

# I3-Jax, Inc.

**Project Title:** JWW Specific Cultural Project 2022

**Grant Number:** 23.c.pr.180.538

**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:** Sponsor/Presenter

**Proposal Title:** JWW Specific Cultural Project 2022

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. **Organization Name:** I3-Jax, Inc. 
- b. **DBA:** Friends of James Weldon Johnson Park
- c. **FEID:** 45-4403411
- d. **Phone number:** 904.366.9715
- e. **Principal Address:** 214 North Hogan Street, Suite 114 Jacksonville, 32202
- f. **Mailing Address:** 214 North Hogan Street, Suite 114 Jacksonville, 32202
- g. **Website:** [hemmingpark.org](http://hemmingpark.org)
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Community Organization
- j. **County:**
- k. **DUNS number:** 079348171
- l. **Fiscal Year End Date:**

### 1. Grant Contact \*

**First Name**

Liz

**Last Name**

McCoy

**Phone** 904.515.5098

**Email** [lizmccoy@jwjpark.org](mailto:lizmccoy@jwjpark.org)

### 2. Additional Contact \*

**First Name**

Bill

**Last Name**

Prescott

**Phone** 904.515.5098

**Email** [Bill@jwjpark.org](mailto:Bill@jwjpark.org)

### 3. Authorized Official \*

**First Name**

Liz

**Last Name**

McCoy

**Phone** 904.515.5098

**Email** lizmccoy@jwjpark.org

**4. National Endowment for the Arts Descriptors****4.1 Applicant Status**

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Organization - Nonprofit

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**4.2 Institution Type**

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Community Service Organization

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**4.3 Applicant Discipline**

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Music

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## 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 mission of Friends of James Weldon Johnson Park is to transform Jacksonville's first and most historic park, into a modern, urban space that engages diverse communities and restores vitality to our city's public square. Our newly re-named park aims to live up to its namesake, a pioneer in Civil Rights, to create a space where "every voice in harmony" can enjoy.

### 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.

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Friends of James Weldon Johnson Park will create a series of vibrant festivals that will celebrate diversity in Jacksonville, support local and regional artists, provide a sense of history and place in an entertaining atmosphere, and spark joy in all the residents of Duval County. Jacksonville's downtown, where the park is located, is in the midst of a renaissance. The Park's festivals will play an important role to attract new residents and businesses to downtown.

#### 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.

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Our goals for the JWJ Festival Series include:

- To transform Jacksonville's oldest park into a thriving community destination, cultivate new visitors into the park and into Downtown Jacksonville
- To present year-round creative programming highlighting our diverse cultures and showcasing the best local and regional talent
- To provide FREE entertainment to residents and visitors to our city which is inclusive and family-friendly
- To educate the public, via entertainment, about their local history
- To encourage thought provoking dialogue between diverse members of our community
- To continue the excellent hospitality that we show all citizens of various socioeconomic backgrounds

#### 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"

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To achieve these goals our objectives are:

- Present ten FREE festivals to activate downtown with over 20,000 attendees
- Provide content that has a wide range of appeal and represents people of different cultures
- Provide opportunities for up and coming actors, artists, musicians, dancers and poets to share their talents
- Expose school age children of all socioeconomic backgrounds to cultural events, with interactive activities that educate and entertain
- Elevate the community's perception of James Weldon Johnson Park and secure it's place as an entertainment destination

### **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.

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James Weldon Johnson Park activities include:

- Present a Summer Theatre Festival: In conjunction with several local non profit theatrical companies, we will present a series of short plays/scenes/musicals to highlight the theatrical talent in the community
- Present Art In the Park: Artists of all ages and proficiencies will compete in the area's only chalk drawing competition. We will collaborate with Duval County Schools, in addition to private and home school children to ensure our youngest artists have a platform
- Present Viva La Fiesta: With this festival, we celebrate Latin cultures from all countries through food, dance, art and music.
- Present Holidays Around the World: The park will celebrate Christmas, Hanukkah and Kwanza with an international flair.
- Present Chinese New Year Celebration: We will ring in the year of the Rabbit with traditional foods, performances, activities for kids and fireworks!
- Present Duval Legacies: This festival honors Jacksonville's Black history and the people that have advanced Civil Rights throughout the years. We'll have music, historical displays, dancing and art.
- Present Holi Festival of Colors: We will celebrate the Hindu Holi Festival with traditional dances, music, food, a colorful light show and art.
- Present Poetry Fest: In collaboration with the non profit, Hope at Hand, we will present a day of impassioned poetry in a concert style setting.
- Present Emancipation Celebration Day: On May 20, 1865, the Emancipation Proclamation was read in Tallahassee, freeing enslaved people. We celebrate this day with music, historical

displays, poetry, dance and a community art project.

- Present Bluegrass and BBQ: We celebrate Southern music and food in this very popular festival.

## 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.

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We collaborate with many non-profit organizations in Jacksonville to present programming at James Weldon Johnson Park. With these partnerships, we ensure that our community arts organizations have a platform to showcase their work to an underserved population. While we have no formal agreements in place, we have a successful history of collaborating with each of these groups below and they have pledged their support to work with us in the future as well.

Programming Collaborators:

- Players by the Sea (Summer Theatre Festival)
- Jacksonville Historical Society (Duval Legacies & Emancipation Celebration)
- Museum of Contemporary Arts (Art in the Park, Holi Festival)
- 6ft Away Gallery (Art in the Park, Emancipation Celebration)
- YaYa Productions (Viva La Fiesta and Art in the Park)
- Hope at Hand, Inc (Poetry Fest)
- Jacksonville Music and Arts School (Duval Legacies, Summer Theatre Festival)
- Jacksonville Library (Duval Legacies & Emancipation Celebration)

In addition, we consistently work with several community partners that assist with marketing, educational materials and participants, and outreach to schools and the general public.

Education/Outreach/Marketing Collaborators:

- Cultural Council of Greater Jacksonville
- Downtown Vision, Inc
- Duval County Schools
- Visit Jacksonville
- Visit Florida

Our philosophy in working with our partners is that we are stronger together. With each collaborator, we ensure that our mutual goals are met while working on each project.

## 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?

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We plan to evaluate our Goals and Objectives with the following plan:

- Each event will have an information booth, monitored by JWW Park Staff and volunteers to engage in conversation with attendees. Each attendee that visits the information booth will have an opportunity to take a physical or on-line survey (linked via QR Code).
- The on-line survey will also be sent via our newsletter and via social media for any participants that did not visit the information booth during the event.
- Our partner, Downtown Vision, Inc, use geofencing data to track the numbers of visitors to downtown. They have pledged their support to help us use this data to evaluate the numbers of participants we will attract with our festivals.
- We have a dedicated social media manager that engages in dialogue with our audiences and regularly solicits feedback for our events
- Our post-event procedure includes getting feedback from our staff, community partners and collaborators, so we can ensure that our collective goals are met.

Once we have collected all the data for each event, we create an evaluation report to weigh the impacts and see where we can improve.

### **11.1 Artist Projects only**

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

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## 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?

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10

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

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19

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

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18,000

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

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200

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

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6,000

#### 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?

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100

### 17.2 Number of Florida artists directly involved?

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94

### Total number of individuals who will be engaged?

24300

### 18. How many individuals will benefit through media?

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0

### 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) \* Asian

- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- 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 with Disabilities

- Individuals below the Poverty Line
- Individuals with Limited English Proficiency

### 20. Describe the demographics of your service area.

Jacksonville, being a consolidated city, has the largest population in Florida estimated by the US Census in 2019 at 911,507. Our population includes 51% White, 31% Black or African Americans, 10% Hispanic/Latino and 5% Asian citizens. The average household income is \$54,701 and 89% of the population has a high school degree or higher. Jacksonville has almost 15% of its citizens living below the poverty line, which is higher than the national average of 13%.

Jacksonville has roughly 56,000 employees working in downtown. Only 6,000 residents live in

downtown, but that is an 18% increase since 2020. The city's goal is have 10,000 residents by 2023. Our festivals serve as a selling point for the city's development team.

### **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.

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### **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.

Duval

### **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.

Duval

### **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.

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We utilized virtual programming during the pandemic to ensure our artists were being featured and our profile was visible to the public. As our mission is to create vibrant in-person events and our goal is to bring people to downtown, we do not plan any virtual events. That being said, if another health crisis forces us to program virtual events, we would offer them on free platforms.

### **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.

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Since the organization's inception in 2014, Friends of James Weldon Johnson Park has made an impact in improving the atmosphere to create a vibrant city park. In addition to daily activation, security and beautification of the park, we have presented over 50 festivals that have increased the traffic in

downtown. Our festivals have also highlighted our exceptional artists, musicians, dancers and poets and are offered free to our visitors, exposing culture to a population that is generally underserved. Although we receive no funding for programming from our local government, we have been able to successfully produce these events with the help of sponsors, vendor fees, food and beverage sales and a SCP Grant in 2020.

During the Summer of 2020, the central sculpture in the park, the Hemming Statue of a Confederate soldier, was removed. Our name changed to honor Jacksonville native, James Weldon Johnson, a poet, civil rights activist, lawyer, educator and composer, who wrote "Lift Ev'ry Voice and Sing", commonly known as the Black National Anthem. This physical and name change has led to an exciting and beautiful rebranding effort. Our name change has offered us an opportunity to elevate our profile and strengthen our mission to be an inclusive gathering space for all.

With the SCP grant funds, the JWJ Festival series will allow us to cultivate larger audiences through inclusive and creative programming. Thousands of Jacksonville residents, including many from economically challenged neighborhoods surrounding downtown, will have an opportunity enjoy quality entertainment at no cost. The value of the impact of an audience member, young and old, seeing themselves represented in art, music, dance, poetry and theatre is immeasurable. Our festivals will also be interactive, providing many young people with possibly an introduction to creativity and artistic expression.

Downtown's residential population has grown 18% in the past year and we are proud that our park activities contributed to those revitalization efforts. The positive energy that will be generated by our upcoming festivals will help our downtown development organizations sell our neighborhood to future residents and developers.

Additionally, we will contribute to strengthening Jacksonville's creative class, by funding roughly 100 performers. The exposure they will receive by performing in these free festivals will create new fan bases for them which will have a lasting impact as well. Artisans, entrepreneurs and food truck vendors will generate over \$100,000 in revenue by participating, and gaining new followers as well.

Our current marketing budget is limited, relying heavily on paid and organic social media and partnerships. The SCP grant will allow us to increase our marketing and outreach activities, making a lasting, positive impact on our brand and objective to raise awareness of James Weldon Johnson Park as an entertainment destination. Part of our new brand is a tagline "Every Voice in Harmony". By reaching new audiences, we will live up to that tagline, bringing all of Jacksonville into our community park.

## 26. Marketing and Promotion

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

Brochures

Collaborations

Email Marketing

Newsletter

Newspaper

Radio

Organic Social Media

Paid 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?

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Our new name has offered us the opportunity to re-brand the park with modern graphics in a vibrant color scheme that is cohesive with our mission of creating an urban, vibrant park. We are currently engaging a digital agency to promote the new name, the park amenities and our festivals and events. Additionally, we will create a marketing plan for each festival individually, to directly target new audiences. Efforts will include:

- Website: We have a brand new, mobile friendly website with a calendar and blog posts highlighting our upcoming performers. Our website gets roughly 65,000 unique visits per year.
- Social Media: We have an active social media presence on Instagram (14,300 followers), Facebook (1,400 Followers), Twitter (5,300 Followers). Our engagement on social media is high, reaching over 100K a month and 15K post engagements. We utilize paid and organic content to reach our audience
- We have signage inside the park, which receives a good amount of foot traffic, as well as informational kiosks throughout downtown.
- We create event flyers that get distributed to all downtown businesses and storefronts. Additionally, we send posters and flyers to outlying communities.
- Our newsletter, with roughly 5,000 subscribers, is sent out weekly with upcoming events
- We have cultivated in-kind relationships with local radio stations which include Pop, Country, R&B, Hip Hop and Latin formats. Paid spots will also occur with grant funds
- Local arts and culture related newspapers, including digital versions
- We have cultivated good relationships with the local TV stations that highlight our events on their news channels. Our budgets prohibit ad placement on TV.
- Depending on the festival, we will reach out to the culturally relevant news sources, such as radio and newspapers.

## 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.

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Our park is frequented by several guests with physical disabilities. We believe our open space, moveable seating and free entertainment provide a positive experience for people with disabilities and possibly preferable to traditional entertainment spaces. When asked, we have provided sign language interpreters, but we would love to incorporate that as a standard for all our festivals. We have not included our accessibility into our marketing plans, but I will in the future for it is a great way to serve our mission of being an inclusive space.

**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?**

Liz McCoy

### 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?** 5/1/2021

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

Yes

No

**31.1 If yes include here:**

Like our mission statement to provide a safe community space for a diverse population, Friends of James Weldon Johnson park is a place that champions diversity, equity and inclusion in its workforce. James Weldon Johnson Park is an Equal Employment Opportunity employer. We do not discriminate by race, color, religion, sex, age, disability, sexual orientation, gender or identity expression, or any other category protected by law. Any act of discrimination by employees will not be tolerated. Any employee, who engages in any act of illegal discrimination, including sexual harassment, will be subject to immediate disciplinary action, including, in the sole discretion of James Weldon Johnson Park, immediate termination.

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

By providing FREE entertainment, we provide programming that is accessible to all people of socioeconomic backgrounds. The events we program purposefully include diverse ethnicities, religions, cultures, age groups and sexual orientation. We strive to bring our diverse audiences together to celebrate our differences with respect, curiosity and harmony. Our tagline is "Every voice in Harmony"

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

We have a small staff of only six people, however, we are very diverse. Of our employees, we have a woman as Executive Director, a mix of races and sexual orientations and an employee with a disability. Our board, volunteers and collaborators include multiple ethnicities and religions.

# 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.

i3-Jax, Inc is contracted with the City of Jacksonville to manage James Weldon Johnson Park and receives sufficient funding to sustain administrative functions. The administrative staff can plan for future events, however, the moneys we receive from the City are not allowed to be utilized for programming. Our revenues from concessions, food truck fees and corporate and private donations have been the largest fundraising sources for our programming.

The SCP grant we received in 2020 allowed us to present top notch programming and also attracted more corporate and private funds. While the entirety of our SCP grant went to producing live presentations up until the pandemic began and virtual ones that followed, the donations we received have been able to sustain our activities through 2021, albeit at a smaller scale and with fewer events.

With the help of the 2023 SCP grant, we would increase our programming activities and improve the quality of the programs as well. We would attract more sponsor dollars and attendees, which would also increase our concession sales. Relationships with new sponsors would be cultivated during this time so that our community businesses can directly be in touch with our residents.

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

## 36. Operating Budget Summary

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative	\$185,660	\$211,432	\$220,000
2. Personnel: Programmatic	\$22,531	\$26,728	\$30,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$26,121	\$26,000	\$28,000



5.	Outside Fees and Services: Other	\$258,081	\$268,964	\$269,000
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$300	\$1,000	\$1,500
8.	Marketing	\$12,000	\$31,834	\$18,000
9.	Remaining Operating Expenses			
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$504,693</b>	<b>\$565,958</b>	<b>\$566,500</b>
<b>B.</b>	<b>In-kind Contributions</b>			
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$504,693</b>	<b>\$565,958</b>	<b>\$566,500</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$22,267	\$25,000	\$43,000
13.	Private Support: Corporate	\$10,728	\$12,000	\$12,000
14.	Private Support: Foundation	\$8,414	\$10,000	\$10,000
15.	Private Support: Other	\$18,600	\$18,000	\$18,000
16.	Government Support: Federal			
17.	Government Support: State/Regional			
18.	Government Support: Local/County	\$491,304	\$500,000	\$500,000
19.	Applicant Cash	\$10,728		
<b>D.</b>	<b>Total Cash Income</b>	<b>\$562,041</b>	<b>\$565,000</b>	<b>\$583,000</b>

**B. In-kind Contributions**

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<b>E. Total Operating Income</b>	<b>\$562,041</b>	<b>\$565,000</b>	<b>\$583,000</b>
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**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."

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Part of last fiscal year and our current fiscal year occurred during the pandemic where no events were taking place. Our concession revenue (listed above as "Other") and Sponsorship income were dramatically reduced as a result.

**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

42.2

42.3

### 42.4 Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Performance Fees	\$15,000	\$15,000	\$0	\$30,000
2	Sound/Lighting Production	\$0	\$20,000	\$0	\$20,000
3	Kids Craft & Activities	\$2,000	\$2,000	\$0	\$4,000
<b>Totals:</b>		<b>\$17,000</b>	<b>\$37,000</b>	<b>\$0</b>	<b>\$54,000</b>

42.5

42.6

**42.7 Travel (match only) \***

#	Description	Cash Match	In-Kind Match	Total
1	Hotels for regional artists	\$1,000	\$1,000	\$2,000
<b>Totals:</b>		<b>\$1,000</b>	<b>\$1,000</b>	<b>\$2,000</b>

**42.8 Marketing \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising	\$8,000	\$8,000	\$10,000	\$26,000
<b>Totals:</b>		<b>\$8,000</b>	<b>\$8,000</b>	<b>\$10,000</b>	<b>\$26,000</b>

**42.9**

**Amount of Grant Funding Requested: \$25,000**

**Cash Match: \$46,000**

**In-Kind Match: \$11,000**

**Match Amount: \$57,000**

**Total Project Cost: \$82,000**

**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**

**43.2**

**43.3 Revenue: Other \***

#	Description	Cash Match	Total
1	Concessions	\$21,500	\$21,500
<b>Totals:</b>		<b>\$0</b>	<b>\$28,500</b>

#	Description	Cash Match	Total
2	Vendor Fees	\$7,000	\$7,000
<b>Totals:</b>		<b>\$0</b>	<b>\$28,500</b>

**43.4 Private Support: Corporate \***

#	Description	Cash Match	Total
1	Corporate Sponsorships	\$10,000	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$10,000</b>

**43.5 Private Support: Foundation \***

#	Description	Cash Match	Total
1	Foundation Donations	\$5,000	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$5,000</b>

**43.6 Private Support: Other \***

#	Description	Cash Match	Total
1	Individual Donations	\$2,500	\$2,500
<b>Totals:</b>		<b>\$0</b>	<b>\$2,500</b>

43.7

43.8

43.9

43.10

**Total Project Income: \$82,000**

**43.11 Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	30%
B.	Cash Match	\$46,000	\$46,000	56%
	Total Cash	\$71,000	\$71,000	86%

Line	Item	Expenses	Income	%
C.	In-Kind	\$11,000	\$11,000	13%
	Total Proposal Budget	\$82,000	\$82,000	99%

**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.

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# 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)
i3-Jax Substitutue w9.pdf	33 [KB]	5/27/2021 1:21:01 PM	<a href="#">View file</a>

## 46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Support Letter from CFO State of Florida.pdf			41 [KB]		<a href="#">View file</a>
JWJ Park Cultural Festivals.pdf	Past JWJ Park Cultural Festivals		3446 [KB]		<a href="#">View file</a>





## **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](https://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 I3-Jax, 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)

Liz McCoy

