

Images, A Festival of the Arts, Inc.

Project Title: Images, A Festival for the Arts - General Program Support 2022-2023

Grant Number: 23.c.ps.105.379

Date Submitted: Monday, May 31, 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 1

Discipline: Visual Arts

Proposal Title: Images, A Festival for the Arts - General Program Support 2022-2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Images, A Festival of the Arts, Inc. 
- b. **DBA:** Images, A Festival of the Arts
- c. **FEID:** 59-1681328
- d. **Phone number:** 386.427.6975
- e. **Principal Address:** 1414 Art Center Avenue New Smyrna Beach, 32168-5560
- f. **Mailing Address:** 1414 Art Center Avenue New Smyrna Beach, 32168-5560
- g. **Website:** www.imagesartfestival.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 178634028
- l. **Fiscal Year End Date:** 12/31

1. Grant Contact *

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Fair/Festival

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) *

IMAGES: A Festival of the Arts, Inc. was chartered by the State of Florida in 1976 as a nonprofit cultural, and educational organization designed to present and promote the arts in Southeast Volusia County.

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.

One of the top juried art festivals in the Southeast, **IMAGES: A Festival of the Arts** features approximately 240 artists from Florida, the United States, and around the world who showcase their paintings, graphics, photography, jewelry, sculpture, glass, wood, leather, paper, clay, fiber, and fine crafts at this three-day show. IMAGES will hold its **47th annual festival in 2023**.

A free public festival, IMAGES is considered to be one of the top outdoor art shows by *Sunshine Artists Best 200*, and was ranked #16 in the nation in 2020. The event, which typically attracts over 53,000 people, is held the last weekend in January in the downtown core of New Smyrna Beach.

In addition to the exceptional art, the weekend features live music, food courts and food trucks, a student art exhibition featuring the work of talented students from throughout Volusia County, and a creative education tent that offers hands-on art projects for children and their families. Students provide entertainment at IMAGES every year. For example, the New Smyrna High School Jazz Band often plays during the weekend; and one year, local middle school students paraded downtown with the larger-than-life puppets they made.

Local IMAGES artists are involved for much more than one weekend a year. They are employed year-round to teach community classes in Volusia County, they participate in school outreaches, and they provide assistance at Summer Art Camp.

Although IMAGES is presented by Atlantic Center for the Arts, it is its own non-profit entity.

IMAGES Timeline:

The timeline for the 2022 – 2023 proposed year is contingent on the Covid-19 situation and on any restrictions resulting from it.

Summer Art Camp

July – August 2022

Tuesdays thru Fridays, 9 AM to 2 PM

- Local IMAGES artists will serve as instructors at Summer Art Camp.

- 300 campers are expected; more than 200 will receive scholarships.

IMAGES Tour of Homes

Saturday, December 3, 2022

- Four distinctive New Smyrna Beach homes will be decorated for the holidays by area florists and designers.
- A boutique, with handmade gift items created by local artists and Volunteer League Members, will be included as part of the Tour of Homes to raise prize money for the artists. The boutique is usually held at Arts on Douglas gallery in downtown New Smyrna Beach.
- Tours of Atlantic Center of the Arts (the presenting organization for IMAGES) will be offered, 9 AM – 3 PM.
- Approximately 1,000 Tour of Homes attendees, from St. Augustine to Orlando to Melbourne, are expected to attend the event.

47th annual IMAGES: A Festival of the Arts

January 27 – 29, 2023

Riverside Drive & Canal Street, New Smyrna Beach

1– 5 PM Friday, 9 AM – 5 PM Saturday & 10 AM – 5 PM Sunday – FREE to the public

- Approximately 240 local, regional, national, and international artists will display and sell their work.
- The Creative Education Area will offer free art projects geared specifically to children.
- The Student Art Exhibition will showcase the artworks of art students from all 92 Volusia County schools (K-12), as well as private schools/academies.
- Eight presentations of live entertainment, engaging and family-friendly, and a wide variety of food from over a dozen food trucks will be available at the festival.
- 53,000+ Volusia County residents and cultural tourists are expected to attend the festival

IMAGES Artist-in-the-Classroom program

Held during the 2022 – 2023 school year

One day a month, 9 AM to 4 PM – FREE

New Smyrna Beach Middle School

- Over 1,000 children, ages 11 – 15, will be enriched by creating art.
- IMAGES artists (and other local artists) will instruct children enrolled in art elective class to enrich their understanding and appreciation for art and artists; the instructional and hands-on program is tied to the school curriculum.

Summer Art Camp

June 2023

Tuesdays thru Fridays, 9 AM to 2 PM

- Local IMAGES artists will serve as instructors at Summer Art Camp.
- 300 campers are expected; more than 200 will receive scholarships.

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.

Goal #1: To be recognized as one of the Top 10 Outdoor Art Festivals in the United States (in 2020 IMAGES was recognized as #16 in the nation by *Sunshine Artist* magazine)

Goal #2: To reflect the diverse cultural life of our community

Goal #3: To increase participation by children and families who are new to the festival through high quality and diverse educational opportunities

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"

Goal #1: To be recognized as one of the Top 10 Outdoor Art Festivals in the United States

Objective #1: Increase the number of applicant artists by 25 through expanded and targeted advertising during the 2022-2023 festival year (*the usual number of applicants is 650*)

Objective #2: Increase the lower tiers of prize money to cover the artists' booth expenses for the weekend by seeking 3 additional underwriters for 1st, 2nd, and 3rd place prizes for the 2022-2023 festival year

Objective #3: Increase the number of participants in the Art Patron Program by 18 during the 2022-2023 festival year (*there were 376 patrons in 2020, and patrons typically invest \$200,000 each year in IMAGES purchases*)

Goal #2: To reflect the diverse cultural life of our community

Objective #1: Increase partnerships with local community BIPOC organizations by 2 during the 2022-2023 festival year

Objective #2: Increase accessibility at IMAGES by providing 2 new activities for people with disabilities to explore and enjoy the arts

Objective #3: Increase the focus on diversity in the public schools with 3 additional video productions that focus on and celebrate diversity during the 2022-2023 festival year

Goal #3: To increase participation by children and families who are new to the festival through high quality and diverse educational opportunities

Objective #1: Increase the IMAGES Student Art Exhibition to show the works of art students from 46 of 92 schools in Volusia County during the 2022-2023 festival year

Objective #2: Increase festival family-friendly activities that focus on children and families, by 2 entertainment options, including art demonstrations, during the 2022-2023 festival year

Objective #3: Increase student entertainment by 1 performance to attract new festivalgoers during the 2022-2023 festival year

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.

Goal #1 -- Objective #1: Increase the number of applicant artists by 25 through expanded and targeted advertising during the 2022-2023 festival year (*the usual number of applicants is 650*)

Activity:

- Advertise in additional media, both print and websites, that have artists who participate in art festivals as their target audience
- Update IMAGES website with information pertinent to artists who participate in art festivals

Goal #1 -- Objective #2: Increase the lower tiers of prize money to cover the artists' booth expenses for the weekend by seeking 3 additional underwriters for 1st, 2nd, and 3rd place prizes for the 2022-2023 festival year

Activity:

- Make presentations to community stakeholders to underwrite additional prize money
- Send emails and make follow up phone calls to current Art Patrons

Goal #1 -- Objective #3: Increase the number of participants in the Art Patron Program by 18 during the 2022-2023 festival year (*there were 376 patrons in 2020, and patrons typically invest \$200,000 each year in IMAGES purchases*)

Activity:

- Invite current Art Patrons and people identified as potential Patrons to special receptions held during the summer and at the IMAGES Holiday Tour of Homes, which is held a month before the festival.

Goal #2 -- Objective #1: Increase partnerships with local community BIPOC organizations by 2 during the 2022-2023 festival year

Activity:

- Hold focus meetings with the arts department of Bethune-Cookman University, a local HBCU
- Make presentations at local community centers in historically African American neighborhoods in Volusia County

Goal #2 -- Objective #2: Increase accessibility at IMAGES by providing 2 activities for people with disabilities to explore and enjoy the arts

Activity:

- Work with the Florida Division of Blind Services to develop additional activities for people with disabilities

Goal #2 -- Objective #3: Increase the focus on diversity in the public schools by creating 3 additional video modules that focus on and celebrate diversity during the 2022-2023 festival year

Activity:

- Plan focus of the videos with the Arts Curriculum specialist at Volusia County Schools
- Develop story board, create, and produce videos
- Disseminate videos online

Goal #3 -- Objective #1: Increase the IMAGES Student Art Exhibition to show the works of art students from 46 of 92 schools in Volusia County during the 2022-2023 festival year

Activity:

- Work with Visual Arts Specialist of Volusia County Schools to meet with art teachers and to plan the expansion of the exhibition

Goal #3 -- Objective #2: Increase festival family-friendly activities that focus on children and families by 2 entertainment options, including art demonstrations, during the 2022-2023 festival year

Activity:

- Research and book artists/entertainers who specialize in family-friendly interactive activities
- Document, evaluate, and assess results

Goal #3 -- Objective #3: Increase student entertainment by one performance to attract new

festivalgoers during the 2022-2023 festival year

Activity:

- Coordinate with Music Specialist of Volusia County Schools to meet with band directors and representatives from student organizations

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.

IMAGES attracts partnerships from many sectors of our community. In addition to the Florida Department of Cultural Affairs, some of our 25 partners are: Artists' Workshop, Boston Whaler, Bud Light, City of New Smyrna Beach, County Of Volusia, Daytona Beverages, Gage Publications, Gulf Atlantic Vehicles, LeafFilter, Mullinax Ford, New Smyrna Beach Brewing Company, NSB Homes, Ocean Eleven Suites, Outriggers, EAPromos, Riverwalk Condominiums, The Daytona Beach News Journal, The Hub on Canal, The Local Pearl, and Yellow Dog Eats. These entities assist in promoting the festival and help us reach a wider audience.

We have formal agreements with our partners and sponsors. Media partners contribute in-kind advertising. Corporate partners assist in meeting festival expenses. IMAGES promotes the partnerships through social media and by providing space at the festival.

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?

We accumulate statistically significant data about the event through our survey cards; in 2020, 720 attendees completed the IMAGES survey cards, an increase of 151 over the previous year. (*The 2021 festival was cancelled.*)

IMAGES survey cards reveal the following:

- Median age is 65, and ages range from 12 to 92
- 26.3% hold a Master's or PhD degree; 50% hold a Bachelor's degree, 14.1% have attended college and have taken some college courses
- Of the 720 people who responded to the question of gender, there were 496 females, 182 males, and 2 who did not specify gender
- Of the 80.8% who answered the question about sources of information about the festival: word of mouth/referral from friends or family—30.2%; newspaper—23.4%; website—12%; direct email—8%; signage/posters—6.1%; social media—4.6%; television—3.6%; radio—2%; NSB Visitors Bureau—1.3%; and from other sources—7.5%.
- The average years of festival attendance is 9.5 years, while 24% said they were attending the

festival for the first time; 76% indicated that they had attended before.

- Of those who answered, 26.3% indicated having accommodations for at least a one-night stay in New Smyrna Beach. The overall average was a stay of 8 nights; 46% of the respondents said they visit New Smyrna Beach for more than 30 days.
- A total of 185 unique zip codes were captured from all over Florida and the United States, and 1 from Canada. To view the map for distribution of attendees, visit <https://batchgeo.com/map/d003bbf1428a9a80ea3e55031fb8c770>
- 100% who participated in the survey stated they would recommend IMAGES to a friend.

Community program participants, instructors, and parents of children are asked to complete written evaluation forms, which are collected and then analyzed by IMAGES staff. The IMAGES Festival Committee meets at the conclusion of each festival to conduct a year-end wrap-up, analyze what worked and what didn't work, and plan for the marketing strategy for the upcoming year. Discussions are held to determine how the evaluations can be used to improve the festival each year.

In 2023, we will use the Jacobs crowd estimating formula to refine our estimate of the number of festival attendees.

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?

11

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

140

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

65,000

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

1,000

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

2,200

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?

275

17.2 Number of Florida artists directly involved?

125

Total number of individuals who will be engaged?

68475

18. How many individuals will benefit through media?

2,000

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) * No specific racial/ethnic group

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: * No specific underserved/distinct group

20. Describe the demographics of your service area.

New Smyrna Beach is recognized as one of the “100 Best Small Art Towns In America” in the book by John Villani, and epitomizes the term “creative communities.” Research suggests that creativity and artistic expression contribute to healthy aging. Creativity is linked to decreased stress, better cognitive health, self-acceptance, and sense of purpose.

As a retirement community, the population of New Smyrna Beach is growing each year. Currently there is an estimated population of 27,000, with an average of 37% of residents aged 65 or over. An estimated 8,000 people of all ages attend programs at the local community and cultural centers and 54% go to the library each year (an additional 15,000 people), according to statistics from the Pew Internet and American Life Project.

The median age of 58.8 and the median household income is \$52,772. Between 2017 and 2018 the

population of New Smyrna Beach, FL grew from 25,103 to 25,770, a 2.66% increase and its median household income declined from \$52,953 to \$52,772, a -0.342% decrease.

The five largest ethnic groups in New Smyrna Beach are:

- White (Non-Hispanic) (89.7%),
- Black or African American (Non-Hispanic) (4.1%),
- White (Hispanic) (2.21%),
- Two+ (Non-Hispanic) (1.62%), and
- Asian (Non-Hispanic) (0.978%).

98.1% are U.S. citizens.

In 2018, the median property value in New Smyrna Beach, FL was \$243,200, and the homeownership rate was 73.9%. Most people in New Smyrna Beach drove alone to work, and the average commute time was 22.4 minutes. The average car ownership in New Smyrna Beach was two cars per household.

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.

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.

Volusia

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.

- Alachua
- Brevard
- Broward
- Duval
- Flagler
- Hillsborough
- Indian River
- Lake
- Leon
- Marion

- Miami-Dade
- Nassau
- Orange
- Osceola
- Palm Beach
- Pinellas
- Sarasota
- Seminole
- St. Johns
- St. Lucie
- Volusia

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.

Virtual programming is not typically a significant part of the festival. However, several of the 2021 BEST of IMAGES programs showing entertainment, as well as the works of students that are usually displayed at the festival, were presented online. We are planning to feature the student artwork in person and virtually for future festivals.

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.

IMAGES: A Festival of the Arts, held in the downtown New Smyrna Beach Arts District, offers something for everyone. Art enthusiasts, children, families, and cultural tourists can all find something that captures their imagination during the festival. Bringing tens of thousands of arts lovers from throughout Florida and the East Coast to New Smyrna Beach provides a major economic impact and has led to its ranking as "One of the Best Small Art Towns in America" in John Villani's book, *The 100 Best Art Towns in America*.

The festival attracts cultural tourists to New Smyrna Beach, pumping money into our city's restaurants, shops, and lodgings. According to United Arts of Central Florida, "for every dollar spent on the arts, approximately \$10 in revenue is generated in related revenue to restaurants, hotels, retail sales, transportation, space rental, and parking fees." That means IMAGES generates well over \$1 million in economic impact in the community each year. It also provides 34.7 FTE jobs, \$530,253 in household income, \$51,798 in local government revenue and \$59,595 in state government revenue.

Volunteers make up the backbone of the IMAGES festival. In 2020, 6,330 volunteer hours were contributed, which represents \$152,000, according to Independent Sector statistics (independentsector.org).

IMAGES is an event for families. From stage acts for kids, to a student art exhibit featuring the artworks of 140 children from Southeast Volusia schools, to art workshops conducted by area arts educators

and ACA's Teen Volunteers and Volunteer League, visitors hear the message clearly that our community values family. It provides retirees with opportunities to become engaged with the arts, contributing to their health, wellness, and quality of life. In addition, IMAGES supports and showcases local businesses, schools, musicians, and service groups by engaging and employing them to assist with the event.

More than \$200,000 in Patrons Awards and cash prizes were awarded during the 2020 festival. Patron's Choice Awards are given by individuals and businesses who commit to spending a minimum of \$200 on artwork at the Festival and who make an additional \$200 tax-deductible donation to IMAGES. This commitment demonstrates community support for the artists and the festival and contributes to the earning power of the participating artists. The patrons select work(s) they wish to purchase, then give the artist(s) a prestigious "Patron's Choice Award" ribbon to be placed in his/her booth. The spirit and enthusiasm with which Central Florida embraces IMAGES is exciting and gratifying.

The popular IMAGES Boutique is held at the downtown Arts on Douglas Gallery. League volunteers work countless hours throughout the year to create holiday ornaments and other unique and lovely items to sell at the IMAGES Boutique. Many of these volunteers are seniors from the local community and find creative expression and community service to be strong motivators in their participation.

IMAGES is as important an event for children as it is for their parents. Over 1,100 visitors typically come to the Creative Education Area, which is open all weekend and where families can participate in hands-on art projects. In the Student Art Tent, artwork is displayed from students from Volusia public and private, middle and elementary schools—253 pieces of student art and sculptural works were on display at the Student Art Exhibit from 17 schools in 2020. The Creative Education Tent provides engaging art activities especially developed for children and their parents. Over 550 children, a new record, created art at the tent! IMAGES supports local musicians, featuring 8 live entertainment acts.

IMAGES outreach activities take place throughout the year. IMAGES artists reach 1,000 New Smyrna Middle school students each year and IMAGES artists teach at the popular Summer Art Camp, which attracts approximately 300 children each year.

26. Marketing and Promotion

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

Brochures

Collaborations

Email Marketing

Magazine

Newsletter

Newspaper

Radio

Organic Social Media

Paid Social Media

Television

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?

Because of Covid-19, the 2021 IMAGES festival was cancelled. However, we presented BEST of IMAGES which is detailed in our supplements. The following refers to the marketing strategy we used for our 2020 "traditional" festival.

The IMAGES marketing and promotion strategy targets tourists visiting the state of Florida, people who live along the 1-95 corridor from Cocoa Beach to Jacksonville, and the 1-4 corridor, as well as the local community. The Call for Artists is nationwide.

We base our marketing strategy, in part, on the survey cards completed by festival attendees, which give us statistically significant data. (A breakdown of that information is contained in the evaluation section of our application.) In 2020, 720 attendees completed the IMAGES survey cards during the 3-day festival, a substantial increase over the 569 surveys that were collected in 2019.

The 2020 IMAGES increased attendance by several thousand, we increased the artist applications by 10, the number of patrons from 360 people in 2019 to 376 in 2020, and stayed consistent with prize monies. During the past ten years, IMAGES has increased the number of applicants by over 50%, which raises the quality of the festival and its reputation as a "buying show."

Overall marketing, including social and traditional media (television, radio, print advertising) has over 3 million impressions. A survey of 720 attendees during the 2020 festival revealed 185 unique zip codes from throughout Florida, the United States and Canada. One hundred percent of those surveyed stated they would recommend IMAGES to a friend.

We have found that a balanced advertising campaign reaches our target audience most effectively. The advertising is spread out over newspapers (38%), magazines (17%), television (14%), online (12%), radio (8%), social media (7%), and weekly publications (4%). Because of its non-profit status and significant media relationships, IMAGES can match almost any paid advertising with in-kind advertising, a major advantage for the festival.

The IMAGES television commercial aired on the Spectrum Media strategies network system, with a reach of 1.3 million viewers. Facebook alone generated over 1 million impressions, with Web, Twitter and e-mail blasts reaching another 116,000.

The Daytona Beach News Journal is a longstanding partner and distributes the IMAGES program wrapper in its full-run circulation of 50,000+ prior to the festival, and provides 5,000 additional programs for distribution at the event, a \$40,000 in-kind partnership. Radio advertising and interviews include WMFE, WUCF, and WSBB, with a reach of almost 2 million listeners.

Other promotional vehicles include community calendar listings, and frequent press releases that promote both the IMAGES festival and its year-round supporting programs. Extensive "grassroots" marketing is also done on our behalf by our partners and supporters.

The community programs, which help make IMAGES possible, take place long before the festival begins each January.

IMAGES Holiday Tour of Homes, the main fundraiser for IMAGES, is held a month before the festival, and presents five to six unique, architecturally significant homes. One of the most popular events of the Central Florida community, the December 3, 2019 Tour of Homes highlighted the diversity of our community, featuring spectacular beachfront and historic homes, and showcasing our quality of life. In 2018, a special festival kickoff cocktail party was added to the festivities and this popular addition continues. Approximately 800 – 1,000 people attend the tour each year, raising over \$18,000 for prize monies for the festival. The popular IMAGES Boutique features the work of

ACA Volunteer League members who meet twice a week throughout the year to create one-of-a-kind gifts. These community events are powerful marketing tools, spreading the word about IMAGES throughout the community and central Florida.

The year-long solicitation of in-kind support and sponsorships for IMAGES has resulted in dedicated partnerships with 25 businesses in the community.

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

27. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

The IMAGES outdoor festival is accessible to people with disabilities and handicapped parking is conveniently located at the festival. IMAGES volunteers are on hand to assist attendees with disabilities.

Accessibility symbols are regularly used in marketing pieces and in all newsletters. *Samples are included in our support materials.*

Portable restrooms with handicap accessibility are close by in Riverside Park and at either end of the festival route. Restrooms and seating areas are also available at the Brannon Center, a newly constructed ADA-compliant facility located adjacent to the festival.

All artists have access to the ADA-compliant Brannon Center to take advantage of lounge areas and complimentary refreshments provided by the festival.

IMAGES has a presence on YouTube, where all videos have the option of closed-captioning.

Visiting artists are welcome to stay at the Atlantic Center for the Arts (ACA) facility, located only a few miles from the festival. ACA is the sponsoring organization for IMAGES. The entire ACA complex of artist studios and residences has a seamless system of ramps and boardwalks that unites all the buildings. You can access the entire campus without having to climb even one stair! All public areas are located at street level with abundant handicapped parking. The six studios and adjacent bathrooms are physically accessible, as are the visitor center and gallery, administration building, commons, fieldhouse, and all bathrooms. Four of the 28 residences are ADA compliant for physical access with an extra bed for a caregiver.

IMAGES welcomes all members of the community. It is a free, public event, located in a Community Redevelopment District in downtown New Smyrna Beach that offers no-cost access to extraordinary art, as well as educational opportunities for children and adults. Adults, children, and families from a wide demographic range are represented. For those who might not attend a gallery opening or a museum, the festival makes accessibility to great art comfortable and pleasurable, and right in the neighborhood.

IMAGES offers everyone the opportunity to discover and experience great art . . . by viewing artworks, engaging in conversation with the artists and entertainers, participating in creative projects, and experiencing the diversity and range that an art festival can offer.

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?

Nancy Lowden Norman

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:

IMAGES: A Festival of the Arts offers a diverse, inclusive, and equitable workplace where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feel valued and respected. We are committed to a nondiscriminatory approach toward the artists who participate in the IMAGES festival. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard. We are committed to maintaining an inclusive environment with equitable treatment for all. We create and support programs and policies that that reflect the diversity of American society.

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

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

The diversity of our staff, volunteers, and board members is consistent with the local demographics:

White (Non-Hispanic) (89.7%), Black or African American (Non-Hispanic) (4.1%), White (Hispanic) (2.21%), Two+ (Non-Hispanic) (1.62%), and Asian (Non-Hispanic) (0.978%).

However, we are striving to increase BIPOC diversity in the festival and the activities that take place throughout the year.

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.

The fiscal condition of the organization is sound. We have managed to weather the pandemic well with reserves from the January 2020 festival, and despite having canceled the January 2021 festival, we managed to retain many of the generous donors from prior years who supported IMAGES through the end of 2021. 2022 looks to be a fantastic festival, and we're financially prepared to get the pandemic behind us and run smoothly into future years.

35. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2021

36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$49,433	\$28,801	\$50,000
2. Personnel: Programmatic	\$5,192	\$34,355	\$26,050
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$66,010	\$16,750	\$66,000
5. Outside Fees and Services: Other	\$66,175	\$2,250	\$66,000
6. Space Rental, Rent or Mortgage			
7. Travel			
8. Marketing	\$10,562		\$15,000
9. Remaining Operating Expenses	\$7,903	\$5,044	\$5,000
A. Total Cash Expenses	\$205,275	\$87,200	\$228,050

B.	In-kind Contributions	\$49,000	\$20,000	\$49,000
C.	Total Operating Expenses	\$254,275	\$107,200	\$277,050
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			\$16,000
11.	Revenue: Contracted Services	\$7,000		\$7,000
12.	Revenue: Other	\$68,383		\$62,950
13.	Private Support: Corporate	\$18,750		\$15,000
14.	Private Support: Foundation			
15.	Private Support: Other	\$54,295	\$25,200	\$55,600
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$15,877	\$40,000	\$40,000
18.	Government Support: Local/County	\$31,505	\$22,000	\$31,500
19.	Applicant Cash			
D.	Total Cash Income	\$195,810	\$87,200	\$228,050
B.	In-kind Contributions	\$49,000	\$20,000	\$49,000
E.	Total Operating Income	\$244,810	\$107,200	\$277,050

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."

A small operating deficit for 2019 was absorbed by past surpluses. However, a significant decrease in income and expenses was expected in 2021 due to the impacts of Covid-19 on our festival in January 2021, which was canceled due to restrictions in effect on gatherings of people in public places. We have sought help from various programs to keep the festival in operation, and plan to resume normal operations in January of 2022.

38. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

39. Hours *

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

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

- Yes
- No

H. Track_Record Page 8 of 12

41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

42. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

42.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$28,801	\$0	\$0	\$28,801
Totals:		\$28,801	\$0	\$0	\$28,801

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Development Coordinator	\$11,199	\$5,266	\$0	\$16,465
2	Marketing manager	\$0	\$10,539	\$0	\$10,539
3	Program director	\$0	\$3,651	\$0	\$3,651
Totals:		\$11,199	\$23,156	\$0	\$34,355

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	Director of Community Programs	\$0	\$3,700	\$0	\$3,700
Totals:		\$11,199	\$23,156	\$0	\$34,355

42.3

42.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contract labor for festival programmer	\$0	\$13,000	\$0	\$13,000
2	Artistic application processing fees	\$0	\$3,750	\$0	\$3,750
Totals:		\$0	\$16,750	\$0	\$16,750

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Licenses and fees	\$0	\$750	\$0	\$750
2	Utilities	\$0	\$1,500	\$0	\$1,500
Totals:		\$0	\$2,250	\$0	\$2,250

42.6

42.7

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing for 2022 festival	\$0	\$0	\$20,000	\$20,000
Totals:		\$0	\$0	\$20,000	\$20,000

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Office supplies	\$0	\$5,044	\$0	\$5,044
Totals:		\$0	\$5,044	\$0	\$5,044

Amount of Grant Funding Requested: \$40,000

Cash Match: \$47,200

In-Kind Match: \$20,000

Match Amount: \$67,200

Total Project Cost: \$107,200

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

43.4

43.5

43.6 Private Support: Other *

#	Description	Cash Match	Total
1	Membership and patron support	\$25,200	\$25,200
Totals:		\$0	\$25,200

43.7

43.8

43.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	Volusia County	\$22,000	\$22,000
Totals:		\$0	\$22,000
			\$22,000

43.10

Total Project Income: \$107,200

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	37%
B.	Cash Match	\$47,200	\$47,200	44%
	Total Cash	\$87,200	\$87,200	81%
C.	In-Kind	\$20,000	\$20,000	19%
	Total Proposal Budget	\$107,200	\$107,200	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.

Obviously, 2021 will be an anomaly. We will resume normal operations in 2022, the year for which these grant funds will truly be of valuable use as we continue to fulfill the mission of the festival and its community programs.

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)
IMAGES Substitute W-9.pdf	34 [KB]	5/29/2021 10:55:23 AM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Pages from images.pdf	IMAGES website	The IMAGES website contains the State of Florida logo and accessibility symbol	422 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
IMAGES 2020 Photos.pdf	IMAGES 2020 Festival - Pre- Covid-19	IMAGES 2020 - Photos showing the diversity of offerings and student and community outreach.	4588 [KB]		View file
IMAGES article in NJ - 2020.pdf	IMAGES 2020 article in the News- Journal newspaper	Typically, IMAGES receives coverage in the local newspaper, at least a couple times.	827 [KB]		View file
Holiday Tour of Homes IMAGES.pdf	IMAGES Holiday Tour of Homes Fundraiser	The Tour of Homes, a favorite holiday event since 1982, raises prize money for the artists	1240 [KB]		View file
Sample of IMAGES Artist Evaluation Form.pdf	IMAGES Artist Evaluation Form	The Artist Evaluation is taken very seriously so that we can improve the festival each year	109 [KB]		View file
IMAGES Social Media, Selected Videos, and Festival Site Plan.pdf	IMAGES social media, videos, and site plan	This document gives links to social media and videos from the 2021 BEST of IMAGES events. Also included is the site plan for the "regular" festival, which is being planned for 2022.	450 [KB]		View file
BEST of IMAGES 2021 poster.pdf	2021 BEST of IMAGES poster	Even though we couldn't hold the "traditional" 2021 IMAGES because of Covid-19, we presented the BEST of IMAGES, with two group exhibitions at Harris House from January–April, featuring 12 former "Best of Show" winners from the past two decades. We also held three "Front Porch" concerts to support the musicians who would typically perform during the festival. An "Art Project in a Bag" was distributed to children at the performances.	1894 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
BEST of IMAGES 2021 Artist Talks.pdf	Artist Talks from 2021 BEST of IMAGES	The former “Best of Show” winners from the past two decades gave fascinating public talks about their work.	2557 [KB]		View file
List of artists accepted to IMAGES 2021.pdf	List of Artists Selected for 2021 IMAGES Festival	Although the 2021 IMAGES: A Festival of the Arts was canceled, artists were selected through the jury process and will receive automatic acceptance into the 2022 Festival. We listed the artists’ websites and encouraged viewers to shop online.	852 [KB]		View file

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 Images, A Festival of the 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)

Nancy Lowden Norman

