


The Artist Series of Tallahassee, Inc.

Project Title: Artist-in-Residence January 2022

Grant Number: 22.c.ft.200.1170

A. Contacts (Applicant Information) Page 1 of 8

Applicant Information

- a. **Organization Name:** The Artist Series of Tallahassee, Inc. 
- b. **FEID:** 59-3299905
- c. **Phone number (with extension if applicable):** 850.445.1616
- d. **Principal Address:** 262 N. Cherry St Monticello, 32344
- e. **Mailing Address:** PO Box 13705 Tallahassee, 32317-3705
- f. **Website:** www.theartistsseries.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Leon
- j. **UEI number:**
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Melanie

Last Name

Mays

Phone 850.445.1616

Email director@theartistsseries.org

2. Additional Contact

First Name

Melanie

Last Name

Mays

Phone 850.445.1616
Email director@theartistseries.org

3. Authorized Official *

First Name

Melanie

Last Name

Mays

Phone 850.445.1616

Email director@theartistseries.org

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Cultural Series Organization

4.3 Applicant Race

No single racial/ethnic group made up more than 25% of the population directly benefited

4.4 Applicant Discipline

Music

5. Department Name (optional)

6. Unique Entity Identifier (UEI)*

JR14JBBWAYQ1

B. Eligibility Page 2 of 8

7. Proposal Title *

Artist-in-Residence January 2022

8. Proposal Synopsis - (Maximum characters 435.) *

Since 2001, The Artist Series Artist-in-Residence program has served under-served and marginalized youth in Leon County. For many students, this program is their first exposure to classical music. This grant will provide funds to support educational outreach in the schools with our chosen artists, Amernet String Quartet, January 2022. This outreach program will reach elementary and middle school students in Leon, Wakulla, Gadsden, and Jefferson Counties.

9. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Other (not an eligible response)

10. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

11. Do proposed activities occur between 1/1/2022 - 6/30/2022? *

- Yes (required for eligibility)
- No

12. Does your organization have a last completed fiscal year operating budget of \$150,000 or less? *

- Yes (required for eligibility)
- No

C. Excellence Page 3 of 8

13. Applicant Mission Statement - (Maximum characters 350.) *

The mission of The Artist Series of Tallahassee is to promote and encourage an appreciation of classical chamber music while developing a broad-based sustainable audience in North Florida.

14. Proposal Description - (Maximum characters 5250.) *

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and education and outreach plans.

The **Artist-in-Residence** program combines free, music outreach, workshops targeting under served or marginalized students in Leon County and elderly populations. We've selected **Amernet String Quartet** as the 2021-22 Artist-in-Residence ensemble for January 2022. Traditionally, this week long program delivers fun, highly imaginative and interactive educational performances to elementary and middle school students in Leon, Wakulla, Gadsden, and Jefferson Counties; a free mini-concert performed at a senior living facility to reach those who are no longer able to attend a public concert; a free master class, open to community musicians, college, and middle/high school students; culminating in a well-promoted public concert. Participation: 1000 students, elderly patrons and college students from FSU and FAMU. **If we are not allowed to do live visits in the schools due to the Delta variant of COVID-19, we will record the educational outreach and make it available online on our website to schools, libraries and retirement facilities. In this case, the students will also be invited to watch our livestream public concert or the recorded video online, free-to-the-public concert provided on our website.** We estimate that through the reach of the internet, we may be able to reach many more students than usual.

Primary Goals

- Promote arts and culture as an integral part of education and personal and community development
- Inspire a lifelong appreciation for the arts among North Florida residents and visitors

Activities

- Present a four-day Artist-in-Residence music outreach program targeting underserved and marginalized populations in elementary and middle schools.
- Perform at Allegro Retirement Community (if allowed due to COVID-19).
- Hold a master class at FSU for College of Music string players.
- Present a public concert at Opperman Hall, FSU.

Outcomes

- Expose more students to classical chamber music and develop an appreciation of classical music.
- Encourage students to want to attend a live classical music concert (students will be compensated to public concert or given access to the livestream or recorded video.)
- Help elderly patrons and shut-ins feel more connected in a COVID-19 world through music.
- Reach a more diverse audience of all ages, ethnicities and income levels and encourage them to

listen and enjoy classical music.

Program Activities: Preparation and collaboration are the backbones of the Residency program. We meet with past partners (i.e. school administrators, teachers, site managers) to learn about their goals for the upcoming year. We communicate through email and social media. The pre-recorded programs are tailored to engage the students and meet school needs. Workshop and master class content meets the National Association for Music Education standards for ensembles.

This program is a collaborative effort with the Artist Series, Amernet String Quartet and their management, schools, teachers, facility administrators, community organizations, businesses, and individuals. The residency receives promotional and financial support from: Leon County government; the City of Tallahassee; Leon County Public Schools; Gadsden County Public Schools; Wakulla County Public Schools; Jefferson Somerset Charter School; FSU College of Music; Osher Lifelong Learning Institute; Allegro Senior Living Community; Westminster Oaks; the Tallahassee Youth Orchestras; Homeschool Orchestra; WFSU Broadcasting; WCTV; City of Tallahassee and *The Tallahassee Democrat* and *Limelight Magazine*.

January Artist-in-Residence-Amernet String Quartet

- **Wednesday through Friday:** eleven music outreach workshops held in selected Leon County, Wakulla and Gadsden County schools; some are Title 1 schools. Free visits last approximately 40 minutes to one hour. Workshops are tailored to the classroom. Each visit gives students the opportunity to meet and interact with the artists; an introduction to the instruments demonstrating the tone, texture and versatility of the instruments; a history of the artists' accomplishments, with a discussion of how they became interested in playing musical instruments, at what age they began playing instruments and where they received their training and education; followed by a question and answer period. Sample lesson plans showing teachers how they can integrate music with math, science, history, and social studies are made available for download on our website's Education Outreach page. We tailor the program to meet the needs of the school. Note: This is an increase in the number of in-school performances in Leon County schools.
- **Thursday evening:** the resident artists hold a free outreach workshop visit at the Allegro Senior Living community in Tallahassee. Allegro is an assisted living facility for seniors that need a little help to get through the day. Many residents either cannot or will not leave the grounds for a public concert.
- **Saturday afternoon:** the resident artists will give a two hour master class/workshop at FSU for College of Music string students. FAMU students, Youth Orchestra, and Big Bend Community Orchestra musicians will be invited to attend as well. The free master class is open to the public to observe.
- **Sunday afternoon:** the Artist-in-Residence project closes with a public concert in Opperman Music Hall. The residencies in the schools inspire many people to attend a public classical music performance for the first time. To encourage attendance by workshop participants, the Artist Series provides complimentary tickets for students, teachers, and parents.

D. Impact Page 4 of 8

Events and Participation

15. What is the estimated number of proposal events? *

4

16. What is the estimated number of opportunities for public participation? *

14

17. How many total individuals will benefit? *

1,454

18. How many Adults will be engaged? *

250

19. How many school based youth will benefit? *

1,000

20. How many non-school based youth will benefit? *

50

21. How many older adults will benefit? *

150

22. How many artists will be directly involved? *

23. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

Main Artist-in-Residence in January has 14 events: eleven in-school interactive, programs; one senior living interactive, program; one master class; one public concert.

The Artist Series offers a five concert series; one public concert is shared with the Artist-in-Residence program.

Proposal Location

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

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

- Gadsden
- Jefferson
- Leon
- Wakulla

Accessibility

25. Policies and Procedures *

- Yes
- No

26. Staff Person for Accessibility Compliance *

- Yes
- No

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

Melanie Mays

27. 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 has completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

27.1 If yes, when was the evaluation completed? * July 2021

E. Management (part 1) Page 5 of 8

Narrative

28. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

Program evaluation is a measure of outputs. These measurable indicators give us information as to our desired impact on the community and participants. The results help us determine future program goals and actions. Objective measurements include:

- Attendance - Paypal, Square records
- Observable participant engagement through after concert feedback.
- Attendance at new Meet the Artist Zoom Chats for season ticket holders.
- Online-Vimeo analytics for online livestream and video stats for website.
- Email opens and clicks.
- Facebook reach, likes, shares, boosts and clicks (the Artist Series sells tickets through its website).
- Number of participants taking advantage of free tickets to the final online concert of the Artist-in-Residence program.
- Participant demographics – visitor origin, resident, vacationer.
- Funds received from season ticket sales, donor and corporate support.
- Community partnerships.
- Quality of media coverage & reviews.
- Feedback from patrons through email and FaceBook or phone calls.
- Feedback from teachers and principals for the in class interactive performances.

Collected performance measurements are reviewed by the Artist Series to determine program effectiveness in reaching established goals. Partner comments and compiled data are incorporated in a final report highlighting accomplishments and lessons learned at board meetings. The report is used for reference in planning cycles.

Operating Budget

29. Completed Fiscal Year End Date * 6/30/2021

30. Operating Budget Summary *

Expenses	Previous Fiscal Year
1. Personnel: Administrative	\$28,000

2.	Personnel: Programmatic	
3.	Personnel: Technical/Production	\$3,535
4.	Outside Fees and Services: Programmatic	\$24,200
5.	Outside Fees and Services: Other	\$2,575
6.	Space Rental, Rent or Mortgage	
7.	Travel	
8.	Marketing	\$5,785
9.	Remaining Operating Expenses	\$6,724
A.	Total Cash Expenses	\$70,819
B.	In-kind Contributions	\$12,000
C.	Total Operating Expenses	\$82,819
	Income	Previous Fiscal Year
10.	Revenue: Admissions	\$9,134
11.	Revenue: Contracted Services	
12.	Revenue: Other	\$1,070
13.	Private Support: Corporate	\$6,000
14.	Private Support: Foundation	
15.	Private Support: Other	\$29,573
16.	Government Support: Federal	
17.	Government Support: State/Regional	\$11,479

18. Government Support: Local/County **\$38,564**

19. Applicant Cash

D. Total Cash Income **\$95,820**

B. In-kind Contributions **\$12,000**

E. Total Operating Income **\$107,820**

F. Management (part 2) Page 6 of 8

Proposal Budget Detail

Proposal Budget Expenses

Detail estimated proposal expenses in the budget categories listed below. **The request amount allowed is \$1000 to \$2500. Include only expenses that specifically relate to the proposal.** You can find a list of non-allowables in the Non-Allowable Expenses section of the guidelines. You are only required to have 50% match (cash or in-kind). The Proposal Budget expenses must equal the Proposal Budget income.

- Totals are automatically calculated but will not update until you click “Save changes.”
- Do not enter dollar signs (\$) or commas (,)
- You can add multiple rows for each budget category. Each row must include a description and a dollar value in one or more of the columns labeled “Grant Funds,” “Cash Match,” and “In-Kind Match.”
 - Grant Funds is your request amount. Detail how you intend to spend the funds you are requesting from the state.
 - Cash Match is non-state cash.

31. Personnel: Administrative

31.1

32. Personnel: Programmatic

32.1

33. Personnel: Technical/Production

33.1

34. Outside Fees and Services: Programmatic

34.1 Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Amernet String Quartet	\$2,500	\$2,500	\$0	\$5,000
Totals:		\$2,500	\$2,500	\$0	\$5,000

35. Outside Fees and Services: Other

35.1

36. Space Rental

36.1

37. Travel (match only)

37.1

38. Marketing

38.1

39. Remaining Proposal Expenses

39.1

Amount of Grant Funding Requested: \$2,500

Cash Match: \$2,500

In-Kind Match:

Match Amount: \$2,500

Total Project Cost: \$5,000

Proposal Budget Income

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses

- Totals are automatically calculated but will not update until you save the page.
- Do not enter dollar signs (\$) or commas (,)
- You can add up to 15 detail rows for each budget category. Each row must include a description and

the amount of cash match for that row

- State funds are not allowed in the Proposal Budget Income. This includes any income that comes from an appropriation or grant from the State of Florida.
- Grantees are presented with the following form for each budget income category. In consideration of space, only one form is included here.

40. Revenue: Admission

40.1 Budget Item

#	Source	Amount
1	Ticket sales	\$1,000.00

41. Revenue: Contracted Services

41.1 Budget Item

42. Revenue: Other

42.1 Budget Item

43. Private Support: Corporate

43.1 Budget Item

44. Private Support: Foundation

44.1 Budget Item

45. Private Support: Other

45.1 Budget Item

#	Source	Amount
1	Donation	\$1,500.00

46. Government Support: Federal

46.1 Budget Item

47. Government Support: Regional

47.1 Budget Item

48. Government Support: Local/County

48.1 Budget Item

49. Applicant Cash

49.1 Budget Item

Total Project Income: \$2,500

50. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$2,500	\$2,500	50%
B.	Cash Match	\$2,500	\$2,500	50%
	Total Cash	\$5,000	\$5,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$5,000	\$5,000	100%

51. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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.

G. Attachments & Support Materials Page 7 of 8

52. Required Attachment List

Please upload your required attachments in the spaces provided. .

52.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitutue w9 TAS.pdf	33 [KB]	9/1/2021 2:50:35 AM	View file

53. Support Materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Brochure 2021-22 Artist Series FINAL.pdf	Brochure for 2021-22	Brochure for 2021-22 Concert Season	3859 [KB]		View file
Program 24pgs 2021-22 FINAL.pdf	Concert Season Program 2021-22	Concert Season Program for 2021-22	12258 [KB]		View file
The Artist Series Board of Directors 2021-22.pdf	The Artist Series Board of Directors 2021-22	Board of Directors, bios, 2021-22	293 [KB]		View file
Marketing samples 2020-21 and 2021-22.pdf	Marketing Samples & logo recognition	Examples of ads-print and online	2298 [KB]		View file
Artist in Residence-current and past seasons.pdf	Artist in Residence current and past seasons	Bio for Amernet Quartet, examples of online Residency 2020-21, examples of live Residency 2019-20	7137 [KB]		View file

53.1

H. Review and Submit Page 8 of 8

54. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of The Artist Series of Tallahassee, 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.

54.1 Signature (Enter first and last name)

Melanie Mays

