	Collier County Arts & Culture Strategic Plan		6610 [KB]		View file
Hyla Crane Letter of Recommendation.pdf	Support Letter - Hyla Crane	Marco Island Center for the Arts	356 [KB]		View file
Michaela Castaldi-LOS.pdf	Support Letter - Michaela Castaldi	UAC Artist Member	99 [KB]		View file
ChildsPath Letter of Support for UAC_.pdf	Childs Path Support Letter	Support Letter - Heather Singleton	293 [KB]		View file
Karen Peterson Dancers Letter of Support.pdf	Support Letter - Karen Peterson Corash	Karen Peterson & Dancers	1076 [KB]		View file

49.1

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.

50. 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.

51. 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

52. 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.

53. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of United Arts Council of Collier County, 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.

53.1 Signature (Enter first and last name)

Laura Burns

