

Gadsden Arts, Inc.

Project Title: Gadsden Arts General Program Support 2022-2023

Grant Number: 23.c.ps.105.019

Date Submitted: Thursday, May 6, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Visual Arts

Proposal Title: Gadsden Arts General Program Support 2022-2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Gadsden Arts, Inc. 
- b. **DBA:** Gadsden Arts, Inc.
- c. **FEID:** 59-3247747
- d. **Phone number:** 850.627.5020
- e. **Principal Address:** 13 N. Madison Street Quincy, 32351-2409
- f. **Mailing Address:** 13 N. Madison Street Quincy, 32351-2409
- g. **Website:** www.gadsdenarts.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 010276264
- l. **Fiscal Year End Date:** 12/31

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

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Last Name

Robinson

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Arts Center

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 Gadsden Arts Center & Museum mission is to foster understanding and appreciation of the visual arts to improve the quality of life in Gadsden County and the region. The organization works to enhance arts education, provide cultural opportunities, and stimulate economic growth in the community.

10. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Gadsden Arts Center & Museum (GACM) requests General Program Support for 2022–2023. Gadsden Arts began in 1994 as an all-volunteer effort, and has grown carefully over time, in service to our mission. Today, we are proud of our organization and its substantial impact in our community. Recent growth has included American Alliance of Museums Accreditation (2016), facility renovation (2016–17), and facility and program expansion (2018–2020). GACM remains community driven, with a small professional staff supported by 88 enthusiastic volunteers.

GACM fills a unique need in our region by hosting major art exhibitions with compelling historical, cultural, or social content. These exhibitions, along with varied interpretive programs, offer a depth of cultural experience for people of all ages, and a substantial tourism impact. Additional exhibitions share creative work from our region and support artists' development. GACM also offers a host of interpretive and art making programs for children at the museum, online, in schools, and in homes, free of charge.

GACM professional staff are vitally important to the quality and effectiveness of GACM work. All have master's level education in our field, are experienced, with 9-14 years in our organization, and involved in leadership roles with professional organizations.

MAJOR EXHIBITIONS

Marvelocity – September–December 2022, on loan from the Dunn Museum, presents work by renowned illustrator Alex Ross, who has created some of the most iconic images known to fans today, reimagining Spider-Man, Captain America, Iron Man, Black Panther, and many more as fine art.

I am Just the Messenger: Mary Proctor – July–December 2022, presents work by Missionary Mary Proctor, from the GACM and private collections, celebrating this Black woman's contribution to Southern Folk Art. Proctor has been sharing wisdom, faith, and visions through her art for 25 years.

Elizabeth Catlett – February–April 2023, presents lithographs, mixed media, woodcuts, bronzes, and wood sculptures by Elizabeth Catlett, one of the most important African American artists of the 20th century. She blended art and social consciousness, confronting disturbing injustices against African Americans. The exhibition comes from the collection of Samella Lewis, a student of Catlett, and an accomplished artist, professor, and author.

Dean Mitchell: Rich in Spirit II – May–June 2023, presents major series of work spanning 40 years of

Mitchell's career. Raised here in Quincy, Mitchell has achieved international acclaim. He has earned over 600 awards for painting, has had features in countless national publications, and solo museum exhibitions. Called "A modern-day Vermeer" by art critic Michael Kimmelman, Mitchell's paintings comment on the fragility of life, rich history, and dignity of often overlooked subjects such as dilapidated buildings and the elderly.

REGIONAL EXHIBITIONS

- July–September 2022: 34th Art in Gadsden Juried Exhibition
- July–September 2022: Ray Alban (acrylic landscape paintings)
- September–December 2022: Exquisite Miniatures (Florida miniature paintings)
- October–December, 2022: Mary Lawson (mixed media portraits)
- January–March 2023: Mark Georgiades (expressionistic steel sculptures)
- February–April 2023: Jessica Luke (black and white photographs)
- April–June 2023: Terrie Corbett (abstract encaustic paintings)
- May–June 2023: Alynne Harris (folk art representing African-American life in Gainesville, Florida)
- July 2022–June 2023: GACM Artists Guild (4 exhibitions, varied mediums and subjects)

EDUCATION PROGRAMS

GACM offers interpretive and art-making programs for people of all ages and levels of experience. All programs for children, schools, and families are offered free of charge. Most programs and events have online and onsite versions, with delivery selected for audience needs and pandemic conditions.

INTERPRETATION

- Interpretive group tours
- School learning guides
- Inquiry-based student tours
- Student competitions

CULTURAL EVENTS

- Week with the Arts
- Exhibition receptions with art talks (8)
- Exhibition-based panel discussions and lectures
- Community-based event partnerships

ARTREACH

- **ArtZone Drop-In Studio:** guided art making with a variety of materials provided, often using reading as a springboard for art making, and producing multi-generational family art making sessions. Currently, Virtual ArtZone and ArtZone onsite by appointment are available.
- **ArtReach Partnership Programs:** regularly scheduled after-school art sessions at GACM and partners' sites offering art education and art making experiences. Partners include schools, nonprofits, faith and community-based groups that offer enriching experiences for youth.
- **Summer Art Camp:** six one-week sessions, with fundraising underwriting low tuition for all, and scholarships available to accommodate 50% of campers each year
- **Art & Literacy Program:** teaches art content and interpretive looking, emphasizes analytical thinking while building empathy. Tours are correlated with teachers' reading and writing goals.

INTERNSHIPS AND JOB SHADOWING

Designed for college undergraduate and graduate students in related fields of study, internships and

job shadowing opportunities help develop future museum professionals, support efforts to grow diversity in our field, and help students gain the experience, samples, and references to find professional positions upon graduation.

MUSEUM ASSISTANT POSITIONS

Paid part-time positions introduce individuals to museum work, and offer applied work experience for those familiar with museums and/or art education. Position descriptions are written with emphasis on general skills to encourage local applicants, support efforts to increase diversity, and introduce employees to the museum field and museum careers.

10.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

PROGRAMMING OR PROJECT GOALS

A. OPERATIONAL GOALS

1. Continue to make diversity, inclusion, accessibility, and impact part of every program decision
2. Incorporate equity strategies into museum programs and operations every year
3. Build stakeholder base through deliberate networking
4. Collect statistical and anecdotal feedback for all programs
5. Achieve all stated Strategic Plan objectives for 2022-2023

B. COMMUNITY ENGAGEMENT GOALS

1. Increase awareness of GACM
2. Increase participation by families new to museums
3. Increase engagement with our local community
4. Increase membership through branding and value-added benefits

C. EXHIBITIONS PROGRAM GOALS

1. Host major exhibitions during 9 months of every year, expanded from 6 months
2. Continue to host a minimum of 9 regional art exhibitions every year

D. EDUCATION PROGRAM GOALS

1. Expand the reach and frequency of ArtReach, Art & Literacy, ArtZone, and School Group Tours, onsite and online
2. Increase participation in Exhibition Tours for adults and families

10.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress

towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a “meet the artist reception”

OBJECTIVES THAT SUPPORT STATED GOALS

A. OBJECTIVES TO SUPPORT OPERATIONAL GOALS

A1.1 Engage 6 additional individuals who are one of: male, young adults (ages 30-55), African American, Hispanic or Latino, for service on working committees and the Board of Directors

A1.2 Maintain staff diversity through at least two of three Museum Assistant hires

A2.1 Continue to offer a minimum of three year-round free admission strategies

A2.2 Continue to work with a minimum of six paid Teen Art Council students

A2.3 Serve at minimum 3,000 children per year through free art education programs

A3.1 Increase GACM membership by 10% to bring it back to pre-pandemic levels

A3.2 Increase GACM walk-in visitor traffic by 20% to meet and exceed pre-pandemic levels

A3.3 Distribute Art @ Home Kits and class packs of art supplies to benefit 500 children

A3.4 Introduce 20 new patrons to GACM through board and committee networking to bring friends for small tours with professional staff, followed by a request for feedback and invitation to membership

A4.1 Collect participation numbers daily and participation surveys for every online Art Talk

A4.2 Visitor Services collect anecdotal feedback from at least 10 visitors per week

A5.1 Accomplish all goals as stated in the GACM Strategic Plan

A5.2 Accomplish all goals as stated in the GACM Operational Plan or discuss and adjust the plan to guide more effective operations

B. OBJECTIVES TO SUPPORT COMMUNITY ENGAGEMENT GOALS

B1.1 Engage a minimum of 6 students in the Teen Art Council who in turn engage 36 of their peers in TAC sponsored activities

B1.2 Continue active participation in 8 Gadsden Community Health Council meetings per year

B2.1 Distribute Art @ Home Kits and class packs of art supplies to benefit 500 children

B2.2 Open the ArtZone Drop-in Studio at minimum 1 day/week by reservation

B3.1 Bring art activities to at least two Quincy Main Street and Havana Main Street events

B3.2 Work with 6 graduate level interns

B3.3 Maintain ArtReach with at minimum two community partners

B3.4 Engage 5,000 participants with synchronous and asynchronous online education programs

B3.5 Distribute Art @ Home class packs of art supplies to at least 10 school groups

B4.1 Grow membership by 10%

B4.2 Achieve 5% growth in Director's Circle, the top level membership category.

C. OBJECTIVES TO SUPPORT THE EXHIBITIONS PROGRAM GOALS

C1.1 Host and interpret 3 major exhibitions

C1.2 Host 10 regional exhibitions

D. OBJECTIVES TO SUPPORT EDUCATION PROGRAM GOALS

D1.1 Engage every 3rd grade student in 2 schools with the Art & Literacy Program

D1.2 Sustain ArtReach After School with 3 partners

D1.3 Engage 5,000 participants with synchronous and asynchronous online education programs

D2.1 Host 25 school tour groups from the Big Bend Region

D2.2 Host 20 virtual or onsite adult group tours

10.3 Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

ACTIVITIES TO ACHIEVE CORRESPONDING GOALS AND OBJECTIVES

A. OPERATIONAL ACTIVITIES

A1.1 Network deliberately to increase diversity in GACM participation, general membership, and committee service, as these are paths to volunteer leadership positions

A1.2 Enlist the Board Executive Committee to serve as the Board Nominating Committee and conduct a periodic assessment of progress toward building board and committee diversity

A2.1 Assess the effectiveness of Museums for All, Admission Passes at local libraries, and Free Admission Saturdays, and explore replacements if these are not meeting our goals

A2.2 Continue paying participants in the Teen Art Council program to participate in this museum-based learning experience

A3.1 Promote membership benefits throughout the year, and resume the "Always reach out" initiative with board and committee members, focusing on inviting peers to become GACM members

A3.2 Promote major exhibitions through additional paid channels including display ads in Tallahassee Magazine and Limelight, and by adding Every Door Direct (junk mail) advertising to targeted neighborhoods in the region

A3.3 Continue to fundraise for Art @ Home Kits, and promote the availability of Art @ Home Kits through community and school partners

A3.4 Ask board and committee members to invite friends for private GACM overview and exhibition tours with professional staff, followed by a request for feedback and invitation to membership

A4.1 Continue to use Visitor Services and staff participation tracking for general admission, onsite and online events, compiled weekly and monthly, and distribute/collect online participant Surveys for Art Talks

A4.2 Remind Visitor Services to collect anecdotal feedback from visitors as they depart, with training and a script for new staff members

A5.1 Revisit the Strategic Plan periodically in staff, board, and committee meetings to measure progress against actual performance

A5.2 Revisit the Operational Plan periodically in staff, board, and committee meetings to measure progress against actual performance; and engage staff and volunteer leadership in recommending updates to the Operational Plan every year

B. COMMUNITY ENGAGEMENT ACTIVITIES

B1.1 Maintain relationships with Gadsden County High School administrators and art teacher to identify prospective Teen Art Council members

B1.2 Maintain relationship with Gadsden Community Health Council leadership

B2.1 Continue efforts to create awareness and availability of Art @ Home Kits through the health council, schools, local churches, museum volunteers, and marketing channels

B2.2 Promote the ArtZone, open by reservation, through all family, community, and marketing channels

B3.1 Reach out periodically to sustain relationships and communication with Quincy Main Street and Havana Main Street, and engage as board or committee members a board member from each organization

B3.2 Maintain relationships with appropriate faculty at Florida State University and Tallahassee Community College, and list internship opportunities on school career center websites

B3.3 Maintain relationships with contacts in community partner organizations and continually network to seek new partners

B3.4 Continue to design online programs to interpret major and regional exhibitions, and promote them through all marketing channels

B3.5 Maintain relationships with school administrators and teachers to promote Virtual Field Trips and the availability of art supply class packs

B4.1 Use enhanced marketing for Major Exhibitions and the benefits of membership, and usual marketing channels (Enews, social media, press releases, word of mouth) to grow membership

B4.2 Host at minimum four Director's Circle Preview events, with one of those also a member-guest event, and distribute Major Exhibitions related premiums

C. EXHIBITIONS PROGRAM ACTIVITIES

C1.1 Continue to fundraise for the Impact Fund for Education and Economic Development through Major Exhibitions, supporting advance costs of exhibition loans, and presently at 80% of the five-year fundraising goal after six months

C.1.1 Network professionally and conduct ongoing research to curate or borrow suitable Major Exhibitions, planning projects three years in advance to allow time for exhibition and marketing development, and fundraising

C1.2 Continue to promote and manage exhibition opportunities for artists in the Big Bend region through Council on Culture and the Arts, the GACM Enews (2,900 subscribers), GACM website, publicity for the larger annual Art in Gadsden juried exhibition, and local newspapers

D. EDUCATION PROGRAM ACTIVITIES

D1.1 Continue to focus on two to three elementary schools whose principals and teachers support these programs, and share their impact with the new Superintendent of Schools and School Board

D1.2 Continue to network to sustain partners' relationships, while fundraising through private donations and grants to sustain these programs

D1.3 Continue to promote online programs through all marketing channels

D2.1 Inform school teachers for specific grades and areas of study correlated to GACM major exhibitions 4-6 months in advance each exhibition, and use all marketing channels to promote these programs

D2.2 Use phone, email, and direct mail to maintain program awareness in adult and senior living communities, and include tour availability in all exhibition marketing materials

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.

Effective partnerships build organizational effectiveness and capacity. GACM continually seeks partners with compatible missions and goals, arranging these through deliberate meetings with details confirmed through written correspondence. Partnerships strengthen efforts to educate, improve quality of life, and stimulate the economy. The arts enhance the activities of civic groups, schools, government, faith and community based organizations, professional development organizations, colleges and universities, senior living communities, fellow arts organizations, and museums.

GACM PARTNERSHIPS

ArtReach After School, Art & Literacy, and Teen Art Council Programs – GACM works with

partners to offer School Group Tours (Gadsden County Schools and Gadsden Elementary Magnet School), Teen Art Council (Gadsden County High School), Art & Literacy (George W. Munroe and Greensboro Elementary Schools), ArtReach (First Presbyterian Church, GEMS), and ArtZone Story Time (Gadsden County Library). For School Tours and ArtReach, partners identify students, offer transportation, space (if off site), and instructional time; GACM provides staffing, programming, and materials. For Story Time, the library provides readings, GACM provides promotion, space, staffing, supplies, and art activities.

Community Revitalization, Tourism, and Economic Development – GACM offers staffing, space, marketing, and activities to facilitate community-based events, working with Quincy Main Street, the City of Quincy, Gadsden County TDC, and Havana Main Street.

Art Education – GACM offers space and arts programming to work with area museums, sororities, and community groups such as WFSU Community Classroom Consortium, Restoring our Families, Florida State University (FSU), FSU Museum of Fine Art, Osher Lifelong Learning Institute, Tallahassee Senior Center, Tallahassee Community College, and Tallahassee Museum.

Professional Education – GACM staff are frequent presenters and volunteers for the Florida Association of Museums, Institute of Nonprofit Innovation and Excellence (INIE), Florida Division of Cultural Affairs, and FSU.

Marketing and Development – GACM works with these organizations to promote programming: INIE, Council on Culture and the Arts, Gadsden County Times, Havana Herald, Tallahassee Democrat, Tallahassee Magazine, Visit Tallahassee, Eastside Chronicle, and WFSU/WFSQ radio.

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?

GACM uses a range of empirical and anecdotal tools to evaluate our organization's effectiveness, relevancy to audience needs and interests, service to diverse audiences, programmatic and overall organizational impacts.

Evaluation Tools:

- **Attendance and participation** tracked daily, weekly, monthly, and annually
- **Visitor origins** collected through our guest register
- **Visitors' responses to exhibitions** captured through our Exhibition Comment Book
- **Member and donor trends** tracked through our database
- **Use of print materials**, i.e. exhibition guides, family scavenger hunts
- **Online use of materials**, i.e. exhibition videos, exhibition catalogs, guides
- **Social media comments** posted on Google, Instagram, and Facebook
- **Participant evaluation forms** designed for specific participants and programs
- **Visitor comments** captured by visitor services staff
- **Stakeholder comments** captured through phone calls and meetings
- **Program observations** from working committee volunteers
- **Individual meetings** between the Director, board members and donors

- **Thank you calls from the Director** to all donors \$500 and up
- **Phone calls to lapsed members** requesting feedback
- **Student writing and art samples** collected through competitions and ArtReach programs
- **Conversations with decision makers** in public and private schools and local government
- **Assessment of actual performance vs. the Strategic Plan and Operational Plan**
- **Monthly and annual budget performance**
- **Economic Impacts** measured through direct expenditures, visitor numbers, and the Arts and Economic Prosperity V calculator

Evaluation is more important than ever as we move through and out of the pandemic. It guides decisions and planning forward as GACM works to sustain high quality, high impact programming. Evaluation information is shared at monthly Finance Committee and Board meetings and quarterly Education, Exhibitions, and Museum Shop Committee meetings. It informs ongoing and annual reviews and updates to the GACM Operational Plan and five-year Strategic Plan. Evaluation information also informs and drives fundraising efforts.

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?

62

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

474

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

8,000

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

4,000

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

1,000

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?

300

17.2 Number of Florida artists directly involved?

275

Total number of individuals who will be engaged?

13300

18. How many individuals will benefit through media?

20,000

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) *

Hispanic or Latino

White

Black or African American

19.2 Age Ranges (Choose all that apply): *

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

Children/Youth (0-17 years)

19.3 Underserved/Distinct Groups: *

Youth at Risk

Other underserved/distinct group

Individuals below the Poverty Line

20. Describe the demographics of your service area.

GACM's serves Gadsden County and the “Big Bend” region of Florida, home to highly educated professional people and young families, and a middle class working in healthcare, state government, K-12 and higher education. It is also home to underserved populations.

Gadsden County is among Florida's 5 lowest ranked counties for SES, health, and education, with a declining population of 46,113 people. 24.6% of residents live below the poverty line, and it has the highest rate of diabetes in Florida. The ethnic composition is 55.3% Black, 32.6% White, 10% Hispanic or Latino. Neighboring Leon County has 21% living below the poverty line, and the region has 16% of families live below the poverty line. 67% of Gadsden County students and 42% of Leon County

students receive free or reduced cost meals. Gadsden County has the lowest High School Graduation Rate in Florida (60.4%), with little arts programming in schools.

In this challenging climate, GACM's Art & Literacy, ArtReach After School, School Group Tours, Art Camp, and ArtZone programs help to level the playing field for some of the most disadvantaged students in the state of Florida. Dr. Ronald Peterson, Principal of George W. Munroe Elementary School, credited GACM programs for helping bring his school from an “F” to an “A” in 2018. All of GACM’s programs bring much-needed quality art experiences to children in Gadsden County, many of whom have no other access to the arts, and to residents across the Big Bend Region, many of whom have little or no access to museum-quality major exhibitions.

In the past year, GACM has also broadened its reach across the region and out of state with its synchronous and asynchronous programming. Every student in one Leon County elementary school experienced live Virtual Tours and art making activities in the classroom for our recent *Hofmann to Warhol* exhibition, along with three grade levels of students from an elementary school in Wisconsin. Because live virtual programming overcomes barriers of time, transportation, and location for people of all ages, it will remain part of GACM’s program mix long term.

GACM’s extensive outreach efforts, efforts to use the Teen Art Council and Museum Assistant positions as an introduction to the Museum Field, and varied accessibility initiatives (described in the accessibility section) also introduce many citizens of the Big Bend Region to museums for the first time, opening doors to a world of lifelong learning.

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.

Proposal Events: receptions and previews-8, exhibition tours-4, curator and artist talks-8, Art Talks Live! 10, museum cultural events-12, community cultural events-8, ArtZone story time-12. Not included: ArtZone, ArtReach, Art Camp, and Art & Literacy sessions.

Public Participation: exhibition days-220, 40 group tours, 60 ArtReach class sessions, 12 Art & Literacy sessions, 52 ArtZone drop-in days, 60 Art Camp class sessions, 12 synchronous online programs, and 18 cultural and community events. Not included: asynchronous online programs.

Remaining numbers and percentages are tracked and projected through daily participation, museum shop, DonorView database, online program metrics, and exhibition records.

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.

Gadsden

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.

- Calhoun
- Franklin
- Gadsden
- Gulf
- Jackson
- Jefferson
- Leon
- Liberty
- Taylor
- Wakulla

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.

On March 16, 2020, GACM closed its buildings to the public to support the larger effort to limit the spread of COVID-19, and immediately asked:

1. How can we best serve our mission with facilities closed?
2. What do children, families, adults and seniors need most right now?

The answers were:

1. Expand online programming
2. the enrichment, connection, novelty, and exploration unique to art experiences.

Beginning the very next week, Gadsden Arts produced video tours for exhibitions and launched our Gadsden Arts @ Home program for children and families. Online Art Talks Live! and tours followed, recognizing the active engagement and social quality that synchronous online programming could provide. Prior to the pandemic, GACM had produced online video tours and downloadable interpretive materials for major exhibitions to provide greater accessibility for all audiences. New programs expanded upon those experiences.

As GACM staff worked to develop programming, we realized additional equipment and software would be needed that had not been budgeted. Facing a need to reduce expenses due to actual and anticipated lost earned revenues, we wrote and secured several grants to support better equipping the organization to produce online programs.

The full complement of GACM online programming offered at www.gadsdenarts.org, the Gadsden Arts Facebook and YouTube pages, and via Zoom now includes the following synchronous and asynchronous programs. (Links for program examples are offered in the attachments section.) All of these programs are offered free of charge, except the Week with the Arts fundraiser:

- Gadsden Arts @ Home – step by step art making videos that emphasize use of materials

commonly found at home to make art. These can also be combined Art @ Home Kits. Audience: children and families.

- Art @ Home Kits and Class Packs – free art supplies and activities that can be picked up at GACM or delivered to participating school classrooms to facilitate art making, and can be used in conjunction with Virtual Field Trips. Audience: children, families, and school groups.
- Virtual Field Trips – online guided tours of GACM major exhibitions, included discussion of the exhibition and select artworks, and an exhibition-based art making activity. Audience: school, home school, community, and adult groups.
- Art Talks Live! – online exhibition talks by GACM staff, guest scholars, guest curators, and exhibiting artists, facilitated by staff, with a question and answer portion. Most talks are also recorded for later viewing.
- Exhibition Video Tours – short to full length feature videos of local to major exhibitions.
- Week with the Arts – synchronous online presentations celebrating local talent while sharing “the art of creative living” with our community. This is the only fee-based online offering, a fundraiser for GACM programs.

Board and committee meetings also went online via Zoom last year. GACM recently experimented with a hybrid format recently, and found all-online meetings to be most effective to facilitate active participation. They create accessibility for volunteers who live out of state, or work out of town. Online meetings will continue, with quarterly, mission-based “socials” added to offer volunteer social time.

GACM has found that online programming, which is really online program delivery of onsite programs, grows GACM’s impact and offers important access. Online program delivery can overcome barriers such as transportation, time, and location, to bring art experiences to many more people of all ages. Many online program participants are also introduced to GACM, and later visit. These programs will continue to be part of the long-term mix moving forward.

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.

GACM has substantial impacts for individuals and the community at large in one of Florida’s most economically challenged, educationally underserved communities.

EXHIBITIONS AND EDUCATION

- Brings cultural experiences with depth and quality to everyone at the museum, in schools, and in homes
- Increases students’ art learning and academic achievement
- Offers economic accessibility programs to ensure all residents can use the museum
- Helps teachers achieve curriculum goals in an exciting way
- Provides the only art experiences many Gadsden County children have in school, after school, and at home
- Brings every 3rd grade student from participating elementary schools for inquiry-based tours
- Brings art making supplies and activities into Gadsden County Homes (500 in fall 2020 alone)
- Builds students’ self-image and families’ affinity for art through outreach programs and art

competitions

- Connects art with the public through community partnerships
- Prepares students for professional museum work
- Helps develop regional artists
- Introduces students to museum careers

ECONOMIC IMPACT

- Regional impact in 2019: \$1,033,116, in 2020: \$753,210 (Source: Arts and Economic Prosperity V)
- Attracts thousands of visitors from out of county and state (36 U.S. states and 5 countries in 2019, national and international participation in online offerings in 2020)
- Is a source of pride, encouraging residents and community leaders to invest in the community
- Activates 3 buildings on Quincy's historic courthouse square
- Brings residents downtown
- Sustains 5 FTE staff and 7 contract labor positions
- Attracts new home and business owners
- Is the largest "visitor ready" tourism generator in Gadsden County
- Offers visitor information on behalf of Quincy Main Street and Gadsden TDC

DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

- Creates part-time paid employment for high school students that introduces students to museum careers
- Introduces diverse individuals and families to using museums for personal benefit
- Deliberately engages diverse individuals in volunteer leadership and staff roles
- Brings museum caliber cultural experiences normally found in larger cities to an economically challenged rural county
- Creates access to museum programs for thousands of children and adults through Museums for All, free admission Saturdays, and a host of free programs for children and schools
- Engages varied community partners with art making, exhibitions, and the museum by focusing on overlapping missions and needs; i.e. use of art for self-expression and self-esteem, serving students with incarcerated parents through the Restoring our Families mentoring and tutoring program
- Offers community meeting and gathering space for community-based partner organizations to introduce local professionals to the museum and its benefits for children and families

PHILANTHROPY

- Offers a trusted avenue for philanthropic investment in education, the quality of life, and community development
- Attracts investment by businesses, foundations, and grant makers into Gadsden County

SOCIAL AND INTERPERSONAL RELATIONSHIPS

- Fosters lifelong learning, value-added retirement time, and social interaction
- Engages people who are new to using museums
- Fosters new relationships among volunteers and donors from all walks of life
- Fosters collaboration among community organizations

LIFELONG LEARNING

- Introduces museums for lifelong enrichment for everyone

- Teaches processes for interpretive and critical thinking, and helps students develop empathy and tolerance (The Educational Value of Field Trips, Education Next, 2014)
- Offers opportunities for everyone to experience humanity worldwide, past and present. Everyone who walks through our doors learns something new.

26. Marketing and Promotion

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

Brochures

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

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?

GACM is one of two AAM accredited art museums in central North Florida, and the only one that is community-owned. Entering our 27th year of bringing quality art experiences to our region, GACM continues a daily, multifaceted effort to create awareness, and welcome our community to enjoy our programs.

The Gadsden Arts brand combines the personal welcome of a small town with the quality of an accredited museum, and features our historic Bell & Bates Building, a beloved gathering place in the community since 1912. We share this brand and program information by combining new and traditional strategies to reach widely diverse audiences. During 2019, these strategies connected with thousands of new participants, increasing earned revenues by 33% and memberships by 29%. In 2020, additional online and print strategies helped maintain relationships.

Effective and affordable marketing avenues to attract visitors from a distance include:

- **Paid Facebook** advertising in targeted areas
- **Print advertising** through the Limelight packaged with USA Today online ads and banners reaching across Florida and into neighboring markets
- **Public Radio**

Pre-pandemic, GACM attracted growing numbers of visitors from the region, across Florida, and surrounding states moving north-south or east-west into Gadsden County. Visitors came from 36 U.S. states in 2019, while many out of state participants continued to enjoy online programs in 2020, helping maintain or add connections. At this writing we are beginning to see travelers return.

In 2020, an effective strategy was added to reach local audiences: participation in the Gadsden Community Health Council. 25-40 partner organizations attend monthly Zoom meetings. GACM shares program information at meetings, and listens for opportunities to connect programs with community needs. This network helped bring Art @ Home Kits into 500 children's homes last year, and program awareness to many more professionals and families.

Another very important and effective strategy to reach local audiences is **word of mouth** promotion through board and committee members, marketing, administrative, and event volunteers, totaling 88 active volunteers.

Additional strategies to reach local audiences include flyers at library branches, schools, restaurants, and churches; ads in school yearbooks; and extensive Free Admission promotions (i.e. Museums for All, first Saturdays, and during community-based events).

GACM uses varied delivery systems to bring art experiences to our audiences and communicate with stakeholders, making thousands of new connections, serving hard to reach audiences, and connecting more often with close friends who live out of state:

- **ZOOM Art Talks Live!** exhibition discussions with staff, guest curators and scholars
- **ZOOM Week with the Arts** presentations featuring local talent
- **DonorView** online art auction fundraiser
- **ZOOM Meetings** for staff, board, and committees
- **Facebook, Mail Chimp, and YouTube** featuring art-making, exhibition, and program videos

GACM also requests feature articles and radio programs for major exhibitions with interviews of staff and guest speakers. **The GACM website,** redesigned in 2019, offers a streamlined design.

Additional year-round marketing strategies include:

- **16 online and print calendars** (i.e. Tallahassee Democrat, WFSU, Tallahassee Community College, Florida State University, Tallahassee Magazine, WCTV, Visit Florida)
- Online **E-news** (2,900 subscribers), **website** (gadsdenarts.org)
- **Press releases** sent to 30 media outlets
- **Public radio** underwriting spots
- **Networking** through professional organizations
- **Presentations** to civic, community, business, and retirement groups
- **Social media networking** encouraged by staff for volunteers and patrons
- **Print promotion** (i.e. invitations, Gadsden Arts Magazine)
- **Cross-promotion through partners** such as Quincy Main Street, Gadsden Chamber of Commerce, TDS Telecom, Institute of Innovation and Excellence, and Havana Main Street

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.

PHYSICAL ACCESSIBILITY: GACM's facilities underwent renovation in 1997-2000 and 2016 – 2018. Facilities and programs are ADA compliant and accessible to persons with disabilities. One handicapped parking spot is available outside the museum. An elevator transports visitors between floors who cannot negotiate stairs. All passageways, and spaces between displays or tables, are greater than 36" wide to accommodate wheel chairs. All bathrooms have wheelchair accessible sinks and stalls. Family restrooms with changing tables are located in the ArtZone. Varied height drinking fountains are available. Visitor information is offered at wheelchair height.

GACM, like many museums, serves primary populations year-round that include "empty nest" to senior adults who have substantial leisure time, and school age children. Family audiences participate in specific offerings such as camps and festivals. Additional programmatic and marketing efforts are underway to further engage teen and young adult audiences. Accessibility is planned with all of these audiences in mind.

EXHIBITIONS PHYSICAL ACCESS: exhibition installations are hung at 58" eye level. Text panels are set in 16-point type. Print versions of text panels are available upon request. Pedestal heights accommodate visitors using a walker or in a wheelchair. A wheelchair for loan is available in the lobby, and seating groups have been added to all galleries as physical rest areas. A tour narrative for students on the autism spectrum is available. Amplified sound (in-gallery sound system) and audio tours are also available.

ARTZONE PHYSICAL ACCESS: The ArtZone has magnetic walls for children to display art. ArtZone tables are height adjustable for different ages of children. Two sizes of stools and chairs are also available for children and adults of varied ages and sizes. Additional art making accommodations include noise-cancelling headphones, loop scissors and tabletop scissors, Ableware adaptable foam tubing, assorted pencil/pen grips, large grip pencils and crayons, easy-grip paintbrushes, assorted mark-making tools (foam rollers), and large print materials.

ONLINE PROGRAMMING PHYSICAL ACCESS: live captioning is enabled on Zoom for all synchronous programs. Image and video captioning is used for asynchronous programs.

NEW INITIATIVES: For tours, GACM is presently researching affordable portable seats, and stress balls for active children. GACM also plans to install a buzzer at the front door to facilitate entry for persons with wheelchairs or walkers.

ADDITIONAL IMPORTANT FORMS OF ACCESSIBILITY ARE DISCUSSED IN SECTION 6: Knowledge, Economic, Experiential, Volunteer, Content, Location, and Collection Accessibility.

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?

Grace Robinson

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? 4/1/2021

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

Yes

No

31.1 If yes include here:

As part of fulfilling its mission, the Gadsden Arts Center & Museum shall not discriminate on the basis of race, religion, sex, sexual orientation, age, national origin, physical or mental handicap, marital status or veteran status.

The Gadsden Arts Center & Museum provides equal opportunities in all phases of its employment practices including recruitment, selection, training, performance evaluation, promotion, pay and benefits, and termination as required by state and federal law and consistent with the intent of Title VII of the Civil Rights Act of 1964, Age Discrimination in Employment Act. All employment decisions will be based solely on merit and without regard to factors not related to job performance, such as race, color, religion, sex, sexual orientation, age, national origin, physical or mental handicap, marital status or veteran status.

The Gadsden Arts Center & Museum will make every reasonable effort to accommodate employees who have handicaps/disabling conditions as required by state and federal law and consistent with the intent of the Americans with Disabilities Act of 1990.

-- Adopted by the GACM Board of Directors, October 2010; GACM Board Leadership Manual, p.61

The DEAI team from the GACM Board of Directors has been meeting since July 2020, formed as soon as COVID policies, procedures, and closing/reopening phases were in place, to perform a comprehensive assessment of DEAI in the organizational, operational, and programmatic aspects of GACM. These discussions, analysis of work in education, outreach, exhibitions, and collections, and research for additional resources will yield recommendations for incorporation into the GACM operational plan, and an updated DEAI statement. The goal of this team is to recognize our organization's strengths, plan strategies to improve weak areas, and implement practical strategies. Ongoing development of staff and leadership volunteers is also an important part of this process. GACM recognizes that this is a deliberate, ongoing, long-term effort, and an integral part of our work to serve our extremely diverse community.

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

KNOWLEDGE: comprehensive accessibility is extremely important to effectively serve our diverse audiences, and learning and evaluation are an ongoing process. Recent professional development efforts include: LEAD conference in Washington, D.C., 2015; VSA Florida workshop, 2017; Studio Art Accessibility Toolkit 2018; periodic online workshops and readings; annual FAM conference for all full-time staff; and participation in the current four-part DEAI series hosted by Florida Association of Museums. Appropriate symbols are included on all GACM materials to communicate accessibility initiatives. The Section 504 self-study is conducted every two years, and was just completed again last week.

ECONOMIC: Most GACM education programs for children and adults are offered free of charge. Exhibition admission is waived through the IMLS Museums for All program, Admission-Free Saturdays, and special events. Generous public hours facilitate access for working families.

EXPERIENTIAL: One large barrier to participation is lack of experience with museums. Our art programs for children and school groups help overcome this barrier, and over the years, students have begun to use GACM on their own. A presence at partners' community festivals and organizational partnerships also help familiarize people with our organization. The ArtZone attracts diverse families, 80% of whom also visit the museum's galleries. Community festivals, group tours, and community partnerships also introduce GACM to new museum-goers.

VOLUNTEER: 88 volunteers serve the community through Gadsden Arts on a regular basis, working in all aspects of our organization. Volunteers learn, develop meaningful social relationships, and become an integral part of our organization.

CONTENT: Programs are specifically designed for the age, experience, and learning objectives of the intended target audience. School materials are correlated with curriculum goals. Whenever possible, selected materials are also translated into Spanish. The ArtZone Children's Library includes the book *All My Stripes: A Story for Children with Autism* by Danielle Royer and Shaina Rudolph, along with a number of Diversity, Equity, and Inclusion books.

LOCATION: GACM employs technology such as **YouTube**, **ZOOM**, and **Facebook Live** to make

synchronous and asynchronous online programs accessible, allowing us to connect with patrons who live elsewhere, don't drive at night, school groups who lack time or funding for a field trip, and people who have other barriers to being at GACM. Art @ Home Kits also bring art to children with no internet access.

COLLECTION: A portion of the GACM permanent collection is on view 12 months of every year, collection objects are loaned to other museums, and the entire Permanent Collection is accessible via our website.

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

GACM began in 1989 as an annual exhibition in an empty storefront, an all-volunteer effort to bring fine art to children and families in Gadsden County. It was incorporated in 1994 with just one paid staff member, and as late as 2005, when the second (and current) Executive Director arrived, it had just 1.5 staff members, and three independent contractors.

The past sixteen years have been an effort to grow in quality, audience engagement in programs, and community engagement in leadership, and Diversity is considered when considering every aspect of GACM. GACM's current full-time professional staff members have been a part of our team for 9-15 years. All are Caucasian women, due to lack of a diverse applicant pool those many years ago for candidates with requisite Masters level education and experience with art and museums.

Part-time staff and independent contractors show greater diversity. Positions have changed more recently, and job descriptions can be written to emphasize general skills rather than prior art museum experience. As of March 2021, Museum Assistants were 50% Caucasian, 25% Hispanic, and 25% Black; 50% women, 50% men; 25% over age 65, and 75% under age 30. New Museum Assistant hires are anticipated this summer as current staff move on to higher level, full-time posts in our field.

The GACM Board of Directors is a constituent board, aiming to attract representatives from the diverse community we aim to serve, including city, gender, age, race, education, and SES. GACM requires board members have some experience with our organization to ensure authentic interest in our mission, and an active and engaged board. While all board members are expected to fulfill Board Leadership Guidelines, these are flexible to fit the resources, interests, and skills of our volunteers. The GACM Executive Committee serves as Nominating Committee, assessing our board in terms of the above qualities, plus professional experience and personal networks needed to sustain GACM.

Our 2018-2020 board consisted of 58% women, 42% men; 5% Hispanic/Latino, 16% Black, 79% Caucasian. The incoming GACM Board of Directors consists of 78% women, 22% men; 22% Black, and 78% Caucasian. GACM working committees have a similar breakdown collectively, with 19% men, 81% women; 16% Black, 5% Hispanic/Latino, and 79% Caucasian.

A commitment to Diversity in programs is evident. School programs serve 70% Black, 20% Hispanic/Latino, 10% Caucasian. The GACM Permanent Collection is 56% Black, 4% Native American, 2% Hispanic, 36% Caucasian; 12% women, and 88% men. 2021 GACM exhibitions represent artists who are 52% Black, 8% Hispanic, and 40% Caucasian. Teen Art Council participants are 80% Black and 20% Hispanic. GACM recognizes we have work to do to better engage the Hispanic Community in the museum's programs and leadership – this has proven to be our greatest challenge.

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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.

GACM is financially sound and managed conservatively, aiming for a 5% operating net each year to build cash resources. Currently, GACM has the following resources:

- **Cash on hand for operations and programs totaling \$275,000**, equal to eight months of operations
- **Endowments totaling \$874,000**, an increase from \$655,000 just 16 months ago through contributions and growth.
- **Assets totaling \$3.1M**, with one \$49K short-term loan that we anticipate will convert to a grant, and no other short or long-term liabilities

GACM's fiscal management structure ensures judicious use of resources. The GACM Finance Committee and Board manage GACM resources, while the Endowment Trust Board (ETB) manages the endowment. Endowment principal has never been invaded. The 2.5% endowment spending policy facilitates annual investment in GACM and ensures long-term fund growth, and additional growth is available to meet extraordinary facility needs, without invading principal.

GACM has also been proactive with facility maintenance, and all buildings are in excellent condition. Lighting is all LED; security systems were upgraded and buildings re-roofed in 2017; interior and exterior renovation was done in 2016 and 2018; art studio windows and the building's pre-action sprinkler control system were replaced in 2019; a generator to power collections areas will be installed next month.

From 2019 through mid-February 2020, GACM enjoyed the most rapid growth in its history, with a 30% increase in participation, 33% growth in earned revenues, and 29% growth in membership. The strategic plan, developed in 2019, was (and is) the road map to "the next level" for our organization.

In early March 2020, as the pandemic descended, GACM recognized the need to change course. Leadership began meeting every 2 weeks. The GACM Finance Committee, Board, and Director developed a proactive 10-phase retrenchment plan with trigger points to cut expenses, sustain high impact programming, and extend resources. During 2020, two phases of the plan were executed, with one position eliminated October 1.

In August 2020, GACM resumed special project fundraising to support the goals and strategies in the GACM Strategic Plan 2020-2025. In six months, we have raised \$209,000 of the project's \$250,000 goal, in addition to continuing successful annual and endowment fundraising activities. At this writing, GACM anticipates meeting this goal within the next three months. The success of fundraising for this special project during the pandemic points to a dedicated and growing GACM donor base, with no donor attrition in the past year at the \$500 and above gift level. Donors participate in Annual Giving, a \$100K annual program, plus special projects as they are presented, and in some cases, endowment.

Today, GACM has added several successful fundraising strategies to sustain former and new programs. GACM closed 2020 with a balanced budget, and proactively reduced the 2021 budget by 19% (when compared with prior year \$515K budget, not the actual year-end figure), without cutting programs. This will help ensure balanced resources over the next 2-3 years while earned revenues recover. Special pandemic related funding opportunities in 2020 and 2021 have helped make up for those losses to date, but are not anticipated to continue into 2022 and beyond. Additional restricted and cash on hand resources are available to add support during that period, as needed, to ensure that programs continue without interruption.

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	\$31,962	\$32,601	\$33,253
2. Personnel: Programmatic	\$167,325	\$127,000	\$129,540
3. Personnel: Technical/Production	\$50,587	\$51,599	\$52,631
4. Outside Fees and Services: Programmatic	\$14,877	\$16,310	\$17,500
5. Outside Fees and Services: Other	\$29,450	\$30,961	\$31,580
6. Space Rental, Rent or Mortgage			
7. Travel	\$535	\$3,750	\$3,750
8. Marketing	\$21,595	\$21,290	\$21,290
9. Remaining Operating Expenses	\$135,969	\$148,043	\$150,456
A. Total Cash Expenses	\$452,300	\$431,554	\$440,000
B. In-kind Contributions	\$24,000	\$24,000	\$24,000
C. Total Operating Expenses	\$476,300	\$455,554	\$464,000

Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$5,316	\$9,750	\$15,000
11. Revenue: Contracted Services	\$52,995	\$50,315	\$55,000
12. Revenue: Other	\$23,397	\$24,350	\$25,500
13. Private Support: Corporate	\$52,390	\$40,000	\$46,000
14. Private Support: Foundation	\$50,000	\$30,000	\$30,000
15. Private Support: Other	\$213,072	\$168,050	\$160,000
16. Government Support: Federal	\$19,326	\$49,300	\$49,300
17. Government Support: State/Regional	\$20,000	\$27,000	\$27,000
18. Government Support: Local/County	\$8,500	\$16,000	\$16,000
19. Applicant Cash	\$19,714	\$21,385	\$21,875
D. Total Cash Income	\$464,710	\$436,150	\$445,675
B. In-kind Contributions	\$24,000	\$24,000	\$24,000
E. Total Operating Income	\$488,710	\$460,150	\$469,675

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."

Notes regarding significant budget changes year to year:

- GACM aims for a 5% net budget to support an operating reserve, with a 6-8 month goal.

- Covid reduced 2020 admission.
- An added corporate gift was received in 2020.
- Other private includes 2020 covid opportunities and program expansion funding.
- Federal funding in 2021-2022 is PPP.
- City funding increased in 2021.
- A staff position was added in 2019 and eliminated in 2020.
- Foundation income 2020 included \$25K for outreach.
- Applicant cash is endowment funding at 2.5%.
- Most travel was eliminated in 2020.

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

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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	Finance & Membership Coordinator	\$7,500	\$7,500	\$0	\$15,000
Totals:		\$7,500	\$7,500	\$0	\$15,000

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$15,000	\$15,000	\$0	\$30,000
2	Education Director	\$15,000	\$15,000	\$0	\$30,000
3	Museum Assistants	\$5,800	\$5,800	\$0	\$11,600
Totals:		\$35,800	\$35,800	\$0	\$71,600

42.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Curator	\$20,000	\$20,000	\$0	\$40,000
Totals:		\$20,000	\$20,000	\$0	\$40,000

42.4

42.5

42.6

42.7

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing: Advertising, Printing, Postage	\$10,000	\$10,000	\$0	\$20,000
Totals:		\$10,000	\$10,000	\$0	\$20,000

42.9

Amount of Grant Funding Requested: \$73,300

Cash Match: \$73,300

In-Kind Match:

Match Amount: \$73,300

Total Project Cost: \$146,600

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
---	-------------	------------	-------

#	Description	Cash Match	Total
1	Admissions	\$7,300	\$7,300
Totals:		\$0	\$7,300

43.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Memberships	\$16,000	\$16,000
Totals:		\$0	\$16,000

43.3

43.4

43.5

43.6 Private Support: Other *

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

43.7

43.8

43.9

43.10

Total Project Income: \$146,600

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$73,300	\$73,300	50%
B.	Cash Match	\$73,300	\$73,300	50%
	Total Cash	\$146,600	\$146,600	100%
C.	In-Kind	\$0	\$0	0%

Line	Item	Expenses	Income	%
	Total Proposal Budget	\$146,600	\$146,600	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.

PROPOSAL BUDGET NOTES

- GACM is located in a REDI county but will provide a 1:1 cash match for state funding
- Contributed income includes individual contributions to the Annual Giving Program, which exceeded \$100,000 in 2019 and 2020, education and outreach contributions
- In a very small organization (3 FT Professionals plus part-time staff) the Executive Director wears many hats, including assisting with program and event design, planning, and implementation.

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)
Substitute Form W-9 GACM 2021.pdf	33 [KB]	5/5/2021 3:32:27 PM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
1 GACM Parner and Patron Comments.pdf	GACM Patron and Partner Comments		120 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2 GACM Virtual Programs.docx	GACM Virtual Program Links and Descriptions		38 [KB]		View file
3 GACM Education Program Photos.pdf	GACM Education Program Pictures		7551 [KB]		View file
4 Gadsden Arts Magazine 2021.pdf	Gadsden Arts Magazine 2021		2730 [KB]		View file
5 GACM Facility Photographs.pdf	GACM Facility Pictures		3459 [KB]		View file
6 GACM Marketing Samples 2021.pdf	GACM Marketing Samples 2021		8301 [KB]		View file
7 GACM Interpretive Content Samples Southern Quilting.pdf	GACM Interpretive Content Samples		2500 [KB]		View file
8 GACM Docent Handbook.pdf	GACM Docent Handbook		765 [KB]		View file
9 GACM Strategic Plan 2020–2025.pdf	GACM Strategic Plan 2020-2025		190 [KB]		View file
10 GACM Operational Plan.pdf	GACM Operational Plan		879 [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 Gadsden Arts, 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)

Grace Robinson

