

St. Petersburg Arts Alliance, Inc.

Project Title: SHINE Mural Festival

Grant Number: 23.c.pr.105.561

Date Submitted: Tuesday, June 1, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Visual Arts

Proposal Title: SHINE Mural Festival

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** St. Petersburg Arts Alliance, Inc. 
- b. **DBA:** St. Petersburg Arts Alliance
- c. **FEID:** 46-1335413
- d. **Phone number:** 813.426.4305
- e. **Principal Address:** 100 2nd Ave. N, Suite 150 St. Petersburg, 33701-3351
- f. **Mailing Address:** 100 2nd Ave. N, Suite 150 St. Petersburg, 33701-3351
- g. **Website:** www.stpeteartsalliance.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 079400087
- l. **Fiscal Year End Date:** 12/31

1. Grant Contact *

First Name

Jenee

Last Name

Priebe

Phone 813.426.4305

Email jenee@stpeteartsalliance.org

2. Additional Contact *

First Name

Terry

Last Name

Marks

Phone 917.969.0116

Email terry@stpeteartsalliance.org

3. Authorized Official *

First Name

Terry

Last Name

Marks

Phone 917.969.0116

Email terry@stpeteartsalliance.org

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Arts Service Organization

4.3 Applicant Discipline

Visual Arts

C. Eligibility Page 3 of 12

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

Yes (required for eligibility)

No

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

Yes (required for eligibility)

No

7. What is the legal status of your organization?

Florida Public Entity

Florida Nonprofit, Tax-Exempt

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

Less than 1 year (not eligible)

1-2 years (required for eligibility for GPS and SCP)

3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

9. Applicant Mission Statement - (500 characters) *

The St. Petersburg Arts Alliance is the umbrella organization serving the arts and cultural community: advocating for the arts; facilitating the growth of the arts community; and driving arts-related economic development in St. Petersburg.

10. Project 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 Florida Department of Cultural Affairs specific program support would allow the annual SHINE St. Petersburg Mural Festival to produce 16 world-class murals, create two Bright Spot community murals and host a series of related street art events in October 2022.

The SHINE St. Petersburg Mural Festival was created in 2015 to illuminate the power of art in public spaces by revitalizing areas, inspiring dialogue and uniting our community. St. Petersburg is now an international mural destination built upon the foundation of SHINE's commitment to "art for art's sake." By using walls and streets as canvas, the city comes alive with color and creativity. Art is inclusive for all to safely experience in our outdoor city-wide gallery. At its core, SHINE promotes accessibility, celebrates the medium, adds character to our surroundings and allows kids, both young and old, to know that with enough imagination and determination you can make magic happen through art.

The SHINE St. Petersburg Mural Festival is produced by the St. Petersburg Arts Alliance, the umbrella organization serving the arts and cultural community, advocating for the arts, facilitating the growth of the arts and driving arts-related economic development in St. Petersburg. SHINE serves to advance SPAA's mission by increasing arts-related economic impact and further identifying St. Petersburg as a City of the Arts.

Since SHINE's inaugural year in 2015, the festival has produced 106 murals, including 17 "Bright Spot" community engagement murals, from a diverse group of artists representing every continent except Antarctica, 10 different US states, and 48 local artists from a variety of backgrounds.

The SHINE Mural Festival seeks to ignite St. Petersburg once again for the 2022 season, bringing international, national and local artists together to further propel the city forward as a leading arts destination for residents and tourists alike.

10.1 Project 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.

Goals of the SHINE St. Petersburg Mural Festival:

1. To revitalize underused spaces to beautify and enhance St. Petersburg's arts districts and surrounding neighborhoods while elevating the standard of art in public spaces.
2. To further establish St. Petersburg as a City of the Arts to increase cultural tourism and garner national and international acclaim.
3. To provide local artists with work, exposure through a larger platform, networking opportunities, and skill sharing with national and international artists.
4. To increase accessibility to art for a diverse population.
5. To educate the public about muralism and the street art culture that propels it.
6. To increase foot traffic to local businesses near the murals thereby supporting local small businesses that add character and value to St. Petersburg.
7. To educate young people about the arts to increase engagement, education and placemaking.

10.2 Project 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"

Objectives of the SHINE St. Petersburg Mural Festival:

1. To provide paid work for 16 muralists and their support teams. At least 5 of those muralists will be local artists. Additional local artists (usually 15-50 artists depending on the event) will be invited to create and exhibit work at SHINE Mural Festival events, including a finale event that typically draws 2,000-3,000 visitors on the final day of the festival.
2. To bring 10,000 Tampa Bay residents and visitors to view the murals during festival week.
3. To generate revenue for local businesses, specifically restaurants, bars, retail shops and other cultural institutions in the arts districts where the murals are located.
4. To partner with 12-16 property owners to brighten their wall space and participate in the revitalization of the art districts and surrounding neighborhoods. This includes creating a cultural identity for newly constructed properties in St. Petersburg.
5. To produce 2 Bright Spot community mural projects with youth organizations or other special populations for the purposes of educating about the artform and creating an opportunity for more hands-on engagement with St. Petersburg residents
6. To produce 1-4 events within the festival week that celebrate and educate the public about street art culture.

10.3 Project 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.

Activities of the SHINE St. Petersburg Mural Festival:

1. Curate 16 different artists with established style, message or voice that represent diverse cultural backgrounds and aesthetics.
2. Secure 16 different properties throughout the arts districts (and surrounding neighborhoods) to serve as canvases for the muralists. When possible, giving preference to local businesses that rely on foot traffic to generate revenue.
3. Leverage our ongoing relationships with local media outlets for press releases, tv interviews, and festival related news coverage to increase participation in the event. Notable partners include the Tampa Bay Times, St. Pete Catalyst, Creative Loafing Tampa Bay, Bay News 9, 10 News Live, and others.
4. Use SHINE Mural Festival's extensive social media reach to further market the event to residents and visitors. SHINE's Instagram currently has over 21,000 followers and the Facebook has over 11,000 followers, plus the website which generates tens of thousands of visitors a year.
5. Select 2 community partners for the Bright Spot projects, with preference given to youth focused organization and underserved populations. Past projects have featured Boys & Girls Club of the Suncoast, Big Brothers Big Sisters, The St. Pete Youth Farm, The CLEAN Mural Campaign/Laundry Project, Metro Inclusive Health and others.
6. Work with local partners to produce a series of events during festival week that celebrate and educate the public about street art culture. Past events include artist exhibitions at local museums and galleries, street art related documentary showings, sketch night with an artist and others.

10.4 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.

Partnerships are crucial to the success of the SHINE Mural Festival. Each year, a variety of partnerships are formed with local businesses through sponsorship, wall donations, and events. While some partnerships change year to year, the following have been consistent partners:

The City of St. Petersburg supports the programs of St. Petersburg Arts Alliance including SHINE & is active in promoting the arts & SHINE for our community & beyond.

PixelStix - a local tech company that created an online SHINE mural gallery. Each new mural is affixed with a plaque that allows viewers to access information about the mural & the artist that created it. Each plaque "tap" also provides information about how often the murals are visited, creating powerful data for SHINE & business owners with murals.

The Factory St. Pete is an emerging cultural space for artists, creative businesses and non-profits. The SHINE Mural office is located at the Factory St. Pete and SHINE events are often hosted at the facility, located in the Warehouse Arts District.

Florida CraftArt has been organizing and leading bike and walking mural tours for SHINE during

the festival week and throughout the year for many years.

We anticipate collaborating with the **Brookwood Home for Girls** on a community “Bright Spot” mural. The Brookwood Home for Girls is a residential program for at-risk girls between the ages of 13 and 21. Brookwood typically aids 120-130 girls per year who have suffered abuse, neglect, homelessness, or serious family dysfunction. The program residents will be invited to participate in the planning and painting of a mural at their facility.

11. 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?

SHINE Mural Festivals are visual, interactive events. Evaluation will target general attendance & public interaction, digital media interactions and print/electronic media. Additionally, reports from both the artists, PixelStix, and the companies that conduct mural tours add to the evaluation mix. A final report is composed within a month of the festival closing.

A scaled-down SHINE 2020 saw an average of 405 visits to 12 mural artists daily, an average of about 33 per artist, per day, as they were painting their walls. Approximately 50 participated in bike tours, another 850 viewers/participants in community (outdoor or virtual) events. These numbers reflect a decrease in typical turnout due to Covid-19. Although, thankfully the SHINE Mural Festival was able to safely persist through the challenges of Covid with some additional safety procedures in place.

Media reach is an indication of the significant impact that the SHINE Mural Festival has worldwide during the Festival period. In 2020, SHINE measured over 14 million impressions *that we know about* on social media, local television, and print media around the world. Our Facebook content was translated into 19 different languages.

Evaluation for SHINE 2022 will include artistic excellence (through the artist selection process); audience participation & attendance in outreach programs; collaborations; budgets/expenses /fundraising; and marketing/promotion. Surveys will be distributed at each Bright Spot Community event. A recap meeting will be held after the festival ends.

We continue to look for improvements. Holding to a strict budget, programs & additional activities only go forward if they are adequately funded. Conversely, the more funding we secure, the larger & more regionally impactful the SHINE Festival will become

11.1 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.

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

20

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

164

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

9,000

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

80

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

920

17. 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.

17.1 Number of artists directly involved?

50

17.2 Number of Florida artists directly involved?

40

Total number of individuals who will be engaged?

10050

18. How many individuals will benefit through media?

14,000,000

19. 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.

19.1 Race Ethnicity: (Choose all that apply) * Black or African American

Hispanic or Latino

White

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

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

19.3 Underserved/Distinct Groups: * Individuals below the Poverty Line

Military Veterans/Active Duty Personnel

Youth at Risk

Other underserved/distinct group

20. Describe the demographics of your service area.

The SHINE Mural Festival is presented in St. Petersburg, but draws from around the Tampa Bay region.

According to the most recent data (2020 estimates World Population Review):

St. Petersburg population: 271,842 (2010 census: 244,769)

Pinellas County population: 974,996 MSA: 3,245,539

White: 68.76%

Black or African American: 22.64%

Asian: 3.71%

Two or more races: 3.29%

Other race: 1.31%

Native American: 0.23%

Native Hawaiian or Pacific Islander: 0.07%

Median Age: 42.5

0-14: 14.8%

15-24: 11.9%

25-44: 26.5%

45-64: 29.2%

65+: 17.6%

Median Household Income: \$55,134

Overall Poverty Rate: 14.91%

Black Poverty Rate: 26.69% below poverty level

Male: 48.2%

Female: 51.8%

Tourism: (May 2018 Visitor profile, Pinellas County CVB)

Mean Age: 53.1

Mean Household Income: \$83,511

International Visitors: 11.5%

Average Spending: \$114.57 per person, per day

Average Party Size: 2.7 people

Average Length of Stay: 5.5 days

At least 90% of the residents over the age of 25 have obtained a high school diploma; 33% of the population have earned a Bachelor's degree or higher.

21. 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.

- SHINE's Common Ground Mural Project with artist Cecilia Lueza has produced a 75% decrease in traffic accidents at the intersection of Central Avenue and 5th Street
- For residents, SHINE murals create a sense of connection and pride in the city
- SHINE provides opportunities for people to engage with the art and artists: delivering lunch or water, helping prime a wall, participating in the painting of a mural, photographing the artists, chatting with the artist about their work, etc.
- SHINE murals invite residents and tourists to discover new neighborhoods, art districts, restaurants, retail shops, etc. while searching/touring murals
- Residents consistently report murals as one of their favorite aspects of life in St. Pete
- SHINE partnered with the You Good? Pinellas project to promote mental health awareness and services through muralism
- SHINE has the first vivid language accessible audio tour in the world for visually impaired or mobility restricted viewers.
- SHINE is the first in the world to have interactive technology attached to each mural, via the PixelStix app
- SHINE has catapulted the art careers of several local artists who were able to quit their jobs and pursue art full time as a result of the festival
- Local artist iBOMS (Jabari Reed) participated in SHINE 2020 and created the most talked about mural of the festival that year. He went on to sell out his first ever solo show at MIZE Gallery in January 2021. Within 24 hours, all of his works sold. He's 21 years old.
- SHINE elevates our local artists by providing them the same platform as highly respected national and international artists
- SHINE creates opportunities for local artists to be invited to other festivals (SpraySeeMo in Missouri, Flint Public Art Project in Michigan, Paint Memphis in Tennessee, Sprayetteville in Arkansas).
- SHINE creates a burgeoning mural culture in St. Pete where local businesses and individuals want to hire local artists after the festival
- Local artists have seen a significant increase in mural work over the years since SHINE's beginning in 2015
- SHINE has created opportunity for over 500 local artists to create art or sell art during festival week
- 154 artists have been hired directly through SHINE

22. 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.

Pinellas

23. 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.

- Hillsborough
- Manatee
- Pasco
- Pinellas
- Sarasota

24. 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.

SHINE works closely with local videographers and photographers to produce content as the mural artists' paint. That digital content is shared on SHINE's social media channels (5-6 posts a day during festival). Additionally, when the festival is over the main videographer produces an overview video for the public to enjoy.

In addition to creating art in public spaces, SHINE takes accessibility one step further with PixelStix plaques which instantly link viewers to information about the artist and the mural, including a vivid language description for visually or mobility impaired viewers. The accessible audio tour, sponsored by AARP, allows viewers to hear a detailed description of the artwork and information about the artist. This information is available on the SPAA website and can be accessed at home or at each mural using PixelStix.

Because SHINE programming is outdoor, free to the public and includes the virtual tour option, virtual programming beyond social media is not typically a feature of the festival.

25. 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.

SHINE Economic impact 2019 - report from Visit St. Pete/Clearwater:

Visitors:

- 21% had previously attended SHINE
- 79% were first time attendees
- 27% lived outside Pinellas County and visited primarily to attend
- 55.6% Florida residents
- 5% international visitors
- 37% indicated SHINE was their primary reason for visiting area

- \$69.44 spending per person per day = \$669,774 in new visitor spending in area
- Respondents annual household income: 57% over \$50K/yr
- Age: 58% age 25-54
- Race: 65% Caucasian; 13% Hispanic; 9% Black
- Female: 54%; Male: 42%

Length of stay:

- 1.5 days on average; 22% stayed 2 or more days
- SHINE attendees (2 per party) spent an average of 5.4 days/4.3 nights in Pinellas County

Economic Impact:

- 22 - Direct jobs supported (not counting artists & Festival support staff)
- \$79,567 - Taxes generated for Pinellas County
- 1,529 - Total Event Hotel/vacation rental Room Nights
- \$1,175,588 - Total Direct Spending Generated by event (sponsors, vendors, exhibitors)
- \$902,948 - Total Indirect effect (increased in supply & demand, increased wages = increased spending)
- **Total economic impact: \$2,078,536**

SPAA's Economic Impact:

St. Petersburg Arts Alliance is a service organization that produces events & promotes the arts & cultural community.

2020 attendance estimates for programs without SHINE include ArtWalk (2 in person, 9 virtual), Arts Business Academy, Webinars, Arts for a Complete Education, and others programs = 17,703.

The Arts & Economic Prosperity 5 Calculator for FY 2019 are as follows:

	Total Expenditures	FTE Jobs	Household \$	Local Gov \$	State Gov \$
Organization:	\$526,569	20	\$426,163	\$19,846	\$29,024
Audiences:	\$1,124,297	29	\$627,684	\$50,279	\$71,494
Total Econ Impact:	\$1,650,866	49	\$1,053,847	\$70,125	\$100,518

26. Marketing and Promotion

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

Brochures

- Collaborations
- Email Marketing
- Newsletter
- Organic Social Media

26.2 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 SHINE Mural Festival consistently builds partnerships within the community to build its audience and expand its reach. Each year, SHINE engages with new partners through community mural projects, "Bright Spots" which expand its network with youth, underserved populations and other nonprofits. Additionally, new corporate and foundation sponsorships help to expand the festival's audience. Through the "Lunch Bunch" program, SHINE also partners with local restaurants and bars to help promote the festival as well.

This year, SHINE is expanding its programming to include other events throughout the year. Most significantly, SHINE is partnering with St. Pete Pride to produce a mural scavenger hunt event for Pride month, June. St. Petersburg's Pride event annually draws over 250,000 people. It's the second largest Pride celebration in the United States. By partnering with Pride to produce an LGBTQIA+ SHINE mural scavenger hunt, we hope to reach a large new audience. In 2022, Pride will celebrate its 20th anniversary and SHINE plans to build upon this year's partnership for a larger event.

Furthermore, SHINE maintains an active social media presence throughout the year to keep its audience engaged. Recently, SHINE created a monthly newsletter that is sent out to nearly 5,000 subscribers, with new subscriptions added weekly.

The St. Petersburg Arts Alliance has a large media network. Press releases associated with SHINE are sent to over 200 local and regional media outlets to ensure the community is aware of SHINE and its impact.

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

27. 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 St. Petersburg Arts Alliance, which produces SHINE, completed our Abbreviated Accessibility Checklist. As a service and event producing organization, we contract with organizations, venues and outdoor facilities that are fully ADA accessible to those with physical limitations. Activities held in public spaces are equipped with ramps, elevators and other mobility safety features.

Recently, SPAA created the St. Petersburg Accessible Mural Tours project, providing a virtual experience of over 40 murals with verbal descriptions and audio narratives. Online captions are provided for each mural for those with limited hearing ability. Virtual tours are accessed via the SPAA website, available to remote computers or mobile devices. In addition, a downloadable map indicating handicap parking spaces near the selected murals and another for obstacles or barriers for safe mobility. To date, more than 5,000 printed brochures have been distributed and we have received test group feedback from three service groups to improve our newly-launched program.

SPAA strives to make sure our programs and activities are welcoming to all audiences. Sign-interpreters will be made available upon request and is part of SPAA's accessibility statement. Accessibility icons are on our website & will be on all SHINE public promotional materials with a contact number for those needing additional assistance or information.

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

28. Policies and Procedures

Yes

No

29. Staff Person for Accessibility Compliance

Yes

No

29.1 If yes, what is the name of the staff person responsible for accessibility

compliance?

Terry Marks

30. 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.

30.1 If yes, when was the evaluation completed? 5/1/2020

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

Yes

No

31.1 If yes include here:

St. Petersburg Arts Alliance is 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, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our departments, programs, and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

We're committed to modeling diversity and inclusion for the entire arts industry of the nonprofit sector, and to maintaining an inclusive environment with equitable treatment for all.

To provide informed, authentic leadership for cultural equity, St. Petersburg Arts Alliance 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.
- Explore potential underlying, unquestioned assumptions that interfere with inclusiveness.
- 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.
- Help to challenge assumptions about what it takes to be a strong leader at our organization, and who is well-positioned to provide leadership.
- Practice and encourage transparent communication in all interactions.
- 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.

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

SHINE is primarily a free informal outdoor festival with artwork being painted on exterior building walls. Many of the murals are centrally located in St Petersburg & tours are available via bicycle, wheelchair accessible trolley, on foot or self-guided via personal vehicle. No mobility accommodations are necessary & there's a downloadable map indicating handicap parking spaces near murals & obstacles/barriers to safe mobility.

SPAA free Virtual Audio Tours using vivid description techniques accommodate those with visual or hearing loss & also for armchair travelers around the world. The texts are posted along with the audio and can be adjusted for volume, brightness and size via a computer. Sign-interpreters will be made available upon request and is part of SPAA's accessibility statement.

PixelStix created a free interactive app that can be activated in front of a mural or with any digital device in the comfort of your own home. All SHINE murals are linked to this app & PixelStix technology allows mural visitors to further engage with the art by learning more about the mural & artist. St. Pete murals are the first ones worldwide equipped with this technology. Our audio tours are also accessible through PixelStix & can be used for self-guided tours.

Accessibility icons are on our website & will be printed on all SHINE materials with a contact number for those needing additional assistance or information. SPAA updated our Abbreviated Accessibility Checklist in May 2020. As a service and event producing organization, we contract with organizations, venues and outdoor facilities that are fully ADA accessible to those with physical limitations and public spaces are equipped with ramps, elevators & other mobility safety features.

SHINE creates an open air museum for all, regardless of socio-economic background. SHINE's Bright Spots have included groups from the LGBTQIA+ community; groups in South St. Pete (traditionally an African American neighborhood); and Creative Clay, an arts center for people with physical and neurological disabilities.

Mural artists have come from all around the world, various parts of the USA and Tampa Bay. All are included, regardless of race, age, origin, gender identity or disabilities. The SHINE curation team prioritizes diversity of art styles as well as equitable representation among artists.

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

Although The St. Petersburg Arts Alliance does not record identifying information like age, gender, race, or socio-economic status of all its volunteers, we do know that the SPAA Board is 5.3% multi-racial, 10.5% Black, and 84.2% white. SPAA staff is 100% white. The volunteer SHINE Steering Committee is 5% multi-racial, 20% Black, 75% white.

G. Track Record Page 7 of 12

34. 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.

SPAA is financially secure. Run with a tight budgetary hand, the organization has never had a deficit. Founded in 2012 as a 501(c)3 organization to fill a need for arts advocacy and arts community cohesion, SPAA has developed a reputation for outstanding management and production of events, education, advocacy & support for our arts and cultural community, gaining attention and support from corporations, foundations, individuals and government grants. SPAA functions as a fiscal sponsor, incubating organizations, serving as the non-profit entity for a number of projects and organizations. Additionally, SPAA achieved the Guidestar Platinum Level since 2018, indicating credibility & stability.

Our board reaches into the community as artists, business leaders and engaged citizens to promote our City of the Arts. Our reputation as the “go-to” resource has enabled us to incubate organizations and projects into their own stable entities. We continue to provide professional development leadership with classes & a non-profit certificate program in partnerships with St. Petersburg College, The Greenhouse and Creative Pinellas.

SPAA’s SHINE committee includes community members and creative professionals. SHINE 2022 will be the 8th annual Festival, building on the momentum gained from previous years.

Promotion of and fundraising for the arts and cultural community is the mission of the St. Petersburg Arts Alliance and will continue after the Festival period. SPAA promotes ongoing SHINE Mural Tours on foot, bicycle, trolleys (on request) and in virtual tours.

35. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2020

36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$141,537	\$155,691	\$160,000
2. Personnel: Programmatic	\$50,350	\$55,385	\$60,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$227,300	\$250,030	\$164,000

5.	Outside Fees and Services: Other	\$37,000	\$40,700	\$35,000
6.	Space Rental, Rent or Mortgage	\$23,500	\$13,850	\$5,000
7.	Travel	\$750	\$750	\$1,000
8.	Marketing	\$7,500	\$7,500	\$15,000
9.	Remaining Operating Expenses	\$49,368	\$50,000	\$45,000
A.	Total Cash Expenses	\$537,305	\$573,906	\$485,000
B.	In-kind Contributions	\$25,000	\$25,000	\$20,000
C.	Total Operating Expenses	\$562,305	\$598,906	\$505,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$28,000	\$25,000	\$15,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$19,250	\$19,000	\$15,000
13.	Private Support: Corporate	\$215,000	\$230,000	\$220,000
14.	Private Support: Foundation	\$125,000	\$100,000	\$75,000
15.	Private Support: Other	\$35,012	\$50,000	\$40,000
16.	Government Support: Federal	\$25,000	\$25,000	\$10,000
17.	Government Support: State/Regional	\$20,957	\$25,000	\$15,000
18.	Government Support: Local/County	\$99,043	\$100,000	\$95,000

19. Applicant Cash			
D. Total Cash Income	\$567,262	\$574,000	\$485,000
B. In-kind Contributions	\$25,000	\$25,000	\$20,000
E. Total Operating Income	\$592,262	\$599,000	\$505,000

37. 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."

2022 marks SHINE's 8th year, honing expense projections to an average of \$10,000 per wall inclusive of all programs and materials.

Grant funding will primarily cover artist fees– the heart and soul of the Festival itself, plus some print materials to be distributed city-wide.

SHINE is able to support a part time Director who works year-round securing walls, engaging community partners for new programs that allow public art to educate and inspire, and curate a roster of artists from the myriad who apply, to add to the open air gallery of St. Petersburg.

38. 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

39. Hours *

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

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

- Yes
- No

H. Track_Record Page 8 of 12

41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

42. 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).

42.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Project Coordinator	\$0	\$30,000	\$0	\$30,000
Totals:		\$0	\$30,000	\$0	\$30,000

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Stipends	\$16,000	\$0	\$0	\$16,000
Totals:		\$16,000	\$0	\$0	\$16,000

42.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contracted artist support	\$5,000	\$8,000	\$0	\$13,000
Totals:		\$5,000	\$8,000	\$0	\$13,000

42.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Education & Outreach	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$2,000	\$0	\$2,000

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$2,500	\$0	\$2,500
Totals:		\$0	\$2,500	\$0	\$2,500

42.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Event Space at Factory	\$0	\$3,000	\$3,000
Totals:		\$0	\$3,000	\$3,000

42.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Artist Travel & Hospitality	\$8,000	\$5,000	\$13,000
Totals:		\$8,000	\$5,000	\$13,000

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$4,000	\$14,000	\$5,000	\$23,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print materials, social media, photography/videography	\$4,000	\$14,000	\$5,000	\$23,000
Totals:		\$4,000	\$14,000	\$5,000	\$23,000

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Misc/Contingency	\$0	\$12,000	\$0	\$12,000
2	Paint/Lifts/Materials/Waste	\$0	\$48,000	\$4,000	\$52,000
Totals:		\$0	\$60,000	\$4,000	\$64,000

Amount of Grant Funding Requested: \$25,000

Cash Match: \$124,500

In-Kind Match: \$17,000

Match Amount: \$141,500

Total Project Cost: \$166,500

43. 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.

43.1 Revenue: Admissions *

#	Description	Cash Match	Total
1	Finale Event revenue	\$5,750	\$5,750
Totals:		\$0	\$5,750

43.2

43.3

43.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Sponsorships	\$50,000	\$50,000	
Totals:		\$0	\$50,000	\$50,000

43.5 Private Support: Foundation *

#	Description	Cash Match	Total	
1	Foundation Grants	\$35,000	\$35,000	
Totals:		\$0	\$35,000	\$35,000

43.6 Private Support: Other *

#	Description	Cash Match	Total	
1	Individual Contributions	\$3,750	\$3,750	
Totals:		\$0	\$3,750	\$3,750

43.7

43.8

43.9 Government Support: Local/County *

#	Description	Cash Match	Total	
1	City of St. Petersburg Grant	\$30,000	\$30,000	
Totals:		\$0	\$30,000	\$30,000

43.10

Total Project Income: \$166,500

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	15%
B.	Cash Match	\$124,500	\$124,500	75%

Line	Item	Expenses	Income	%
	Total Cash	\$149,500	\$149,500	90%
C.	In-Kind	\$17,000	\$17,000	10%
	Total Proposal Budget	\$166,500	\$166,500	100%

44. 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 projected 2022 budget reflects some changes at the St. Petersburg Arts Alliance. Specifically, the 2022 space rental costs are estimated at \$5,000 which is significantly reduced from previous years. SPAA had planned to move into a new building but Covid-19 impacted those plans and SPAA will not be relocating.

Additionally, SPAA has undergone a recent change in leadership which will potentially impact other SPAA programs and events. This will not impact SHINE programming however, due to the part time staff person responsible for the festival.

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.

45. Required Attachment List

Please upload your required attachments in the spaces provided.

45.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
FI Substitute Form W-9 6-2018.pdf	33 [KB]	6/1/2021 12:37:27 PM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Letters of Support_SHINE 2022 app.pdf	Letters of Support from City, Factory & PixelStix		190 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
SHINE 2020 Presentation_Final2.pdf	SHINE 2020 Final Report	Page 27 lists event sponsors, DCA logo would be here among other places during the event.	5104 [KB]		View file
George Rose Drone.m4v	Artist George Rose, SHINE 2019	Example of video footage from festival, shared on social media	22031 [KB]		View file

46.1

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.

47. 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.

48. 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

49. 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.

50. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of St. Petersburg Arts Alliance, 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.

50.1 Signature (Enter first and last name)

Jenee Priebe

