

Arts & Cultural Alliance of St. Lucie Inc.

Project Title: General Program Support 2023

Grant Number: 23.c.ps.500.527

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 1

Discipline: N/A

Proposal Title: General Program Support 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Arts & Cultural Alliance of St. Lucie Inc. 
- b. **DBA:** St. Lucie Cultural Alliance
- c. **FEID:** 27-1255510
- d. **Phone number:** 772.462.2783
- e. **Principal Address:** 2300 Virginia Avenue Ft. Pierce, 34982
- f. **Mailing Address:** 2300 Virginia Avenue Fort Pierce, 34982
- g. **Website:** www.ArtStLucie.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Cultural Organization
- j. **County:**
- k. **DUNS number:** 117510616
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

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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) *

St Lucie Cultural Alliance is the representative organization for the arts and cultural sector in St. Lucie County. The mission of St. Lucie Cultural Alliance is to better position the arts and cultural sector as a significant contributor to the vibrancy, and educational and economic wellbeing, of St. Lucie County.

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.

Arts & Cultural Alliance of St. Lucie was formed in 2011 upon transition from the County's Dept of Cultural Affairs. The organization languished due to recession and leadership void. In 2017, the County contracted with Brevard Cultural Alliance to rebuild fiscal infrastructure.

In 2018, the Cultural Alliance was reinstated as the County's Local Arts Agency (LAA) and emerged with a new name, new logo, and newly energized board of directors.

In 2019, the organization retained Neil Levine as Interim Executive Director as a critical step in achieving full autonomy. Levine commissioned a sector-wide economic impact study, creating policies and procedures, and convened a series of public meetings and forums for input. He later assisted in developing a County Pandemic Recovery Action Plan.

After a national search for a permanent Executive Director, the Board of Directors, with the support of St. Lucie County administration and community input, unanimously appointed Alyona Ushe as its Executive Director in May 2020. Ushe has over twenty-five years of leadership experience in launching and growing a wide range of diverse organizations for nonprofit institutions and municipalities. In addition, the organization hired Dieulanie Claude as Communications Manager in February 2020.

In the face of a challenging year, the Alliance has achieved great success in being recognized as a transparent, sustainable designated LAA that embraces and represents all the arts and culture in St. Lucie County.

In under a year, from **May 2020 – May 2021**, the Cultural Alliance achieved measurable and significant results:

- Increased membership base by over 3580% from \$475 to \$17,482.
- Contributed revenue doubled from \$121,313 to \$241,588.
- In-kind contributions skyrocketed to over \$50,000.
- Conceived, created, and presented a new, one-of-a-kind, two-day signature event, "Treasure Coast Arts & Mindfulness Fest." Based on the success and the positive feedback from artists, mindfulness and wellness practitioners, and the public, this event is destined to attract national audiences and participants.
- Opened new gallery downtown Fort Pierce at a highly subsidized rate.
- Secured new partnerships to present dozens of visual art exhibitions and sell thousands of dollars in artwork for its members.

- Published its first Art St Lucie magazine in collaboration with Martin County Arts Council.
- Expanded and enhanced monthly art walks downtown Fort Pierce.
- Launched **Young Hearts to Arts**, an annual student-artists competition, with online voting and a traveling exhibition at botanical gardens and eco-centers.

Please note, these increases are different than the fiscal year improvements described in the budgeting section since the new team increased the revenue stream in the fourth quarter of FY20.

Public town hall meetings were not an option in 2020, so Ushe held hundreds of socially distanced interviews with members of the arts community. Four key priorities evolved from these discussions:

1. Lack of performance and exhibit venues in the County

The Alliance team addressed the need for creative and art spaces by developing powerful collaborations with numerous organizations. At these beautiful locations, the Cultural Alliance presented multiple events and exhibitions throughout the year and drew a broad spectrum of audiences and great attention. These organizations are:

- MIDFLORIDA Event Center
- Treasure Coast International Airport
- Roger E. Poitras Administration Annex Building
- St. Lucie County Chamber of Commerce at the Seven Gables House Visitor Center
- Port St. Lucie Botanical Gardens
- Heathcote Botanical Gardens

2. The need for marketing support

The Cultural Alliance launched a weekly Spotlight series, featuring members in its e-newsletters, social media platforms, and press releases. Numerous local publications published human interest stories. Alliance members utilize the Cultural Alliance website portal to upload and promote their events. The Alliance promotes these events on social media and through the Google Ad grant program.

Another powerful way the Cultural Alliance provides additional exposure to its members is through the publication of Arts Magazine in collaboration with the Arts Council of Martin County. Half the magazine was devoted to Art St Lucie and, when flipped, was called Martin Arts. Over 8,000 copies of this jointly published magazine reach arts and cultural households, businesses, and popular destinations along the Treasure Coast.

3. The desire for professional development workshops and seminars

Topics are selected through member surveys and include subject such as:

- "Tips from the Trenches, Navigating the Grant-writing Process" for the Division of Cultural Affairs for the Florida Department of State
- Public Art Professional Development is a step-by-step educational seminar for professional and emerging artists to learn about public art, its process, and how to apply to call to artists.
- Peer-to-Peer Fundraising, a multi-tiered approach to crowdfunding
- Social Media for the creatives

4. Lack of financial aid available and funding for the cultural community

The Alliance secured support from the City of Port St. Lucie, Florida License Plate funds, and the St. Lucie County for the initial \$25,000 of seed money to launch the Cultural Alliance **Innovation Grant Program**. Several initiatives are underway to assure sustainability and growth of the grant program:

- 10% commission from all artwork sales
- Sponsorships from Treasure Coast Arts & Mindfulness Fest
- Proceeds from an Annual Gala
- Businesses for the Arts Memberships

Funding from the DCA General Program Support will strengthen the Cultural Alliance's ability to further:

- Broaden its scope of services.
- Secure additional venues for its members
- Implement new educational initiatives.
- Becoming a cultural destination for visitors.
- Support and grow the creative sector.
- Assure the resilience and growth of the St. Lucie's LAA organization
- Use the benefits of the arts to elevate the quality of life in the community.

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: Grow St. Lucie County's Cultural Economy

St. Lucie County has an abundance of talent, yet it is still one of the best-kept secrets in the Treasure Coast. The Cultural Alliance programs address this challenge through various programs, initiatives, professional development, networking mixers, awareness, and marketing campaigns.

By supporting the needs of its members through an array of benefits designed to strengthen cultural organizations and provide an abundance of opportunities for its members, the Cultural Alliance's membership base is growing by leaps and bounds.

As a result of the new offerings, the Cultural Alliance membership base skyrocketed from eight (8) individual members and one (1) organization to 87 individual, 25 Cultural Organizations, 15 individual supporters, and ten (10) businesses. As stated above, we went from \$475 in revenue to \$17,482. Additionally, the Alliance attracted active members from surrounding counties, including Palm Beach, Martin, and Indian River Counties.

Most members identified a lack of exhibition and performance venues as the main challenge. Thus, the Alliance continues to develop new partnerships with local businesses, municipalities, and schools to create unusual places for art to be seen and experienced.

Lack of funding is another critical component. The Cultural Alliance has secured seed money to begin its Innovation Grant Program. These mini-grants will provide funds for the most original and creative ideas that help build our cultural landscape. In addition to funding, grant awardees will also receive support from the Cultural Alliance with marketing, logistics, and opportunities for connections to collaborate with the members of our artistic community.

The Alliance is also putting measures in place to ensure that the grant program is sustainable. 10% commission of artworks or tickets and funds earned through member participation are designated for the Innovation Grant Program. Sponsorships for specific events, such as Treasure Coast Arts and Mindfulness Fest and the Annual Gala, will be allocated for the grant funding program. The organization will continue to seek additional revenue streams to ensure the growth of the program.

GOAL 2: Develop New Initiatives to Assure Cultural Alliance Resilience, Sustainability, and Growth

For the Alliance to grow the cultural footprint, the organization must continue to strengthen its foundation. In FY 21, the Alliance board doubled in size, attracting prominent business leaders, community activists, and representatives of both municipalities.

Developing board committees is the next important step to enable the organization to draw participation from key stakeholders in the community. Currently, Executive and Finance Committees are active; additional committees include:

- Nominating Committee
- Education
- Programming
- Cultural Economic Development
- Development & Fundraising
- Marketing and Awareness

Art St. Lucie Magazine provides advertisement space and awareness of the growing arts and cultural sector by successfully securing over \$7,000 for its first publication. With its successful history in FY 21, the Cultural Alliance is now better positioned to seek funding from foundations and corporate sponsorships.

Growing earned, as well as contributed revenue, is another primary goal. Featuring local artists through various exhibitions is the first step, with art purchases as the goal. To date, all Alliance Exhibits have generated sales for local artists. Educating the public of the importance of buying authentic, local art is a priority for the organization. “Why Buy Local Art” was a feature story in the inaugural magazine issue. Our goal is to collaborate with developers, realtors, and interior decorators to promote local art purchases as more and more people move to St. Lucie County.

GOAL 3: Provide Education Opportunities to Underserved Students and Increase Awareness of a More Sustainable and Beautiful Environment Through the Arts.

According to the national study conducted by the Americans for the Arts, low-income students who are highly engaged in the arts have improved academic performance and lower dropout rates.

St. Lucie County has one of the most diverse school districts in the state. It represents fifty-seven countries in its schools with 49 languages spoken. 75.2% of the students participate in free or reduced lunch programs. Graduation rates are 96.8%, an improvement of 17.3% over the past five years, with rates for underserved students ranked 6.5% above the state average.

The **Recycling ARTS Project (RAP)**, designed to educate youth and their families in creative conservation management techniques through the conception and construction of recycled art projects, incorporates the three R's: Recycle, Reduce, and Repurpose.

St. Lucie County is a leader in funding recycling initiatives. Working with local artists, conservation organizations, and school instructors, the finished works share messages to amplify and educate the critical role everyone plays in creating a sustainable environment.

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: Increase the number of cultural practitioners and members by 25% and community engagement and events by 10%

Objective 2: Diversify SCLA contributed and earned revenue to assure smart growth.

Increase Earned and Contributed revenue by 10%

Objective 3: Develop and Launch Recycling ARTS Project (RAP): Full STEAM Ahead with St. Lucie County School District's newest magnet school, Creative Arts Academy of St. Lucie (CAST).

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.

Activity 1A: Offer affordable space to local talent and provide incentives structured to attract cultural entrepreneurs who will:

- Collaborate with local schools, universities, museums, and galleries, making their venues available to cultural organizations and artists.
- Partner with businesses to use vacant properties and storefronts to present Pop-Up art-in-unusual-places.
- Host four multidisciplinary presentations annually in these locations
- Promote events through Cultural Alliance marketing and partner organizations to ensure attendance.
- Assist with the project and logistical planning.

Activity 1B: Strengthen Local Arts Organizations

- Assist members with grant proposals and submissions.
- Implement Board Training programs

- Identify business partners to serve on cultural boards.
- Match interests of business leaders to the needs of the nonprofits through an application process

Activity 1C: Hold quarterly professional development seminars.

- Respond to sector needs, established through surveys and broad consultation, and host professional development workshops.
- Use participant questionnaires and peer review feedback to determine the effectiveness of programs and workshops.

Activity 1D: Advocate for the support of the sector locally, statewide, and nationally

- Institute a robust advocacy program by participating with Florida Cultural Alliance, the Division of Cultural Affairs, and other arts leaders to illustrate the benefits accrued by our communities when the arts and cultural sector thrives.
- Participate in political discourse in a concerted effort to positively influence public policy.

GOAL 2: Develop New Initiatives to Assure SLCA Resilience, Sustainability, and Growth

Activity 2A: Expand the Board of Directors by 20%

Activity 2B: Launch Board Committees and inviting philanthropists, business owners, and civic leaders to join Cultural Alliance Board committees

Activity 2C: Convene a Board advisory committee comprised of local practitioners.

Activity 2D: Hold quarterly receptions and donor appreciation events for prospective and current supporters.

Activity 2E: Increase Membership by 25%

Activity 2F: Offer new membership incentives, including discounts and exclusive deals by local merchants, artists, and cultural organizations.

Activity 2G: Submit a minimum of one proposal to a foundation each quarter.

Activity 2H: Hold a Board Retreat to agree on the direction of travel and identify strategic developmental needs.

GOAL 3: Provide Education Opportunities to Underserved Students and Increase Awareness of a More Sustainable and Beautiful Environment Through the Arts.

The pilot project will be launched at CAST. The school features a Black Box Theater, art classrooms, upgraded facilities, and earlier school hours to accommodate extracurricular activities. Located in an urban district, its historical roots began in 1914 as St. Lucie County's first high school.

Using recycled materials, students will create recycling bins, place them throughout the school, students' homes, local business establishments, and communities where students live. Students will use the collected materials to create projects throughout the school year.

The project begins with art workshops and classes in schools and expands to eco-centers. It will culminate with a community-wide Recycled Art mural in collaboration with St. Lucie County Equity,

Inclusion, Diversity Committee designed to unite and engage all members of our community in St. Lucie County.

Activity 3A: Partner with CAST to deliver a pilot program that utilizes arts education to improve students' academic performance and increase awareness of the need to recycle.

Activity 3B: Collaborate with educators to identify the student body's needs and work with artists-in-residence in responding to those needs.

Activity 3C: Develop a process to select local talent to provide services to address the school's specific needs. Facilitate artist background checks.

Activity 3D: Develop a corporate sponsorship program with guidelines, rubric, and grant application and reporting process.

Activity 3E: Create and launch art workshops and classes at CAST to develop student-made recyclable bins.

Activity 3F Hold a community-wide Recycled Art mural project in collaboration with St. Lucie County Equity, Inclusion, Diversity Committee, Oxbow Eco-Center, CAST and the local arts community designed to unite and engage all members of our community in St. Lucie County

Activity 3G: Create an Annual Community-Wide Celebration: Arts, Culture and Education (ACE) Fundraiser, cooperative funding both educational initiatives.

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.

MIDFLORIDA Event Center is the largest presenting exhibition venue in the County and a significant partner in the Cultural Alliance's success. From art exhibitions, free concerts to the Treasure Coast Arts & Mindfulness Fest, MIDFLORIDA provides the use of the center at no cost, technical support, assistance with marketing and promotions of all events, and works with the Alliance to apply for joint grants. MIDFLORIDA provided over \$50,000 in pro-bono venue rental and services in the first year of its partnership.

Oxbow Eco-Center is a vital education partner, providing educational activities for children at various Alliance's festivals, events, and programs.

Visit St. Lucie, the County's tourism arm works with the Alliance to promote cultural activities throughout the region. Staycation visitors primarily drive St. Lucie County tourism. However, with events such as Treasure Coast Arts & Mindfulness Fest, we are looking to attract visitors from throughout the states and international tourists. Director of Tourism the County is a liaison on its Board of Directors.

Economic Development Council of St. Lucie County is a critical partner in identifying and introducing the Alliance to potential supporters. EDC President is a liaison on its Board.

Treasure Coast International Airport has recently flown aboard as the Alliance's newest partner to provide a beautiful space to exhibit local artists and welcome visitors to the Cultural Gem of the

Treasure Coast with local masterpieces.

St. Lucie Chamber of Commerce sells Alliance Members' artworks and jewelry at the Seven Gables House information center.

The City of Port St. Lucie: As one of the fastest-growing cities in the nation, Port St. Lucie has been a leader in ensuring that the cultural sector plays a significant role in extolling the quality of life measures for its citizens.

The Alliance assisted the city in reinstating its public Art Ordinance in 2019 and is a founding partner in the Grant Innovation Program.

Cultural Alliance Members are partners in our success. Members represent all disciplines, from visual artists to musicians and magicians, belly dancers, writers and bookmakers, filmmakers and photographers, festival organizers, and other small and large businesses alike.

Members participate in the Alliance's events, volunteer as contributors to the Spotlight, act as event organizers and promoters, curators, and ambassadors.

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?

St Lucie Cultural Alliance will use formal and informal evaluation methods to assess the effectiveness of our programs and services. We use workshop and networking event questionnaires, email surveys, and focus groups as sources of feedback from constituents. An upward trend in memberships will be a crucial indicator of satisfaction with our services in the marketplace.

The Board of Directors meets monthly to review all programs and initiatives and receives committee reports and updates. This meeting includes a Treasurer's report to keep the Board informed on the organization's financial position.

The Board convenes an annual retreat to review the progress against the organization's goals and strategic priorities. Staff and members of the Board worked together to create a strategic plan to map one, three, and five-year organizational goals.

The Cultural Alliance evaluates effectiveness in driving awareness of cultural events by using online analytic tools. Google Analytics is employed to monitor, track and report page views and visitor behavior on the website. Through Mail Chimp, our email communications manager, and NEON, our Customer Relationship Management (CRM) software, we monitor email open rates and click-throughs to ensure maximum reach. The Alliance will use social media analytics tools to track follower growth and engagement. And we have anecdotal feedback from our constituents.

Every program delivered in conjunction with a partner includes agreed metrics to measure efficiency and rates of success. Quantitative data showing results are vital in maintaining transparency and establishing organizational value to our constituents.

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?

15

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

59

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

10,600

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

329

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

329

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?

150

18.2 Number of Florida artists directly involved?

150

Total number of individuals who will be engaged?

11408

19. How many individuals will benefit through media?

500,000

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): * No specific age group.

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

21. Describe the demographics of your service area.

The population of St. Lucie County, FL, is 56.6% White, 19.8% Black or African American, and 19.5% Hispanic or Latino. There are 39 public schools in Saint Lucie County, with a student enrollment of 39,500, including 2% Asian, 31% African American, 30% Hispanic, 33% white, and 4% multi-racial.

Households in St. Lucie County, FL, have a median annual income of \$54,098, which is less than the median annual income of \$61,937 across the entire United States. In comparison to a median income of \$50,062 in 2017, which represents an 8.06% annual growth.

St. Lucie County is growing by leaps and bounds, especially Port St. Lucie, the Treasure Coast's largest city and one of the fastest-growing cities in America. Port St. Lucie more than doubled in population over the last two decades. The city's population grew from 88,769 to 178,778, or 101.4%, faster than all but five other cities considered, according to 24/7 Wall Street, a financial news and opinion website. Recently, the city also was named one of the safest cities in the U.S and one of the best places to retire.

In 2018, St. Lucie County, FL had a population of 321k people (twice that in the four-county Treasure Coast region) with a median age of 45.2 and a median household income of \$54,098. Between 2017

and 2018, the population of St. Lucie County, FL grew from 313,506 to 321,128, a 2.43% increase, and its median household income grew from \$50,062 to \$54,098, an 8.06% increase.

The robust population growth in the County is another indicator of the great need for an effective LAA in the County. St Lucie Cultural Alliance will use formal and informal evaluation methods to assess the effectiveness of our programs and services. We use workshop and networking event questionnaires, email surveys, and focus groups as sources of feedback from constituents. An upward trend in memberships will be a crucial indicator of satisfaction with our services in the marketplace.

The Board of Directors meets monthly to review all programs and initiatives and receives committee reports and updates. This meeting includes a Treasurer's report to keep the Board informed on the organization's financial position.

The Board convenes an annual retreat to review the progress against the organization's goals and strategic priorities. Staff and members of the Board worked together to create a strategic plan to map one, three, and five-year organizational goals.

The Cultural Alliance evaluates effectiveness in driving awareness of cultural events by using online analytic tools. Google Analytics is employed to monitor, track and report page views and visitor behavior on the website. Through Mail Chimp, our email communications manager, and NEON, our Customer Relationship Management (CRM) software, we monitor email open rates and click-throughs to ensure maximum reach. The Alliance will use social media analytics tools to track follower growth and engagement. And we have anecdotal feedback from our constituents.

Every program delivered in conjunction with a partner includes agreed metrics to measure efficiency and rates of success. Quantitative data showing results are vital in maintaining transparency and establishing organizational value to our constituents.

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

250,000

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
- Grant Maker – Artists
- Grant Maker - Organizations
- 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.

Cultural Alliance's additional impact on St. Lucie County's creative community is vast and continues to grow exponentially. The organization supports cultural activities that drew over 250,000 patrons and generated \$24 million in revenues in 2019. It works together with the Division of Tourism, welcoming over 1.2 million visitors annually. Surveys show that eight out of ten visitors plan to visit a museum or a cultural event while vacationing in St. Lucie County, and 21% say that arts are the primary reason for the trip.

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.

- St. Lucie

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.

- St. Lucie

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.

As our lives were unexpectedly interrupted by the coronavirus pandemic in early 2020, the Cultural Alliance agile team quickly acted with virtual campaigns to help minimize the impact of losing our physical proximity.

The Alliance team stayed committed to keeping the arts alive in our communities, realizing that it was more important than ever for all to stay inspired, engaged, and connected.

Its first digital campaign, Keep Art Alive, used indoor art activities of all disciplines to promote the arts and local artists. This movement included performing arts and visual arts content with DIY tips and tricks, lessons, tutorials, art trends, challenges, virtual tours, financial resources to assist artists, teach aspiring artists and children, and inspire our communities.

Using email marketing and social media, the Alliance encouraged artists of all ages to get involved and explore new ways to use technology with fun and creative ideas on digital community-building as we lose some of our physical closeness.

The four-category campaign: performance arts (dance, music, theatre), DIY (recycle art, canvas, painting, arts, and crafts), virtual art (museum tours and contests), and art resources (emergency funds, grants, COVID-19 updates, inspiring stories), helped our communities cope during difficult times. Local artists of diverse disciplines also spotlighted video tutorials, online classes, and articles about their work. The Alliance published various art subjects online through the website, email, and social media, at least three times a week. With each publication, there was a related challenge to keep our audience engaged. More information on this campaign is available on www.artstlucie.org/keep-art-alive.

Following Keep Art Alive, the Alliance launched the Young Hearts to Arts, which was exclusively for young artists (K-12 and college-age) during the summer of 2020. This campaign aimed to keep the youth in our communities active during quarantine while enjoying the developmental benefits of the arts.

The creative contest ran for approximately four months, which allowed for art submissions, online voting, exhibitions, and two outdoor award shows. The different categories were elementary school, middle school, high school, and college-age artists. Participants had to put their creativity to work and inspire our communities with original artwork displaying love, family, friendship, community, compassion, and empathy.

The organization first ran the online contest through our website, email, and social marketing, followed by the voting process with nearly 400 votes by the public. Once the votes were in, we held two county-wide outdoor exhibitions and award shows, including dance and music performances, kids' yoga, mantra rock live painting, and beautiful displays of the submitted masterpieces on yard signs at the local botanical gardens.

Each category had a 1st place and 2nd place winner. The winners received personalized framed certificates and gift cards to Michael's as an incentive to continue to create and inspire. 1st place winners received a \$50 gift card each and \$25 for each 2nd place winner! Plus, all participants had the option to take the printed yard signs home as a gift from the St. Lucie Cultural Alliance.

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.

In 2019, SLCA commissioned its first economic impact study: *The Economic Contribution of Arts & Culture to St. Lucie County*. The arts and culture sector is an economic engine, and this report illustrates how the sector contributes to the economic growth and resilience of St Lucie County's local

economy. This study, commissioned by SLCA and produced by Praecipio EFS, assesses the economic contribution of the sector based on data gathered from 15 sector participants, the outputs of which are the result of a rigorous and detailed analysis that assesses the sector's economic contribution. Data tells us that there were well over a quarter of a million attendees during the reporting period, which generated revenues of \$24.7 million and contributed \$10.6 million to our local GDP.

In addition, arts and culture had an enormous impact on the county's tourism industry. The total impact was \$3,753,696, which includes over \$1,316,162 and \$1,969,880 in value-added to the County GDP. Furthermore, the total sales effect of 51,294 St. Lucie arts & cultural tourists on overnight lodging is \$887,134. When combined with an average daily room rate of \$94.96, this implies about 9,340 room nights rented. In total, this constitutes a bed tax collection of about \$44,357.

These are extraordinary numbers and demonstrate how the arts and cultural sector benefits as an economic engine – one that supports jobs, remits taxes and contributes significantly to the overall St Lucie County economy. These statistics also illustrate how the sector will be a crucial element in emerging from the austerity induced by the global pandemic.

29. Marketing and Promotion

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

Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Pay Per Click (PPC) Advertising
- Radio
- Organic Social Media
- Paid 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?

Under new leadership, the Cultural Alliance developed and implemented powerful marketing and communications strategies to aggressively support the delivery of all programs and member events and activities.

As a result, the organization achieved the following successful outcomes over the course of last year:

- May 1, 2020 to May 31, 2021, Cultural Alliance posted 222 Facebook posts, gained 1,791 likes, over 2,000 new followers, 7,464 engagement (reactions, comments, shares), and 380,630 impressions.
- Cultural Alliance's audiences grew across all social media channels and the corporate website.

- Secured Google Ad Grant with a value of up to \$10,000 per month in search ads shown on Google.com.
- Increased the overall virtual audience by 289% from 2572 to 7426, including seven social media platforms, web blog pages, and email list:
 - Expanded Instagram audience by 195%
 - The LinkedIn page gained a gigantic 1444% more followers
 - The Facebook audience increased by 112%
 - Email contacts increased by 188%, with a clickthrough rate above industry standard
 - Increased web traffic by an average of 3,000 more users per month
 - New mass texting initiative implemented

The Cultural Alliance collaborates with the St. Lucie County Public Transportation Services as it rebrands to a new name: Area Regional Transit (**ART**)! Images of public, performance and visual art will adorn busses and highlight events on the exterior and interior of the moving "billboards," showcasing an abundance of arts and culture in the county.

In addition, **ART**'s new and robust app will map routes to county-wide cultural destinations, public art displays, and creative establishments. St. Lucie County Transportation Services is one of only a handful of municipalities to offer free public transportation. Encouraging residents and visitors to utilize the app to take free public transit to cultural destinations enhance Alliance's commitment to using the arts to preserve our environment in conjunction with its upcycling/recycling art projects.

The organization continues to implement its main communications goals and objectives, which are:

- Develop a powerful brand for the organization through branding and awareness campaigns
- Position the Cultural Alliance and its members as leading cultural innovators
- Increase membership growth and retention rate
- Encourage sector collaboration and partnerships
- Grow the county as a cultural destination
- Contribute to the overall development and sustainability of St. Lucie County's local economy

The Alliance partners with the County's Office of Tourism and its growing list of partners to effectively market St. Lucie County as a cultural destination by tailoring and implementing marketing and communication strategies to successfully promote events, venues, and all its members and partners, throughout the region.

Cultural Alliance has a comprehensive marketing plan that promotes Alliance's programming and its members' events throughout the Treasure Coast and the region through:

- email marketing
- engagement campaigns
- public relations
- website optimization
- search engine marketing
- partner marketing campaigns
- TV and radio advertising

- Public Service Announcements

Alliance's website, www.artstlucie.org, is a sophisticated online hub that provides a comprehensive digital resource, benefits from integrated CRM, and offers an artist's online marketplace, as well as a complete, up-to-date calendar of events.

In addition, the Cultural Alliance team and members of the Board attend numerous networking events, participate in an array of festivals, conduct interviews with the local press, and build new partnerships and collaborations with regional businesses, civic organizations, schools, and educational institutions municipal departments.

With a mounting membership database, Cultural Alliance continues to spread a powerful message far and wide that St. Lucie County is the Cultural Gem of the Treasure Coast.

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.

St Lucie Cultural Alliance has office space in the County office building, which is fully ADA compliant. All venues where the Alliance holds educational or networking events, cultural programming, or meetings are ADA compliant. St Lucie Cultural Alliance Employee Handbook details accessibility policies, procedures, and grievance processes. It is the policy of the Alliance to comply with all requirements of the Americans with Disabilities Act. The Alliance's website is fully optimized and user-responsive for accessibility.

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?

Alyona Ushe

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 St Lucie Cultural Alliance we believe that a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our programs of work.

To provide informed, authentic leadership for cultural equity, SLCA 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 impact 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, and expect all employees to embrace this notion.

St Lucie Cultural Alliance abides by the following action items to help promote diversity and inclusion in our workplace:

- Pursue cultural competency by creating substantive learning opportunities and formal, transparent policies.
- Commit to diversity and inclusion for underrepresented constituents.
- Work towards diversity, inclusion, and equity internally and the community.
- Be more intentional and conscious of bias during hiring, promoting, and evaluating staff.
- Advocate for policies that promote diversity, inclusion, and equity, and challenge systems and policies that create inequity, oppression and disparity.

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

Cultural Alliance is an umbrella organization for all cultural and social organizations committed to representing interests and addressing the needs of the County's diverse population.

Our leading partner in this commitment and effort is the St. Lucie County Diversity, Equity, and Inclusion Committee.

The Diversity, Equity, and Inclusion Committee consist of an appointed group of community leaders that focuses on promoting purposeful community engagement by working with citizens, employees, and community partners to create a culture of inclusion and opportunity for all. Given our vision to empower, engage, accept, support, and embrace the diversity of people, cultures, and perspectives to improve the experience of our visitors and residents, we recognize that the use of art is a great place to start. The beauty and admiration of art have a long history of bringing people together.

Together, we are working to identify key art projects that will unite our community. One of the first projects outlined in this proposal is a creation of a community mural. Public art can be informative, inspiring, and empowering for both artists and audiences. A community mural has the power to spark dialogue around important issues among teachers, students, families, staff, visitors, etc. The collaborative nature of the task encourages students and members of the community to combine individual visions and ideas into a final product.

Another critical partnership that the Alliance is working on enhancing is Young Professionals of Lincoln Park. LPYP addresses the needs and interests of the historic African American neighborhood called Lincoln Park in Fort Pierce. Lincoln Park Young Professionals (LPYP) was formed in October 2017 by a group of young professionals with a common interest in invoking change in the community to address various community issues and concerns. LPYP wanted to understand the needs better, wants, and desires of the community. They conducted several stakeholder interviews, indulged in continuous information gathering, and conducted research to understand the community's needs better.

Together with LPYP, the Cultural Alliance is developing programs such as the Spoken Word Festival as a signature event for both organizations.

Through these initiatives, the Alliance seeks to provide all people with fair opportunities to attain their full potential.

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

Cultural Alliance has a small staff of two; both are women. Cultural Alliance Communications Manager is African American. Great efforts are being made to diversity Alliance's Board of Directors to attract members better representing our community.

The Alliance does more than invite diverse groups to volunteer and be part of the organization. We start by making sure that our events are welcoming to varied members of our community. For example, the Alliance is working with Doretha Hair, the widow of the original Highwayman, Alfred Hair, the Cultural Alliance is expanding the popular Highwayman Trail Festival and engaging the second-generation Highwayman in activities in the County.

A similar approach with the Young Professionals of Lincoln Park is a joint initiative to launch a Spoken Word Festival. We are also working with the Diversity, Inclusion and Equity Committee partners to develop new initiatives that unite our community through the arts.

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.

To meet organizational fiscal responsibility, Cultural Alliance has numerous checks and balances in place. It utilizes accountant firm Berger, Toombs, Elam, Gaines, and Frank to manage the organization's financial needs, including accounting reconciliation of monthly financials and preparing the 990 tax returns. For payroll and 401 needs, Cultural Alliance uses Paychex and submits those reports to the accounting firm.

The Treasurer presents financial reports to the board at monthly board meetings and carefully monitors the budget to assure long-term sustainability. The Cultural Alliance is operating with a balanced budget and is below projected expenses as of May 2021.

Despite the pandemic, St. Lucie Cultural Alliance succeeded in strengthening its foundation and is projected to double its operating budget in FY 21 from \$161,180 in FY 20 to \$324,545 this fiscal year.

The Cultural Alliance received a one-time CARE One forgiven loan for \$26,388 in FY21. However, based on the success of the Treasure Coast Arts & Mindfulness Fest, substantial increase in memberships, and additional programs in place, the leadership is confident that corporate sponsorships, additional private support, and foundation grants surpass that amount next year.

The organization continues to strengthen the foundation to assure its sustainability. The leadership has a proven track record of diversifying contributed and earned revenue, which is the key to Cultural Alliance's ongoing success and has created an annual multifaceted development plan. The development plan is presented at the Annual Board meeting and assessed by the Development Committee at its monthly meetings.

Members of the Board are required to pay dues and play an active role in the development processes. The nominating committee seeks new candidates to support its mission, and the entire board assists in fundraising and development efforts. From hosting donor appreciation and recruitment receptions to inviting philanthropists and corporate leaders to join committees, attend cultural and networking events, and buying ads in the Art St Lucie magazine, members of the board are very active in their support.

The leadership developed new incentives to attract further corporate support, including sponsorships of the Treasure Coast Arts & Mindfulness Fest, professional development seminars, launching an Annual Community-Wide Gala, and starting Businesses for the Arts and Board Match Programs.

Since social media plays a prominent role in nonprofit development, Cultural Alliance will launch a peer-to-peer campaign to support the ACE Ball Celebration and its end-of-the-year giving drive, in addition to fundraising through emails, website, and social media posts.

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

39. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$71,648	\$72,827	\$31,500
2. Personnel: Programmatic		\$108,000	\$178,500
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic		\$7,500	\$25,500
5. Outside Fees and Services: Other	\$69,743	\$5,000	\$10,000
6. Space Rental, Rent or Mortgage	\$2,025	\$4,500	\$4,500
7. Travel			
8. Marketing	\$707	\$25,568	\$25,000
9. Remaining Operating Expenses	\$15,032	\$50,575	\$46,000
A. Total Cash Expenses	\$159,155	\$273,970	\$321,000
B. In-kind Contributions	\$2,025	\$50,575	\$65,600
C. Total Operating Expenses	\$161,180	\$324,545	\$386,600
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services			
12. Revenue: Other	\$3,210	\$17,000	\$28,500
13. Private Support: Corporate		\$9,500	\$20,000

14. Private Support: Foundation			\$10,000
15. Private Support: Other	\$2,200	\$7,120	\$7,500
16. Government Support: Federal		\$26,388	
17. Government Support: State/Regional	\$5,884	\$13,500	\$30,000
18. Government Support: Local/County	\$150,000	\$200,460	\$225,000
19. Applicant Cash			
D. Total Cash Income	\$161,294	\$273,968	\$321,000
B. In-kind Contributions	\$2,025	\$50,575	\$65,600
E. Total Operating Income	\$163,319	\$324,543	\$386,600

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 Cultural Alliance is operating on a growing and balanced budget. With two full-time staff members, a growing Board of Directors, and an ongoing reputation for excellence that is drawing new members from around the region, Cultural Alliance will continue to expand its programming and outreach. This grant plays a vital role in that development. It will bring greater awareness of the critical work the organization is doing and enable the organization to incentivize businesses and philanthropists to support the mission of the organization.

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:

- 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).

45.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$13,500	\$0	\$13,500
2	Communciations Manager	\$0	\$6,750	\$0	\$6,750
3	Membership Manager	\$0	\$6,000	\$0	\$6,000
4	Taxes & Benefits	\$0	\$5,250	\$0	\$5,250
Totals:		\$0	\$31,500	\$0	\$31,500

45.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$17,500	\$161,000	\$0	\$178,500

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$5,000	\$71,500	\$0	\$76,500
2	Communications Manager	\$7,500	\$30,750	\$0	\$38,250
3	Membership Manager	\$5,000	\$29,000	\$0	\$34,000
4	Taxes & Benefits	\$0	\$29,750	\$0	\$29,750
Totals:		\$17,500	\$161,000	\$0	\$178,500

45.3

45.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Professional Development	\$5,000	\$5,000	\$0	\$10,000
2	Artists-In-Residence	\$10,000	\$10,000	\$0	\$20,000
3	Performers	\$0	\$5,500	\$0	\$5,500
4	Treasure Coast Arts & Mindfulness Fest Expenses: Security, Supply Rentals, Etc.,	\$0	\$10,000	\$0	\$10,000
Totals:		\$15,000	\$30,500	\$0	\$45,500

45.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Consultants	\$0	\$5,000	\$0	\$5,000
Totals:		\$0	\$5,000	\$0	\$5,000

45.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
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#	Description	Cash Match	In-Kind Match	Total
1	Exhibition/Performance Space	\$0	\$50,000	\$50,000
2	Gallery Rent	\$4,500	\$15,600	\$20,100
Totals:		\$4,500	\$65,600	\$70,100

45.7

45.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Art St Lucie Magazine	\$2,500	\$7,500	\$0	\$10,000
2	Social Media	\$5,000	\$10,000	\$0	\$15,000
3	Print	\$0	\$5,000	\$0	\$5,000
Totals:		\$7,500	\$22,500	\$0	\$30,000

45.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$6,000	\$0	\$6,000
2	Legal & Accounting	\$0	\$10,000	\$0	\$10,000
3	Website Maintenance	\$0	\$14,000	\$0	\$14,000
4	Office & Event Supplies	\$0	\$7,500	\$0	\$7,500
5	Memberships	\$0	\$2,500	\$0	\$2,500
6	Software/NEON	\$0	\$5,000	\$0	\$5,000
Totals:		\$0	\$45,000	\$0	\$45,000

Amount of Grant Funding Requested: \$40,000

Cash Match: \$300,000

In-Kind Match: \$65,600

Match Amount: \$365,600

Total Project Cost: \$405,600

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

46.2

46.3 Revenue: Other *

#	Description	Cash Match	Total	
1	Membership (Artists & Arts Organizations)	\$20,000	\$20,000	
2	Sale of Art & Ticket Sales	\$6,000	\$6,000	
3	Treasure Coast Arts & Mindfulness Fest Vendors	\$8,500	\$8,500	
Totals:		\$0	\$34,500	\$34,500

46.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Corporate Memberships	\$5,000	\$5,000	
2	Waste Pro	\$5,000	\$5,000	
3	Hi-Tide Boat Lifts	\$5,000	\$5,000	
Totals:		\$0	\$20,000	\$20,000

#	Description	Cash Match	Total
4	Treasure Coast Arts & Mindfulness Fest Sponsorships	\$5,000	\$5,000
Totals:		\$0	\$20,000

46.5 Private Support: Foundation *

#	Description	Cash Match	Total
1	Recycling ARTS Project (RAP)	\$8,000	\$8,000
Totals:		\$0	\$8,000

46.6 Private Support: Other *

#	Description	Cash Match	Total
1	Board & private donations	\$7,500	\$7,500
Totals:		\$0	\$7,500

46.7

46.8 Government Support: Regional *

#	Description	Cash Match	Total
1	Florida Arts License Plate Program	\$5,000	\$5,000
Totals:		\$0	\$5,000

46.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	St. Lucie County	\$150,000	\$150,000
2	St. Lucie County Matching Grant	\$50,000	\$50,000
3	City of Port St. Lucie	\$25,000	\$25,000
Totals:		\$0	\$225,000

46.10

Total Project Income: \$405,600

46.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	10%
B.	Cash Match	\$300,000	\$300,000	74%
	Total Cash	\$340,000	\$340,000	84%
C.	In-Kind	\$65,600	\$65,600	16%
	Total Proposal Budget	\$405,600	\$405,600	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.

Not included in this budget are hundreds of hours donated by our amazing volunteers. From writing Spotlight feature stories to curating exhibitions and helping out at events, the Alliance could not do its work without the creative community that continues to grow around the organization.

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)
Cultural Alliance Substitute form 21.pdf	33 [KB]	5/31/2021 5:39:55 PM	View file

48.2

Documentation of Local Arts Agency Designation *

File Name	File Size	Uploaded On	View (opens in new window)
new St Lucie LAA designation Resolution No. 19-152.pdf	1260 [KB]	5/27/2021 8:08:19 PM	View file

49. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
2019 Economic Contributions of Art and Culture to St. Lucie County.pdf			2817 [KB]		View file
St. Lucie Rack Card-1.pdf	Rack Card	Summery of economic impact	4720 [KB]		View file
Selected Press.pdf	Selected Newspaper Articles		57271 [KB]		View file
Alliance Arts Fest Postcards sample.pdf	Post Cards Sample		14523 [KB]		View file
Partnership Letters.pdf	Partnership Letters	MIDFLORIDA Event Center, Creative Arts Academy of St. Lucie (CAST), Area Regional Transit (ART), Treasure Coast International Airport, Arts Council Martin County	2209 [KB]		View file
Letters of Support.pdf	Letters of Support	Dzadovsky, Chair St. Lucie County Commissioners; Hudson, Fort Pierce Mayor; Grant, Superintendent; Tesch, Economic Development; Bireley, Tourism; Adams, Backus Museum; Allison, Artist	5886 [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 Arts & Cultural Alliance of St. Lucie 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)

Alyona Ushe

