

Monroe Council of the Arts Corporation

Project Title: Connecting the Keys with Culture

Grant Number: 19.c.ps.500.087

A. Cover Page Page 1 of 10

Application Type

Proposal Type: Local Arts Agency

Funding Category: Level 2

Discipline:

Proposal title

Connecting the Keys with Culture

1. Proposal synopsis - (Maximum characters 435.)

As Monroe County's designated LAA, Florida Keys Council of the Arts proposes to enhance the rich cultural assets of our County through economic development, promotion and education of the arts community we serve. We will expand the quality of programming, events and advocacy as the established umbrella organization supporting artists, arts organizations, patrons and visitors. We will use our knowledge and resources to "Connect the Keys with Culture". Please accept our FY2019 request to assist in achieving our mission.

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Monroe Council of the Arts Corporation
- b. **FEID:** 65-0737532
- c. **Phone number:** 305.296.4369
- d. **Principal Address:** 1100 Simonton Street Key West, 33040-3110
- e. **Mailing Address:** 1100 Simonton Street, #2-263 Key West, 33040-3110
- f. **Website:** www.keysarts.com
- g. **Organization Type:** Nonprofit
- h. **Organization Category:** other
- i. **County:** Monroe

- a. **Applicant Name:** Young, Elizabeth
- b. **Phone number:** 305.295.4369
- c. **Website:** www.keysarts.com
- d. **County:** Monroe

1. Grant Contact *

First Name

Elizabeth

Last Name

Young

Phone

305.295.4369

Email

director@keysarts.com (mailto:director@keysarts.com)

2. Additional Contact *

First Name

Martha

Last Name

Resk

Phone

305.295.4369

Email

info@keysarts.com (mailto:info@keysarts.com)

3. Authorized Official *

First Name

Elizabeth

Last Name

Young

Phone

305.295.4369

Email

director@keysarts.com (mailto:director@keysarts.com)

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

File

Organization - Nonprofit

4.2. Institution Type

File

Arts Council/Agency

4.3. Applicant Race

File

White

4.4. Applicant Discipline

File

Multidisciplinary

5. Department Name (optional)

C. Eligibility Page 3 of 10

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

- Public Entity
- Nonprofit, Tax-Exempt
- Solo artist or unincorporated performing company
- Other (not an eligible response)

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

- Yes (required for eligibility)
- No

3. Do proposed activities occur between ##fiscalyearbegindate## - ##fiscalyearenddate##? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

5. How long has the applicant been incorporated in Florida?

- Less than 3 years
- 3-4 years (required minimum for LAA, Level 2 eligibility)
- 5 or more years (required minimum for LAA, level 3 eligibility)

6. Is the applicant designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?

- Yes (required for eligibility)
- No

7. How is the applicant underserved? (select all that apply)

Select the statements that are true for the applicant. At least one must be true for eligibility. See the guidelines for more information about underserved designations.

- Applicant is rural
- Applicant is minority
- Applicant is lacking in resources

Total Cash Income

9. Consultant

Select the statements that are true for the applicant. Both statements must be true for eligibility.

- Consultant is **NOT** a member of the applicant's staff or board.
- Consultant is **NOT** in the immediate family (/resources/termlookup.cfm?term=immediate-family) of any staff or board members.

10. How many contact hours does this residency include?

0

11. Applicant is Florida-based?

- Yes
- No

12. Applicant provides an active touring program with education activities?

- Yes
- No

13. Applicant provides study guides, learning materials, or sample lesson plans

- Yes
- No

14. Professional Theatre *

- Applicant compensates artistic staff and actors.

15. Museum

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- Applicant is open to the public for at least 180 days each year.
- Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

16. Multi Disciplinary

- Yes (If yes, you should apply to the Presenting discipline)
- No (required for eligibility)

17. State Service Organization Designation *

- Applicant's services and activities reach at least 40 Florida counties.

D. Excellence Page 4 of 10

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

Solo artists: Provide a brief artist statement in lieu of a mission statement.

The mission of the Florida Keys Council of the Arts is to advance the creative development and promotion of the arts in our cultural community by providing excellence in leadership, advocacy, education and financial support for artists, cultural organizations and citizens of Monroe County.

2. Proposal Description - (Maximum characters 5250.)

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

2.1. Goals, Objectives, and Activities

Our goals are a tangible expression of our mission and are firmly rooted in the foundation of the Florida Council on Arts and Culture's Strategic Plan, "Culture Builds Florida." We are committed to our leadership role as the community's umbrella organization for arts and culture. Our focus is to maintain and expand our programming in a diverse, innovative and balanced manner.

We will strive for results that strengthen the economy, promote active community engagement, and provide support for arts education and advocacy. The timeline follows our schedule of activities during the fiscal year as described throughout this application which requests general operating support for the 2018-2019 season.

The goals that derive from our mission are:

Goal #1 - To provide all Monroe County residents with access to arts and culture.

Objectives and Activities:

- Encourage new cultural events and venues in each region by offering 3 staff led workshops on grant event and capital projects funding applications. (Ongoing)
- Restore programming for senior citizens and low income populations by providing opportunities with increased accessibility to explore arts programming.
- Integrate a new lunchtime school program at a minimum of 3 elementary schools called Lunch Notes, an initiative to provide live music during lunch hour at targeted schools with limited music exposure. (Start 2018/19)
- Expand public access to the visual arts by adding three additional locations to the Art in Public Buildings program. (Ongoing)

Goal #2 - Promote the Florida Keys as a vibrant, diverse arts and cultural destination for tourists and to build increased awareness and participation in our cultural community.

Objectives and Activities:

- Strive for a continued annual increase in Tourist Development Council funding to build on 20% increase in 2015, 10% increase in 2016, maintained in 2017 for cultural event funding. (Ongoing)
- Increase traffic to our website by 20% and distribution of our publications to target markets outside the County by 10%. (Ongoing)
- Design and produce a Monroe County Cultural Venue Map and mobile app in 2018 to increase awareness beyond our successful Gallery Guide map and brochure.
- Increase awareness of the arts within the community by successfully installing large scale sculptures along the Overseas Highway establishing the new Florida Keys Sculpture Trail. (2017)

Goal #3 - Provide information, grants and technical assistance to artists and arts organizations to attain increased artistic excellence and strengthen arts organizations.

Objectives and Activities:

- Offer at least two new professional development workshops and increase participation by 35%.
- Improve financial support services by increasing the capacity of our grant programs by 25%. (Ongoing)
- Host and lead quarterly networking gatherings in middle and upper Keys' venues to discuss topics relevant to the cultural community including social media, current technology and audience building. (Start Fall 2017)

Goal #4 - Serve as a liaison connecting artists and arts organizations with each other and with other public and private organizations for mutual benefit. Raise public awareness and promote the value of the arts to the County's economy and overall quality of life.

Objectives and Activities:

- Promote the recently redesigned online comprehensive artist's directory for performing, literary and historical organizations and venues. (Summer 2017)
- Expand new collaborative business partnerships for visual art displays similar to CVS Duval Street, Key West storefront in 3 additional regions. (Started 2015 – updated quarterly)
- Participate in Leadership Monroe, KW City Ambassadors and Community Foundation forums and other community events. (Ongoing)
- Enlist grassroots support by increasing new memberships by 25% in targeted regions by expanding our successful Culture Circle series. (Ongoing)
- Increase public appreciation of the intrinsic value of the arts as a quality of life issue with more marketing on the radio, social media promoting programs and events, and speaker's bureau campaign. (2017-2018)
- Utilize the new Americans for the Arts economic and prosperity impact study results and develop more tools – including color pie charts displaying income/expenses for the Arts Council and our programs. (2017-2018)

- Increase public awareness by continuing the Connections Project: A Mosaic of the Keys including free workshops, receptions and exhibitions in public buildings. (2017-2019)
- Expand and actively pursue new opportunities for our program, Arts Speaker's Bureau, to all regions of the Keys to groups such as; Chambers of Commerce, BPW (Business and Professional Women), KW Woman's Club, Rotary Clubs and Schools.

Goal #5 – Maintain and support a vibrant and professional organization with a balanced Board of Directors leading a dynamic staff and energized volunteers. Secure and advocate for increased public and private revenue sources to strengthen and sustain growth.

Objectives and Activities:

- Foster board development, strive for more diversity, and maintain a balanced Board of Directors.
- Sponsor attendees at Community Foundation's Leadership Success Academy for board member and advisor education.
- Expand and define fund development to increase grant programs.
- Increase diversity with additional outreach and awareness of the work of the organization.
- Facilitate an additional Board and Advisor orientation session to utilize and share skill set for speaker's bureau and increase participation.
- Grow volunteer opportunities within Arts Council activities throughout the County.
- Advocate increasing arts funding at the County level to build on the 10% increase achieved in 2015, and maintained for 2016. (Ongoing)
- Expand programming to generate additional revenue.
- Increase and expand membership benefits by developing and designing additional programming and opportunities for participation and education.(Ongoing)

2.2. Partnerships

The Arts Council strives on a daily basis to build and maintain relationships within our community. We are a "big" small town where our accomplishments include bringing people together for positive, uplifting and expansive experiences which are acknowledged throughout the community. Forging partnerships at the government level, with the School District, the many cultural organizations and artists is not only rewarding but also creates an essential economic impact within the Keys. Our support letters reflect and acknowledge the importance of the many partnerships we create and promote. Each of our grant programs foster partnerships as well.

Our ongoing partnerships consist of contracts with the Board of County Commissioners, the Tourist Development Council, Monroe County's Art in Public Places Committee, the Community Foundation of the Florida Keys and the Key West Writers Guild. We also are proud of our programming partnerships with the Monroe County School District, the South Florida Symphony Orchestra, Artz Out Loud, Waterfront Playhouse, Tropic Cinema, the History of Diving Museum, Roberto Russell Gallery and the Artists in Paradise Gallery. Additional collaborations continue to thrive with our Culture Circle Series each season as we partner with 5 – 6 nonprofit arts and cultural organizations to highlight the work and creative process that exists in the visual, performing, literary and museum disciplines. Please see the list within the annual report in our support materials.

2.3. Timeline

Our proposed timeline aligns with our goals and activities and is best described quarterly. In addition to ongoing daily activities of serving Monroe County residents and visitors we will:

JULY-SEPTEMBER:

- Board of Directors' Board Orientation Meeting
- 2-3 Art in Public Places Meetings
- Strategic Planning Meeting
- 1-2 Artists' Professional Development Workshops
- Gallery Guide designed and produced
- KeysArts Quarterly brochure produced and distributed

OCTOBER-DECEMBER:

- Board of Directors Meeting
- 2-3 Art in Public Places Meetings
- Launch Connections Project: Mosaic of the Keys canvas distribution
- Connections Project: Mosaic of the Keys Free Workshops in all regions
- 4 Membership Events including Culture Crawl, Members' Annual Gato Exhibit, Key West and Marathon Holiday Season Celebration events
- Creative Conversation & Coffee presentations in 2 new venues
- Grant panels for 2-3 grant programs
- Gallery Guide distributed
- KeysArts Quarterly brochure produced and distributed

JANUARY-MARCH:

- Board of Directors Meeting
- Annual Membership Meeting
- 2-3 Art in Public Places Meetings
- Connections Project: Mosaic of the Keys Exhibits and Receptions
- Culture Circle Series - 5-6 sessions
- 2 Cultural Umbrella Event Funding Application Workshops
- Gato Exhibition with Guest Curator
- KeysArts Quarterly brochure produced and distributed

APRIL-JUNE:

- Connections Project: Mosaic of the Keys Exhibits and Receptions
- Strategic Planning Board Retreat
- 2-3 Art in Public Places Meetings

- 2 Cultural Umbrella Committee Meetings
- Artist Professional Development Workshops
- Grant Writing Workshops
- KeysArts Quarterly brochure produced and distributed

3. Collection Summary - (Maximum characters 5250.)

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

4. Individual Artist Project

What makes your project artistically strong? What is your motivation for this project, how will it advance your career and creative practice? What is the artistic context of this project to your creative practice?

E. Impact Page 5 of 10

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

80

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

322

3. How many total individuals will benefit? *

25,300

3.1. How many individuals will benefit through media? *

0

4. How many Adults will be engaged? *

17,140

5. How many school based youth will benefit? *

5,600

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

1,155

7. How many older adults will benefit? *

935

8. How many artists will be directly involved? *

470

9. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- American Indian/Alaskan Native
- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian/Other Pacific Islander
- White
- No group made up 25% or more of population benefitting

10. Additional impact/participation numbers information (optional) - (Maximum characters 1166.)

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

11. What counties will be served by your programming?

Select all that apply.

- | | | | |
|------------------------------------|---------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Alachua | <input type="checkbox"/> Franklin | <input type="checkbox"/> Lee | <input type="checkbox"/> Pinellas |
| <input type="checkbox"/> Baker | <input type="checkbox"/> Gadsden | <input type="checkbox"/> Leon | <input type="checkbox"/> Polk |
| <input type="checkbox"/> Bay | <input type="checkbox"/> Gilchrist | <input type="checkbox"/> Levy | <input type="checkbox"/> Putnam |
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Glades | <input type="checkbox"/> Liberty | <input type="checkbox"/> Santa Rosa |
| <input type="checkbox"/> Brevard | <input type="checkbox"/> Gulf | <input type="checkbox"/> Madison | <input type="checkbox"/> Sarasota |
| <input type="checkbox"/> Broward | <input type="checkbox"/> Hamilton | <input type="checkbox"/> Manatee | <input type="checkbox"/> Seminole |
| <input type="checkbox"/> Calhoun | <input type="checkbox"/> Hardee | <input type="checkbox"/> Marion | <input type="checkbox"/> St. Johns |
| <input type="checkbox"/> Charlotte | <input type="checkbox"/> Hendry | <input type="checkbox"/> Martin | <input type="checkbox"/> St. Lucie |
| <input type="checkbox"/> Citrus | <input type="checkbox"/> Hernando | <input type="checkbox"/> Miami-Dade | <input type="checkbox"/> Sumter |
| <input type="checkbox"/> Clay | <input type="checkbox"/> Highlands | <input checked="" type="checkbox"/> Monroe | <input type="checkbox"/> Suwannee |
| <input type="checkbox"/> Collier | <input type="checkbox"/> Hillsborough | <input type="checkbox"/> Nassau | <input type="checkbox"/> Taylor |
| <input type="checkbox"/> Columbia | <input type="checkbox"/> Holmes | <input type="checkbox"/> Okaloosa | <input type="checkbox"/> Union |
| <input type="checkbox"/> DeSoto | <input type="checkbox"/> Indian River | <input type="checkbox"/> Okeechobee | <input type="checkbox"/> Volusia |
| <input type="checkbox"/> Dixie | <input type="checkbox"/> Jackson | <input type="checkbox"/> Orange | <input type="checkbox"/> Wakulla |
| <input type="checkbox"/> Duval | <input type="checkbox"/> Jefferson | <input type="checkbox"/> Osceola | <input type="checkbox"/> Walton |
| <input type="checkbox"/> Escambia | <input type="checkbox"/> Lafayette | <input type="checkbox"/> Palm Beach | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Flagler | <input type="checkbox"/> Lake | <input type="checkbox"/> Pasco | |

12. 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.

- | | | | |
|------------------------------------|------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Alachua | <input type="checkbox"/> DeSoto | <input type="checkbox"/> Hendry | <input type="checkbox"/> Levy |
| <input type="checkbox"/> Baker | <input type="checkbox"/> Dixie | <input type="checkbox"/> Hernando | <input type="checkbox"/> Liberty |
| <input type="checkbox"/> Bay | <input type="checkbox"/> Duval | <input type="checkbox"/> Highlands | <input type="checkbox"/> Madison |
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Escambia | <input type="checkbox"/> Hillsborough | <input type="checkbox"/> Manatee |
| <input type="checkbox"/> Brevard | <input type="checkbox"/> Flagler | <input type="checkbox"/> Holmes | <input type="checkbox"/> Marion |
| <input type="checkbox"/> Broward | <input type="checkbox"/> Franklin | <input type="checkbox"/> Indian River | <input type="checkbox"/> Martin |
| <input type="checkbox"/> Calhoun | <input type="checkbox"/> Gadsden | <input type="checkbox"/> Jackson | <input type="checkbox"/> Miami-Dade |
| <input type="checkbox"/> Charlotte | <input type="checkbox"/> Gilchrist | <input type="checkbox"/> Jefferson | <input checked="" type="checkbox"/> Monroe |
| <input type="checkbox"/> Citrus | <input type="checkbox"/> Glades | <input type="checkbox"/> Lafayette | <input type="checkbox"/> Nassau |
| <input type="checkbox"/> Clay | <input type="checkbox"/> Gulf | <input type="checkbox"/> Lake | <input type="checkbox"/> Okaloosa |
| <input type="checkbox"/> Collier | <input type="checkbox"/> Hamilton | <input type="checkbox"/> Lee | <input type="checkbox"/> Okeechobee |
| <input type="checkbox"/> Columbia | <input type="checkbox"/> Hardee | <input type="checkbox"/> Leon | <input type="checkbox"/> Orange |

- Osceola
- Putnam
- St. Lucie
- Volusia
- Palm Beach
- Santa Rosa
- Sumter
- Wakulla
- Pasco
- Sarasota
- Suwannee
- Walton
- Pinellas
- Seminole
- Taylor
- Washington
- Polk
- St. Johns
- Union

13. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities. Organizations: Include the economic impact of your organization as a whole. Solo Artists: Include any positive social elements and community engagement anticipated from the project.

FKCA is recognized for its consistent service, constant support to the arts community, and successful relationships with our nonprofit partners, school district, residents and visitors for 20 years. Our impact is best summarized by our motto: We Support. We Connect. We Promote. We Give.

WE SUPPORT

We support artists and students with *Artists in Schools* grants, funded projects allow teaching artists and classroom teachers to collaborate on innovative programs to enrich children's experience of art and culture. *ArtReach* grants encourage vital partnerships connecting artists with businesses and organizations to expand current audiences. Outcomes and final reports are positive and share rewarding and often unanticipated experiences. *Special Project* grants provide short-term support to artists for unique projects that focus on a one-time need. *Writer's Guild Award* supports a writer of fiction to complete a work in progress. Our Board increased awards in each category doubling the amount an applicant may request, in 2016-17 one \$5,000 award continues our strategic plan goal of a greater impact of support.

WE CONNECT

Our mission states it is of utmost importance to connect our artists and organizations with residents (75,000) and visitors, 4.4+ million annually. Outreach and advocacy are tantamount in establishing and strengthening relationships. We connect the public to a sense of place and community with Art in Public Places commissioned permanent art collection. We advocate in a leadership role by gaining knowledge through our participation in Americans for the Arts, Fl. Assoc. of Local Arts Agencies (FALAA), and Fl. Assoc. of Public Art Professionals (FAPAP) initiatives. Our E.D. is an Executive Board member of FAPAP, and attends phone meetings connecting her to public art trends, challenges and best practices. Arts Council's Board members are engaged, educated and passionate ambassadors for all the arts. Their commitment to the organization and knowledge of the economic impact of the arts within the County is essential to our advocacy efforts for continued growth and relevance.

WE PROMOTE

FKCA is the main source of information on the arts and culture scene. As a national and international tourist destination, the Keys' rich history, culture and diversity are promoted on our website. We focus on our objective to promote calendar events by informing the community in various media formats. The E.D. speaks to the public on weekly US 1 radio spots and in two PSA's promoting grant opportunities and membership. Staff prepares comprehensive weekly calendars which are published in 3 local newspapers, e-blasts and social media. TV interviews with our E.D., Board and artists air on Comcast, Dish Satellite and streams on youtube. Working closely with the TDC's PR firm, we provide leads and content for arts-related news stories for national/international media. We recommend subjects for Art Loft, Keys Voices, and Keys Traveler, an e-newsletter featuring videos and posts inviting on-line readers to discover the Keys. To promote the County's 1% for Public Art ordinance, we produced a 6 minute virtual tour video of the collection. For added exposure for artists, it's on our website, and used for advocacy and education presentations/workshops.

WE GIVE

We give is a significant category of our mission and covers many areas of activities. We give grants, information and support to members, residents, visitors, children, underprivileged citizens and, of course, artists. We offer valuable time researching grant opportunities and sharing them. Membership is a component of our ongoing outreach. Regions are identified where increased support is needed. This fiscal year, the 5th annual community arts awareness initiative, *The Connections Project: Mosaic of the Keys* expanded efforts to educate the public on the many merits of arts in all regions of our island chain. Our mission to enhance and enrich our community with the arts compels us to focus daily on supporting, connecting, promoting and giving to the rich artistic cultural heritage of the fabulous Florida Keys.

14. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

INFORMATION - PROMOTION OF THE ARTS

KeysArts Weekly calendar newsletter is e-mailed to members and local and South Florida media, creating a constant hotline with our opt-in database. Our website, www.keysarts.com was redesigned for easy navigation with an artist registry, grant information and essential links to resources. Additional pages include Public Art ordinance overview, photo installations of the County's permanent Public Art collection, downloadable calendar brochures, archived press, a 3 minute video exploring various opportunities further enhances the content of our website. We are reaching a broader audience in a more spontaneous way through social media. An annual Gallery Guide, CULTURE magazine, and quarterly calendar brochure are published and distributed to over 200 locations in the County by the Arts Council, and used by the Tourist Development Council at national/international travel trade shows. All printed publications include a QR code for easy, immediate access via cell phone to current information. Proposed planning includes a cultural mobile app.

GRANTS - OUTREACH

Manage five grant and award programs, and administer three county and state programs, all of which we propose to expand. To enhance our programs and relevance, we redesigned the Annual Report for our 20th anniversary. It summarizes the excellent funded projects that engage new audiences, has an overview of accomplishments, financial pie charts, Board members and partners are also highlighted.

PROFESSIONAL DEVELOPMENT - ARTIST SERVICES

Provide information, advocacy, programming and technical expertise to artists and arts organizations. Additional workshops to include presentations on grant writing, Public Art commissions, intellectual property rights and marketing. We maintain a Calls to Artists by updating local, state and national opportunities, and redesigned our artist registry. FKCA will focus and lead the community to stimulate ideas and make connections within the diverse arts community of over 80 galleries, 29 museums, 78 performing, literary and film organizations as well as independent artists.

ART IN PUBLIC PLACES

Perform all administration for the County's 1% for Art in Public Places committee. Through our Art in Public Buildings program we partner with the visual arts community to mount exhibitions and maintain rotating art exhibits in Government facilities. Recent shows include: *Innocent Souls & Yesterday's Children*; a black & white photography exhibit sharing a soldier's vision of the Vietnam War with a guest curator, and *Smilin' and Feelin' Good* - the 2017 Member's Show at the historic Gato Cigar Factory building in Key West. The highlight of the season was Salem's Sugarloaf School of Painting Show: A Retrospective featuring students from three decades of the beloved local painter, Jim Salem. Exhibits resulted in widespread publicity and expanded our audiences.

MEMBERSHIP - ADVOCACY

The Arts Council currently has 708 dues-paying members (up from 568), and over 2,750 contacts, of which 198 are galleries and cultural organizations. Members receive discounts on workshops, join the on-line artist registry and receive invitations to membership events, weekly e-mails about art news and the abundant cultural events calendar. In an effort to increase membership revenues, our Advocate level of membership helps to further our mission of connecting patrons to the arts in innovative ways. Members are invited to 5 "Culture Circle" sessions that focus on the literary, performing, and visual arts as an opportunity for connections and awareness of the creative process. We propose to continue this project and grow the programming by developing more sessions in the Middle and Upper Keys. Our membership campaign reaching businesses, *Arts Mean Business*, launched in 2015, continues to grow. We enlist Council members to join in advocacy efforts, creating awareness of the significance of their personal participation through social media posts and emails.

F. Management and Operating Budget Page 6 of 10

Solo artists and unincorporated performing companies should move on to Page G of the application.

1. Fiscal Condition and Sustainability - (Maximum characters 1750.)

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 Arts Council is well-established with an excellent reputation in Monroe County. The board takes personal responsibility for the vision and mission, and at its annual retreat renewed its commitment to development of public/private revenue sources to meet current goals. Strategic planning and garnering more local business support is the focus. Our most recent completed fiscal year shows an increase which is the result of our one time Deepwater Horizon settlement. Our board and staff demonstrate professional, effective use of public and private funding. They participate in a Leadership Success Academy that covers fiscal responsibility, non-profit management, fund development and sustainability.

Cultural tourism is the future of Monroe County's economic success. The TDC has demonstrated they recognize the Arts Council's leadership is vital to its goals. Our County funding saw a 10% increase in 2014-15, in 2015/2016, and maintained in 2016/17.

The Arts Council is governed by Sunshine laws and conducts all business in public. Accounting and reporting procedures are transparent and readily tracked. Staff provides financial reports to the board monthly. A financial audit, prepared annually by an independent auditor, is available at our annual membership meeting and on our website. The cultural tourist serves as a primary illustration of the arts economic impact on area businesses. The new AFTA economic survey (due out mid-June) that we participated in will most certainly show dramatic increases to the study completed in 2009. At that time the Arts represented an \$86.9 million industry with 1,764 fulltime equivalent jobs.

2. Evaluation Plan - (Maximum characters 1750.)

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

Our Quickbooks, Access and Constant Contact are tools we use daily to track and evaluate our progress and monitor budget goals. Grant programs and activities are evaluated in a number of ways both qualitative and quantitative. Standardized program report forms developed by the Arts Council are provided to grantees following completion of a project. Grantees are asked to provide the number of participants by category (adults/children/artists/special needs), describe what they did, and summarize the success of the project using information derived from an evaluation tool. Audience surveys, questionnaires and comment cards are the most frequently used tools. The final report includes written remarks from the applicant, partner organization and participants discussing the good points of the project, what might be done differently next time, and how the project met the stated goals. Applicant budgets are requested, reviewed and adjusted for all approved projects. Photo and video documentation is evaluated to improve program components.

Surveys are conducted. Examples include: a study of audiences for the performing arts, economic impact of the non-profit cultural community, and input on general needs. FKCA can quickly survey membership via Constant Contact. For public input, we use our Facebook page and Survey Monkey effectively to serve this purpose, as well as detailed stats from the TDC Director of Research.

Public meetings convey and collect information to and from the field. Examples include: annual membership meeting, Creative Conversations & Coffee meetings, grant workshops and the Cultural Umbrella's annual input session.

Applying feedback from evaluations to refine a program is an ongoing part of our work. There is a system in place to continually identify "what we're doing right and what we can do better," through the annual planning process and regular reviews and updates of our strategic plan. The education committee utilizes the expertise of board members to evaluate and strengthen our grant applications and follow-up reports.

3. Completed Fiscal Year End Date (m/d/yyyy)

6/30/2016

4. Operating Budget Summary

	Expenses	Last Completed Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$170,030	\$170,000	\$173,100
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$44,538	\$46,800	\$46,500
5.	Outside Fees and Services: Other	\$31,053	\$9,283	\$10,640

6.	Space Rental, Rent or Mortgage			
7.	Travel	\$5,534	\$3,529	\$4,500
8.	Marketing	\$24,417	\$23,343	\$23,860
9.	Remaining Operating Expenses	\$35,735	\$33,087	\$33,790
A.	Total Cash Expenses	\$311,307	\$286,042	\$292,390
B.	In-kind Contributions			
C.	Total Operating Expenses	\$311,307	\$286,042	\$292,390
	Income	Last Completed Fiscal Year		
10.	Revenue: Admissions	\$46,400	\$46,000	\$50,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$215,236	\$10,975	\$11,750
13.	Private Support: Corporate	\$1,750	\$4,500	\$3,000
14.	Private Support: Foundation	\$33,600	\$29,171	\$31,000
15.	Private Support: Other	\$14,478	\$13,329	\$16,500
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$22,296	\$28,043	\$28,840
18.	Government Support: Local/County	\$142,004	\$143,750	\$151,300
19.	Applicant Cash			
D.	Total Cash Income	\$475,764	\$275,768	\$292,390
B.	In-kind Contributions			
E.	Total Operating Income	\$475,764	\$275,768	\$292,390

5. Additional Operating Budget Information (optional) - (Maximum characters 1166.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

Our most recent completed fiscal year shows an increase which is the result of our one time Deep Water Horizon settlement. In Expenses line # 5, Outside fees:Other includes the fee for administration of the claim. In the Income section # 12, Revenue: Other the settlement amount is included.

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative Waiver

Applicant is located in a qualified economically distressed county or community under REDI.

Proposal Budget Expenses:

2. Personnel: Administrative

2.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Personnel: Administrative	\$40,500	\$133,587	\$0	\$174,087
Totals:		\$40,500	\$133,587	\$0	\$174,087

3. Personnel: Programmatic

3.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Personnel: Programmatic	\$0	\$0	\$0	\$0
Totals:		\$0	\$0	\$0	\$0

4. Personnel: Technical/Production

4.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Personnel: Technical/ Production	\$0	\$0	\$0	\$0
Totals:		\$0	\$0	\$0	\$0

5. Outside Fees and Services: Programmatic

5.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees and Services: Programmatic	\$0	\$51,354	\$0	\$51,354
Totals:		\$0	\$51,354	\$0	\$51,354

6. Outside Fees and Services: Other

6.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fee and Services: Other	\$24,500	\$25,394	\$0	\$49,894
Totals:		\$24,500	\$25,394	\$0	\$49,894

7. Space Rental

7.1. Budget Item *

8. Travel (match only)**8.1. Budget Item *****9. Marketing****9.1. Budget Item ***

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$3,000	\$25,511	\$25,000	\$53,511
Totals:		\$3,000	\$25,511	\$25,000	\$53,511

10. Remaining Proposal Expenses**10.1. Budget Item ***

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Remaining Proposal Expenses	\$3,000	\$37,704	\$0	\$40,704
Totals:		\$3,000	\$37,704	\$0	\$40,704

Amount of Grant Funding Requested: \$71,000**Cash Match: \$273,550****In-Kind Match: \$25,000****Total Project Cost: \$369,550**

Proposal Budget Income:

11. Revenue: Admissions**11.1. Budget Item ***

#	Specify	Cash Match	Total
1	Revenue Admissions	\$50,000	\$50,000
Totals:		\$0	\$50,000

12. Revenue: Contracted Services**12.1. Budget Item *****13. Revenue: Other****13.1. Budget Item ***

#	Specify	Cash Match	Total
1	Revenue: Other	\$11,750	\$11,750
Totals:		\$0	\$11,750

14. Private Support: Corporate**14.1. Budget Item ***

#	Specify	Cash Match	Total
1	Private Support : Corporate	\$14,000	\$14,000
Totals:		\$0	\$14,000

15. Private Support: Foundation**15.1. Budget Item ***

#	Specify	Cash Match	Total
1	Private Support: Foundation	\$30,000	\$30,000
Totals:		\$0	\$30,000

16. Private Support: Other**16.1. Budget Item ***

#	Specify	Cash Match	Total
1	Private Support: Other	\$16,500	\$16,500
Totals:		\$0	\$16,500

17. Government Support: Federal**17.1. Budget Item *****18. Government Support: Regional****18.1. Budget Item *****19. Government Support: Local/County****19.1. Budget Item ***

#	Specify	Cash Match	Total
1	Government Support: Local / County	\$151,300	\$151,300
Totals:		\$0	\$151,300

20. Applicant Cash**20.1. Budget Item ***

#	Specify	Cash Match	Total
1	D	\$0	\$0
Totals:		\$0	\$0

Amount of Grant Funding Requested: \$71,000

Cash Income: \$273,550

In-Kind Match: \$25,000

Total Project Income: \$369,550

21. Additional Proposal Budget Information (optional) - (Maximum characters 1166.)

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.

H. Accessibility Page 8 of 10

22. Accessibility *

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. 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/> (<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 Florida Keys Council of the Arts ensures that its activities take place at County public facilities equipped with handicapped ramps and elevator access, Braille signage, restroom facilities with grab bars and door widths to accommodate persons using wheelchairs and ample handicapped parking spaces. It is the policy of Monroe County to comply with all requirements of the Americans with Disabilities Act.

Accommodations such as audio description, sign-language interpretation, closed or open captioning and large-print brochures are utilized to meet the needs of our various audiences. Assistive listening devices, telecommunication devices and sign-language interpreters are made available upon request during all of our workshops and meetings. Event venues are also selected for their ADA compliance with all ADA standards.

In cooperation with County requirements, we include the following ADA Assistance notice on all meeting agendas, on our website, and will add into new promotional materials to inform the public that special accommodations are available for those with disabilities.

ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than ten (10) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

Increased communication accessibility is achieved through posting of our grant applications, programs and workshops on our user-friendly website, making them available to all geographic areas and to those with limited mobility. The County and the Arts Council have accessibility policies and procedures in place to address complaints and discrimination issues.

We completed the NEA Section 504 Self Evaluation Workbook in April 2015, and updated in April 2017 with the assistance of Monroe County's staff member responsible for accessibility compliance. Additionally, our Engineering Project Manager has informed the Council that there are extensive ongoing efforts and plans to improve accessibility funded by 5 million dollars within a 5 year plan. In May of 2017, County staff reported approximately 42% completion of all proposed improvements in facilities. We were reassured to learn of these extensive efforts taking place within our community.

FKCA's high standards ensure that as an organization, its staff, board members and volunteers include a culturally diverse group of individuals including those with disabilities. In our hiring and employment practices we do not discriminate on the basis of disability or accessibility. Our events, programs and workshops are advertised through the use of many communication tools including: radio announcements, newspaper articles, website, online calendars, social media outlets, flyers, and mailed and emailed invitations to create a welcoming environment for all. Our proposal and plan to implement current accessibility icons in all workshop flyers, website announcements and publications will assist us in the message that we will accommodate all audiences. Additionally, as the local arts agency arts we will encourage all arts and cultural organizations to include icons in their marketing materials, setting a new higher standard in Monroe County.

In our proposal, and to make arts accessible for everyone we will expand our public art exhibit locations to sites along the recently named "All-American Road" Overseas Highway. Plans for expansion include all 5 public libraries and 3 hospitals located throughout the Florida Keys; we strive to geographically and ethnically reach everyone including children, senior citizens and under-served populations in our diverse community, and also meet all Federal ADA standards of accessibility as determined by local government authorities.

23. Policies and Procedures

- Yes
 No

24. Staff Person for Accessibility Compliance

- Yes
 No

25. Section 504 Self Evaluation

- Yes, the applicant has completed the Section 504 Self Evaluation Workbook.
 Yes, the applicant has completed the Abbreviated Accessibility Checklist.
 No

25.1. If yes, when was the evaluation completed?

4/21/2017

I. Attachments and Support Materials Page 9 of 10

Attachment List

Please upload your required attachments in the spaces provided. .

1. Consultant's Resume *

2. Work Sample *

3. Resumes of Significant Personnel *

4. List of Recent Tours *

5. Educational Materials *

6. Standard Contract *

7. Promotional Materials/Press Kit *

8. Documentation of Local Arts Agency Designation *

File Name	File Size	View (opens in new window)
2 Documentation of Local Arts Agency Designation .pdf	49 [KB]	View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/2 Documentation of Local Arts Agency Designation .pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=SVn048r%2Br09VLZPl14iLnff3SzkFLrnPez0aVoCnP3U%3D)

9. Florida Residency Documentation *

10. Support Materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
1. Cover Letter and Annual Report.pdf	1. Cover Letter and Annual Report		7003 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/1. Cover Letter and Annual Report.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=Xjrgf7FArzYrnWLPryK7wGFVey4DNYx41GWqs5NKoCw%3D)
2. Support Letters 2017.pdf	2. Support Letters 2017		326 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/2. Support Letters 2017 2017.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=c%2FkiuWFIfQNL4PmDXP0ZkLAuHHI%2FtmYjxPB5WI7n8zs%3D)

File	Title	Description	Size	Type	View (opens in new window)
3. Program Materials 2016-2017.pdf	3. Program Materials 2016-2017		1503 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/3. Program Materials 2017.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=3A97yxnS90WUjw5IlmuTUtgZVguWEAP3jXrqNLQefPs%3D)
4. Local Press Clippings.pdf	4. Local Press Clippings		1214 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/4. Local Press Clippings.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=LrPeDZdufYHwHoQ4ZAxPVtIFWvvpHxiBrQIWSTtoF)
5. Arts Council Video Clip.mov	5. Arts Council Video Clip		23827 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/5. Arts Council Video Clip.mov?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=nqxW7C3nJA3TR5dTHMTIWCYzDWoxPRDf%2F%2FDB8djdI)
6. Art Loft Video Connections Project.mov	6. Art Loft Video Connections Project		80328 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/6. Art Loft Video Connections Project.mov?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=2UhmOtr17Y%2BPLIAAqvEtav3Dzwi8l8urzcuAIRKGNtI%3D)
7. Weekly Calendar Samples and Social Media.pdf	7. Weekly Calendar Samples and Social Media		5111 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/7. Weekly Calendar Samples and Social Media.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=bSqGU9pInIRPaJo7j7D9JzqoG23G6ufvU7Vh8tOLkM%3D)
8. KeysArts Quarterly Brochures & Gallery Guide 2017.pdf	8. KeysArts Quarterly Events Brochures & Gallery Guide		3932 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/8. KeysArts Quarterly Brochures & Gallery Guide 2017.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=cph%2B56bhFDg%2BN31cQ%2FkPcmg8oVsXFjP%2BMXCTE8)
9. Culture Magazine 2017.pdf	9. Culture Magazine 2017		37300 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/9. Culture Magazine 2017.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=Nd8mJuURLLzlbs6VKPKeOIE4%2FQjhPckl4tVMs8I)
10. Board, Staff, Org. Chart, Strategic Plan, 504 Workbook.pdf	10. Board, Staff, Org. Chart, Strategic Plan, 504 Workbook		3921 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2988/Application/Files/10. Board, Staff, Org. Chart, Strategic Plan, 504 Workbook.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=wAYAysX23s4tVJ%2Bf4n1FH8Th0fXQEYKWZfPJsBwhjE%3D)

10.1.

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of {{organization}} 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.

1.1. Signature (Enter first and last name)

Elizabeth S. Young

