

# Gadsden Arts, Inc.

**Project Title:** Gadsden Arts Center & Museum General Program Support Proposal

**Grant Number:** 19.c.ps.105.023

## A. Cover Page Page 1 of 10

### Application Type

**Proposal Type:** Discipline-Based

**Funding Category:** Level 2

**Discipline:** Visual Arts

### Proposal title

Gadsden Arts Center & Museum General Program Support Proposal

### 1. Proposal synopsis - (Maximum characters 435.)

Gadsden Arts Center & Museum (GACM) promotes understanding and creation of visual art, serving diverse audiences through exhibitions, education programs, and cultural events. Accredited by AAM, GACM operates with a professional staff on a conservative budget. Located in an economically challenged rural county, GACM serves local families and attracts visitors from a distance. GACM is a leader in our region, an engine for cultural, social and philanthropic engagement, and community revitalization.

## B. Contacts (Applicant Information) Page 2 of 10

### Applicant Information

- a. **Organization Name:** Gadsden Arts, Inc.
- b. **FEID:** 59-3247747
- c. **Phone number:** 850.627.5020
- d. **Principal Address:** 13 N. Madison Street Quincy, 32351-2409
- e. **Mailing Address:** 13 N. Madison Street Quincy, 32351-2409
- f. **Website:** www.gadsdenarts.org
- g. **Organization Type:** Nonprofit
- h. **Organization Category:** other
- i. **County:** Gadsden

- a. **Applicant Name:** Robinson, Grace
- b. **Phone number:** 850.627.5020
- c. **Website:** www.gadsdenarts.org
- d. **County:** Gadsden

### 1. Grant Contact \*

**First Name**

Grace

**Last Name**

Robinson

**Phone**

850.627.5020

**Email**

grace@gadsdenarts.org (mailto:grace@gadsdenarts.org)

### 2. Additional Contact \*

**First Name**

Melanie

**Last Name**

Joyner

**Phone**

850.627.5022

**Email**

melanie.joyner@gadsdenarts.org (mailto:melanie.joyner@gadsdenarts.org)

### 3. Authorized Official \*

**First Name**

Grace

**Last Name**

Robinson

**Phone**

850.627.5020

**Email**

grace@gadsdenarts.org (mailto:grace@gadsdenarts.org)

### 4. National Endowment for the Arts Descriptors

#### 4.1. Applicant Status

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**File**

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Organization - Nonprofit

**4.2. Institution Type**

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**File**

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Arts Center

**4.3. Applicant Race**

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**File**

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No Single Group Listed Above

**4.4. Applicant Discipline**

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**File**

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Visual Arts

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

### 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

The Gadsden Arts Center & Museum (GACM) requests General Program Support for art exhibitions, art education programs, and community events that will be offered to the public from July 2018 through June 2019. GACM became Florida's 27<sup>th</sup> visual art organization to earn accreditation from the American Alliance of Museums (AAM), meeting or exceeding all standards and listed for exemplary practices in all areas. All GACM exhibitions, programs, and events are developed, presented, and evaluated with attention to quality, relevance, and impact, to improve quality of life for people through art.

Professional staff members are at the heart of all GACM offerings. All have master's degrees in the field. Two are involved in statewide arts leadership roles as board members of FAM and FAMDA, and the ED is an AAM Peer Reviewer. Staff members are also involved in service roles in the region through the AFP, Links, FSU, COCA, and INIE.

The professional presentation of museum-quality exhibitions is at the heart of all programming. Leading exhibitions emphasize historical and cultural content, or compelling work by masters of their medium. Exhibitions are selected for educational value and interest to GACM's diverse communities, presented in museum-quality galleries offering LED lighting, climate control and security measures.

#### LEADING EXHIBITIONS

July 13–September 29, 2018:

- Art as Social Commentary – works of art by internationally exhibiting painter Carrie Anne Baade, nationally exhibiting painter Mark Messersmith, and work by their graduate students. Baade paints realistically rendered, surreal images commenting on human and women's issues; Messersmith's sculptural painting-assemblages express high keyed scenes bemoaning the destruction of Florida's natural environment. All of the work in three of the museum's four galleries explores the power of art to provoke discussion and action in regard to social issues.

October 19–December 22, 2018:

- 30<sup>th</sup> Art in Gadsden – a juried exhibition of fine art in all mediums representing 80-100 emerging to established artists living within 200 miles of Quincy, Florida. This exhibition tradition began in 1989 and grew into Gadsden Arts in 1994. This exhibition goes back to the organization's founding principle to "foster the development of our region's artists".

January 11–March 23, 2019:

- Meeting in the Middle – an exhibition of paintings and poetry by two nationally exhibiting artists and writers who are surprised by their strong friendship and similarities rather than differences. Sean Sexton is a fifth generation, white "Cracker" cowboy from Indian River County, Florida; Claude Wilkinson is a multi-generation subsistence and cotton farmer from Nesbit, Mississippi, who is black. Both paint and write about their lifetimes "traveling dirt roads, living close to the land".

April 12–June 22, 2019:

- From the Cedar Chest: Rural Quilting in North Florida – an exhibition featuring four generations of quilting in rural North Florida, exploring the functional, social, symbolic, historic, narrative, and family aspects of this tradition that are largely universal across racial and socioeconomic lines.

#### ADDITIONAL EXHIBITIONS

At Gadsden Arts and off-site:

- Leslie Wallace-Coon sculpture (Zoe Golloway Gallery)
- Artur Popek etchings (Zoe Golloway Gallery)
- Gadsden Arts Artists Guild–50–60 artists, quarterly exhibitions
- Gadsden Arts Permanent Collection–one installation per year with in-depth interpretive materials and opportunities for research
- Children's Gallery–children's art installed via magnetic walls
- Munroe Family Community Gallery–exhibitions featuring work by college/graduate students, emerging artists, local art/craft groups, video/installation artists, and others

The Gadsden Arts Center supports exhibition interpretation, community education, and outreach through a range of education programs at Gadsden Arts and off-site.

#### EDUCATION PROGRAMS

Interpretive Programs:

- Lectures - artist gallery talks and Director/Curator presentations throughout the year
- Guided group tours by staff and prepared volunteer docents
- Self-guided audio tours, Student Learning Guides with pre-and post-visit activities, and Family Gallery Guides - available on-site and online
- Student group tours include interactive reading, writing, gallery and studio activities

- Student Competitions invite art production and exhibition-related poetry or descriptive writing

#### Outreach Programs:

- Art Zone Walk-in Studio

A community studio that invites people of all ages to learn to make art. This will be a critical “gateway” for our audiences who do not have art experience to connect with all GACM programs and services.

- Art Reach Partnership Programs – community partnerships facilitating regularly scheduled art programming after school for groups of students across our diverse community – particularly important with emphasis on standardized testing and no art or music in public elementary schools. Partner organizations bring groups of children to GACM on a regular basis, or, when transportation is not available, GACM sends the program to their sites.

Fee-Based Programs are offered at a reduced rate or free of charge, subsidized by fundraising:

- Summer Art Camp – six one-week sessions; tuition scholarships accommodate 50% of campers each year. Expansion to a third group/studio each week is planned.
- Drawing and Painting Open Studio – offered weekly, materials included, a free benefit for members, interested high school students may attend free of charge.

#### GOALS AND OBJECTIVES

##### Proposal Goals:

- Increase museum participation by local area residents through the Art Zone
- Achieve all stated Strategic Plan objectives for 2018-2019 (see support materials)
- Continue to tie all exhibitions and programs into the Board of Directors four main focus areas: exhibition quality, education growth, diversity, and community
- Curate two national scope exhibitions as part of major exhibitions calendar each year
- Sustain the range and quality of education programs offered at GACM and off-site
- Sustain seven ArtReach program partners and increase frequency of program visits
- Build GACM’s member, donor, and participant base by increasing paid Facebook advertising and continuing to encourage deliberate interpersonal and group networking
- Increase group tour participation through directed phone invitation of school, community, and adult groups
- Collect detailed and anecdotal feedback for all programs and exhibitions through the gallery comment book, volunteer interviews of visitors at each opening reception, and visitor comment cards.

##### Proposal Objectives:

- Sustain seven ongoing ArtReach partnerships and double visit frequency for three partners
- Organize four Leading Exhibitions, two of which offer national scope minority cultural or historical content
- Increase annual participation by 10%, facilitated in part by strong exhibitions, the addition of consistent Facebook advertising, the Art Zone, and increasing ArtReach program frequency
- Increase membership by 7% through growing participation and an earned membership option for Art Zone volunteers
- Offer 28 group tours during the year
- Engage 20 additional museum volunteers through the ArtZone and expanded Museum Shop

## 2.2. Partnerships

Gadsden Arts recognizes that effective partnerships extend each partner’s capacity to serve people and increase each organization’s effectiveness in achieving their stated mission. An overlapping mission, common goals, and/or service groups in common typically help define “effective partnerships”. Within the larger community, partnerships strengthen each partner organization’s efforts to improve quality of life for people, stimulate the economy and revitalize our community. Partnerships also facilitate identifying and consistently serving targeted audiences; developing staff, volunteers, and participating organizations themselves; communication, marketing, and cross-promotion of programs and services; and facilitating funding. Art reaches out in all directions to establish working partnerships with civic groups, schools, local to state government, faith and community-based organizations, fellow arts organizations, professional development organizations, colleges and universities, senior living communities, and others.

Gadsden Arts partnerships include:

Art Reach Program: Gadsden County Schools, the Shade Tree Ministry, GEMS ESOL Program, George Munroe Elementary School, First Presbyterian Church, Boys and Girls Club, Stewart Street Elementary School, Galloway Academy

Community Revitalization, Tourism, and Economic Development: Quincy Main Street, City of Quincy, Gadsden County Tourist Development Council, Gadsden County, Damfino’s Restaurant

Arts and Education Partners: Tallahassee Watercolor Society, Legacy School for the Performing Arts, Quincy Music Theater, Florida Association of Museums, Florida Art Museum Directors’ Association, State of Florida Division of Cultural Affairs, FSU College of Fine Art, FSU Museum of Fine Art, FSU Osher Lifelong Learning Institute, FSU College of Medicine Stride Program, Westminster Oaks, Tallahassee Senior Center, The Links, FSU College of Medicine Stride Program, Delta Kappa Gamma, Delta Sigma Theta, Tallahassee Community College, and museums for specific exhibitions (i.e. Backus Museum & Gallery for Florida’s First Highwaymen, 2017)

Marketing and Development Partners: Institute of Nonprofit Innovation and Excellence, Council on Culture and the Arts, Big Bend Association of Fundraising Professionals, Twin City News, Gadsden County Times, Havana Herald, Tallahassee Democrat and Eastside Chronicle, Tallahassee Magazine, Allison House Inn, WFSU/WFSQ Cultural Notes radio program

## 2.3. Timeline

July 1-12, 2018 – Patch/paint galleries, receive, condition report, and install works for *Art as Social Commentary* group of exhibitions; write/edit/finalize text panels and interpretive materials; place and confirm all marketing materials; record and produce audio tour; prepare gallery comment book and visitor surveys; finalize speakers, volunteers, and event details for the opening reception.

July 13, 2018 – Opening Reception and Artists' Talk, *Art as Social Commentary*

July 16 – *Art in Gadsden* entries to the selection committee; scores due July 23

July 28 – Notifications to artists, accepted or not, for *Art in Gadsden*

July 19, 2018 – Docent training for *Art as Social Commentary* (Note: Docent training is conducted the Thursday following the opening reception so that content includes artist or curators' information shared during the Friday night presentations.)

July 14–September 29, 2018 – *Art as Social Commentary*, *Permanent Collection*, and *Artists Guild #3* on view Tuesdays-Saturdays 10am-5pm; guided group tours available by appointment July 20 through the end of the exhibition. Student guided group tours also include studio component.

July 2018 – Art Camp, three one-week sessions; end of month, review Art Camp evaluations from parents, campers, staff, contract instructors, and volunteers; make notes for planning 2019.

July–August 2018 – research, plan, negotiate, and set Master Artist Workshop calendar for the calendar year 2019. Goal: six two- to four-day workshops; four of which bring master artists from a distance. Post-Labor Day begin widespread promotion of the 2019 workshop calendar.

August 2018 – work with organizational partners to set after-school ArtReach calendar of sessions for each, September 2018 through May 2019

October 1–5 – close exhibitions, review data and anecdotal information from all evaluation tools.

October 1-11, 2018 – Patch/paint galleries, receive, condition report, and install works for the 30<sup>th</sup> *Art in Gadsden* and *Out of Pocket* exhibitions; write/edit/finalize text panels and interpretive materials; place and confirm all marketing materials; record and produce audio tour; prepare gallery comment book and visitor surveys; finalize speakers, volunteers, and event details for the opening reception.

October 12, 2018 – Opening Reception, Awards Ceremony, and Juror's Talk, 30<sup>th</sup> *Art in Gadsden Juried Exhibition*

October 13–December 23, 2018 – *Art in Gadsden*, *Out of Pocket*, *Permanent Collection*, and *Artists Guild #4* on view Tuesdays-Saturdays 10am-5pm; guided group tours available by appointment October 19 through the end of the exhibition. Student guided group tours also include studio component.

October 18, 2018 – Docent training for *Art in Gadsden*

December 2018 – produce digital catalog of paintings and poetry for *Meeting in the Middle*, schedule poetry reading during the run of show.

January 2–6, 2019 – review data and anecdotal information from all evaluation tools for exhibitions recently closed. Midterm evaluation for ArtReach programs.

January 2 – 10, 2019 – Patch/paint galleries, receive, condition report, and install works for the *Meeting in the Middle* and *Artur Popek Etching* exhibitions; write/edit/finalize text panels and interpretive materials; place and confirm all marketing materials; upload digital catalog; record and produce audio tour; prepare gallery comment book and visitor surveys; finalize speakers, volunteers, and event details for the opening reception.

January 11, 2019 – Opening Reception for *Meeting in the Middle*, *Artur Popek*, *Artists Guild #1*, and *Permanent Collection* exhibitions; Artists' Talk with Sean Sexton and Claude Wilkinson

January 12–March 23, 2019: *Meeting in the Middle*, *Artur Popek*, *Artists Guild #1*, and *Permanent Collection* on view Tuesdays-Saturdays 10am-5pm; guided group tours available by appointment January 18 through the end of the exhibition. Student guided group tours also include studio component.

January 17, 2019 – Docent training, *Meeting in the Middle* and *Artur Popek*

March 25–29, 2019: review data and anecdotal information from all evaluation tools for exhibitions recently closed.

March 2019 – Plan Summer Art Camp; post positions for contract instructors; launch fundraising for tuition scholarships

April 1–11, 2019 – Patch/paint galleries, receive, condition report, and install works for the *From the Cedar Chest* exhibition; write/edit/finalize text panels and interpretive materials; place and confirm all marketing materials; upload digital catalog; record and produce audio tour; prepare gallery comment book and visitor surveys; finalize speaker, volunteers, and event details for the opening reception. Also schedule children's quilting workshop(s) and hand vs. machine quilting demonstrations to be offered during run of show.

April 12, 2019 – Opening Reception for *From the Cedar Chest*, *Artists Guild #2*, and *Permanent Collection* exhibitions; presentation by Margaret Walker, Assistant Curator, Vanderbilt University Fine Arts Gallery (tentative).

April 13–June 22, 2019 - *From the Cedar Chest*, *Artists Guild #2*, and *Permanent Collection* exhibitions on view Tuesdays-Saturdays 10am-5pm; guided group tours available by appointment April 19 through the end of the exhibition. Student guided group tours also include studio component.

April 18 – Docent training, *From the Cedar Chest*

April 2019 – interview and hire Art Camp instructors; camp information online, emailed and mailed to members and camp families, broader advertising placed; camp curriculum due April 27; order supplies

May 2019 – process camp applications, continue promotions

May 12–23, 2019 – wrap up all ArtReach after-school sessions; review participation data, interview instructors and volunteers, and obtain feedback from staff members at partner organizations to evaluate program. Compile recommendations to inform planning for the next school year.

June 2019 – first three of six one-week Art Camp sessions

June 24–28 – review data and anecdotal information from all evaluation tools for exhibitions recently closed.

June 24–28 – galleries closed for annual maintenance. Public areas, offices, and galleries repainted floor to ceiling, specialized cleaning and repairs made as needed.

July 1, 2018 – June 30, 2019 Plan, Implement, Promote and Evaluate Year-Round

- Munroe Family Community Gallery exhibitions. To better serve students and artists working at this level, exhibitions are planned for this space a maximum of one year in advance;

- Internships for undergraduate and graduate-level college and students with emphasis on the working departmental areas of Gadsden Arts (Exhibitions, Collections, Education, Outreach, Administration, Development);
- Master Artist Workshops for intermediate to advanced level artists.

### **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

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### **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?

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## E. Impact Page 5 of 10

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

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40

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

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270

### 3. How many total individuals will benefit? \*

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12,900

#### 3.1. How many individuals will benefit through media? \*

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0

### 4. How many Adults will be engaged? \*

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7,000

### 5. How many school based youth will benefit? \*

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1,900

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

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1,600

### 7. How many older adults will benefit? \*

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2,000

### 8. How many artists will be directly involved? \*

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300

### 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.

The number of school-based youth vs. non-school-based youth has shifted in recent years. Total Gadsden Arts participation grew 24% in the past year across all programs, and with the Art Zone opening in December 2017, family and non-school-based youth participation will increase substantially, with a projected average of 150 children per month using that space. GACM has emphasized growth in after-school partnership programs as an avenue to reach students on a more consistent basis and continues to do so. Increased frequency of program sessions with three partners will increase the number of individuals reached, as children within each session in several programs changes each time.

The addition of a "media impact" statement in this proposal continues to broaden the scope of GACM's recorded impact substantially. GACM's recent development of a viewable or downloadable version of all interpretive materials such as Family and Student Guides, Exhibition Catalogs, and Audio Tours paired with images as a video presentation substantially increase the reach and impact of GACM exhibitions and exhibition-based learning materials online.

GACM averages 2,500 website visitors per month, with a major exhibition attracting over 3,500. GACM has 2,190 news subscribers (an increase of 9% over last year), 1,900 Facebook followers, and a year-round radio and television presence.

## 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 checked="" type="checkbox"/> Gadsden | <input checked="" 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 checked="" type="checkbox"/> Liberty | <input type="checkbox"/> Santa Rosa         |
| <input type="checkbox"/> Brevard            | <input type="checkbox"/> Gulf               | <input checked="" type="checkbox"/> Madison | <input type="checkbox"/> Sarasota           |
| <input type="checkbox"/> Broward            | <input type="checkbox"/> Hamilton           | <input type="checkbox"/> Manatee            | <input type="checkbox"/> Seminole           |
| <input checked="" 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 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 checked="" type="checkbox"/> Jackson | <input type="checkbox"/> Orange             | <input checked="" 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"/> Calhoun   | <input type="checkbox"/> DeSoto   | <input checked="" type="checkbox"/> Gadsden |
| <input type="checkbox"/> Baker    | <input type="checkbox"/> Charlotte | <input type="checkbox"/> Dixie    | <input type="checkbox"/> Gilchrist          |
| <input type="checkbox"/> Bay      | <input type="checkbox"/> Citrus    | <input type="checkbox"/> Duval    | <input type="checkbox"/> Glades             |
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Clay      | <input type="checkbox"/> Escambia | <input type="checkbox"/> Gulf               |
| <input type="checkbox"/> Brevard  | <input type="checkbox"/> Collier   | <input type="checkbox"/> Flagler  | <input type="checkbox"/> Hamilton           |
| <input type="checkbox"/> Broward  | <input type="checkbox"/> Columbia  | <input type="checkbox"/> Franklin | <input type="checkbox"/> Hardee             |

- |                                       |                                     |                                     |                                     |
|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Hendry       | <input type="checkbox"/> Leon       | <input type="checkbox"/> Okeechobee | <input type="checkbox"/> St. Johns  |
| <input type="checkbox"/> Hernando     | <input type="checkbox"/> Levy       | <input type="checkbox"/> Orange     | <input type="checkbox"/> St. Lucie  |
| <input type="checkbox"/> Highlands    | <input type="checkbox"/> Liberty    | <input type="checkbox"/> Osceola    | <input type="checkbox"/> Sumter     |
| <input type="checkbox"/> Hillsborough | <input type="checkbox"/> Madison    | <input type="checkbox"/> Palm Beach | <input type="checkbox"/> Suwannee   |
| <input type="checkbox"/> Holmes       | <input type="checkbox"/> Manatee    | <input type="checkbox"/> Pasco      | <input type="checkbox"/> Taylor     |
| <input type="checkbox"/> Indian River | <input type="checkbox"/> Marion     | <input type="checkbox"/> Pinellas   | <input type="checkbox"/> Union      |
| <input type="checkbox"/> Jackson      | <input type="checkbox"/> Martin     | <input type="checkbox"/> Polk       | <input type="checkbox"/> Volusia    |
| <input type="checkbox"/> Jefferson    | <input type="checkbox"/> Miami-Dade | <input type="checkbox"/> Putnam     | <input type="checkbox"/> Wakulla    |
| <input type="checkbox"/> Lafayette    | <input type="checkbox"/> Monroe     | <input type="checkbox"/> Santa Rosa | <input type="checkbox"/> Walton     |
| <input type="checkbox"/> Lake         | <input type="checkbox"/> Nassau     | <input type="checkbox"/> Sarasota   | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Lee          | <input type="checkbox"/> Okaloosa   | <input type="checkbox"/> Seminole   |                                     |

### 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.

The Gadsden Arts Center & Museum impacts people and the larger community in the areas of economic development, philanthropic investment, social relationship building, cross-cultural understanding, arts and cultural education, and a more complete education.

#### ECONOMY & COMMUNITY REVITALIZATION

Gadsden Arts:

- Is a source of pride for residents and community leaders;
- Invests \$310,000 of annual budget back into the local economy;
- Sustains 3 full-time, 2 part-time, and 8+ contract labor positions;
- Attracts new residents;
- Welcomes 150-450 guests to each opening reception;
- Is one of the largest "visitor ready" tourism generators in Gadsden County, generating tax revenues to support City and County governments and supporting local area businesses.

#### PHILANTHROPY

- GACM is a trustworthy investment for families living in our region and families living elsewhere with local roots, many of whom have substantial wealth that would be leaving the community as contributions to other organizations if not for the sound management, professional quality, long-term vision and growth, and effectiveness demonstrated by Gadsden Arts.

#### SOCIAL AND CROSS-CULTURAL RELATIONSHIPS

- GACM is an avenue for more than 100 volunteers to invest time and expertise for the larger good, while learning new things and forming meaningful social relationships, often across racial lines or socioeconomic lines.
- GACM hosts exhibition inspired panels and community partners' meetings to open a community-wide dialogue regarding social and cultural issues. An upcoming example will be a joint Main Street-Gadsden Arts workshop exploring national strategies for the redevelopment of historic cities like Quincy.

#### EDUCATION

Gadsden Arts offers education programs for children and adults, with all programs for school children offered free of charge. GACM is the only provider of visual art instruction for public elementary school students in Gadsden County. Programs:

- Family Gallery Guides—interpretive exhibition publication with gallery and "at home" activities and vocabulary;
- Student Learning Guides—exhibition-based educational publication incorporating student writing and art production into interpretation of the exhibition;
- Drawing and Painting Studio—offers instruction and materials to interested high school students in the GACM studio, working with adult artists in a collaborative environment;
- Art Reach After-school Partnerships—provide regularly scheduled art appreciation and studio art at GACM and at partners' sites;
- Guided School Group Tours—offer gallery discussions and games, writing activities, and studio art experiences;
- Children's Gallery Exhibitions—showcase student art work developed in area schools and other children's groups. With magnetic walls, children can "install" their own art in the gallery;

- Lectures by master artists, guest curators or collectors, and staff about art in leading exhibitions;
- Outreach participation in area festivals;
- Internships – prepare college and graduate level students in related fields for museum work;
- Munroe Family Community Gallery –offers emerging student and adult artists, and local art and craft groups the opportunity to learn to exhibit work in a museum-quality space.

#### **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.

Gadsden Arts is currently updating its logo and branding to reflect accreditation by the American Alliance of Museums last year and to highlight the organization's formal collecting activities. The new logo, developed over the past year and adopted last month, honors the long history of the iconic Bell & Bates Building as a heart of the community since 1912 while adding a clean design and energetic typeface. Because new branding is presently being applied, you will see in proposal attachments both new and old logo designs.

Gadsden Arts applies a comprehensive marketing plan to create and sustain audience awareness and encourage widespread participation. These strategies, along with quality programs, make GACM a leading art venue in our region. A recent strategy using paid Facebook advertising in targeted areas produced a remarkable increase in new visitors and members. This will be added to marketing strategies moving forward.

GACM's Executive Director is an experienced marketing professional who manages all marketing with staff and volunteer support. Year-round marketing strategies include:

- Press releases submitted to 90 print and radio media outlets within 200 miles;
- Consistent newspaper coverage, fostered by relationships with editors at community newspapers;
- Online—GACM E-news, website ([www.gadsdenarts.org](http://www.gadsdenarts.org)), Facebook Page, (new) Facebook paid advertising and boosted events, YouTube, and Flickr;
- Council on Culture and the Arts web-based email advertising;
- Paid radio and television coverage through public radio WFSU / WFSQ;
- Online website calendar posts, some with corresponding print calendars, on: Tallahassee Democrat, Gadsden County Times, WFSU, eGadsden.com, FAMU, Tallahassee Community College, Florida State University (Art Department), Council on Culture and the Arts, Tallahassee Magazine, Tally Connection, and WCTV;
- Memberships that facilitate marketing through publications and networking: Visit Florida, SEMC, FAM, FAMDA, AAM, and AFP.

The GACM E-news has grown to over 2000 subscribers and each article, along with Facebook posts, aim to drive traffic to the GACM website, connect readers with staff members, or donate to the organization. The GACM website ([www.gadsdenarts.org](http://www.gadsdenarts.org)) includes past, present, and upcoming exhibition information, comprehensive information about education programs, Permanent Collection, Traveling Collection, and downloadable interpretive and educational materials, and information about all events. The website attracts 2,500-3,500 unique visitors each month. Staff members update website information directly on a continual basis to keep content current.

GACM provides additional print mailings to members, including exhibition invitations, special event invitations, and "save the date" cards. Banners in our storefront window and signs in the GACM lobby provide on-site exhibition and program reminders.

GACM employs additional marketing strategies for major exhibitions, including:

- Museums Magazine (Gadsden Arts was just featured in the March/April 2017 issue)
- Interpretive Exhibition Catalogs
- Paid advertising in major regional magazines and travel publications
- Features in newspapers and on area radio and television programs

Development efforts to increase private, grant, and sponsor funding for major exhibitions translate into funding for these special paid advertising initiatives. GAC staff also request feature coverage in the form of print articles and radio programs for these shows through area media contacts. Frequent feature support is provided by the Tallahassee Democrat, Gadsden County Times, Havana Herald, Twin City News, Tallahassee Talks and WFSU/WFSQ Cultural Notes radio programs, as well as in kind and paid display advertising.

Continuing initiatives to expand marketing reach include board and committee workshops to volunteers to better use social media, working with Quincy Main Street to mail personalized welcome packets to new residents, and offering presentations about GACM to area civic, community, and retirement groups.

## 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.

Gadsden Arts is financially sound, with balanced operations, an endowment totaling \$756,000, net assets of \$2.8M and zero long-term liabilities. Cash on hand is presently \$529,071 representing unrestricted operating reserves, renovation-expansion funding, and temporarily restricted program expansion funding.

The GACM Board of Directors and the Gadsden Arts Endowment Trust Board oversee company resources. Endowment principal is permanently restricted and has never been invaded. The 2.5% endowment spending policy encourages investment of the annual income in GACM facilities, exhibitions, and programs, with approximately the same amount reinvested annually for fund growth.

GACM maintains a balanced budget, and in the past four fiscal years, has realized net income that has built the unrestricted operating reserve fund to total four months' expenses. The goal is to reserve six months' funding. Total income, participants, member and donor numbers are growing, with no major donor attrition.

The GACM physical plant is in excellent condition. All LED lighting and HD video systems were installed 2013-2015. The security system panel, HD video system, and telecommunications systems will be upgraded during expansion. Strategic interior renovations were completed last fall in one art studio, the Permanent Collection Gallery, and the Munroe Family Community Gallery. Fundraising for renovation and expansion exceeded the \$600,000 fundraising goal and all renovation-expansion work is being accomplished with cash on hand.

Part of fiscal and program stability is the retention and development of professional staff. All full-time staff members have master's degrees in the field and senior staff members are entering their tenth year. GACM compensation is competitive, with health and matching retirement benefits, and professional development is offered at local, state, and national levels.

### 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.

Gadsden Arts uses a range of empirical to narrative evaluation methods to evaluate the relevancy and effectiveness of programs, including:

- Attendance – daily visitors, program participation, and event attendance are collected daily, and totaled weekly, monthly, and annually
- Membership trends
- Guest Register reflecting visitor origins and collecting email addresses
- Exhibition Comment Book – collects visitors' responses to exhibitions
- Donor trends - managed through an integrated database solution
- Distribution of print materials such as Family Gallery Guides, Exhibition Programs and Catalogs
- Online use of viewable and downloadable materials such as Audio Tour Videos and digital versions of print materials
- Group evaluation forms designed for school programs, classes, workshops, and group tours
- Visitor feedback collected verbally
- Observations shared from working committee volunteers who observe programs and events in their area (i.e. education, membership, collections, exhibitions)
- Individual meetings with board members that yield specific feedback from each constituency represented
- Individual meetings and conversations between the Executive Director and donors to ask how we are doing with their specific investment in our programs
- Thank you calls from the director and board members to donors requesting general and specific feedback
- Individual phone calls from board members to current and lapsed members, asking for feedback regarding that person's most recent experiences at GAC
- Student writing and art samples collected for Student Competitions and through programs in the schools
- Periodic interviews with decision makers in school and local government entities
- Annual operating budget performance and monthly financial review by the Director,

Finance Committee, Board of Directors, and Gadsden Arts Endowment Trust Board

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

12/31/2016

### 4. Operating Budget Summary

Expenses	Last Completed Fiscal Year	Current Fiscal Year	Next Fiscal Year
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1.	Personnel: Administrative	\$28,000	\$32,000	\$34,000
2.	Personnel: Programmatic	\$115,568	\$120,900	\$125,923
3.	Personnel: Technical/Production	\$54,600	\$54,000	\$55,620
4.	Outside Fees and Services: Programmatic	\$29,950	\$33,199	\$31,466
5.	Outside Fees and Services: Other	\$21,465	\$22,002	\$22,662
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$3,168	\$3,600	\$2,800
8.	Marketing	\$10,841	\$10,500	\$8,500
9.	Remaining Operating Expenses	\$74,850	\$76,721	\$82,000
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$338,442</b>	<b>\$352,922</b>	<b>\$362,971</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$35,433</b>	<b>\$37,747</b>	<b>\$38,590</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$373,875</b>	<b>\$390,669</b>	<b>\$401,561</b>
	<b>Income</b>			
	<b>Last Completed Fiscal Year</b>			
10.	Revenue: Admissions	\$1,559	\$6,000	\$6,500
11.	Revenue: Contracted Services	\$39,460	\$49,740	\$53,000
12.	Revenue: Other	\$80,200	\$69,635	\$70,000
13.	Private Support: Corporate	\$10,300	\$17,350	\$22,150
14.	Private Support: Foundation	\$23,750	\$20,000	\$22,000
15.	Private Support: Other	\$140,820	\$156,500	\$150,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$21,000	\$21,000	\$21,000
18.	Government Support: Local/County	\$16,000	\$16,000	\$20,000
19.	Applicant Cash	\$21,250	\$21,250	\$21,250
<b>D.</b>	<b>Total Cash Income</b>	<b>\$354,339</b>	<b>\$377,475</b>	<b>\$385,900</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$35,433</b>	<b>\$37,747</b>	<b>\$38,590</b>
<b>E.</b>	<b>Total Operating Income</b>	<b>\$389,772</b>	<b>\$415,222</b>	<b>\$424,490</b>

#### 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.

Gadsden Arts maintains a conservative budget, aiming for a minimum 5% net operating balance to move into unrestricted operating reserves each year.

Specific budget income notes:

- Admissions have increased with implementation of a \$5 suggested admission. Admission is free for members and children and is not required of visitors. Suggested admission has driven a 9% increase in memberships.
- Increasing contract service revenues includes Master Artist Workshop program expansion, Evening with the Arts event growth, and a sold-out Chicago art trip. Nominal Art Zone participation fees will be added next year.
- Other income shows a decline in evening rentals and elimination of commissions on art sales.
- Corporate sponsorship increased for the gala. "Fee-free Saturday" sponsorships of the Art Zone will be offered next year.
- County, City, and TDC support has remained constant – a small increase will be sought next year for the Art Zone.
- Applicant cash of \$21,250 reflects the Gadsden Arts 2.5% endowment spending policy.

Specific expense information:

- Part-time visitor services and marketing staff, and contract instructors were added this year in preparation for expansion and will increase again next year.
- Outside fees, travel and marketing increased temporarily this year, with guest essay writers and a guest speaker.

## 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	Contract Bookkeeper	\$3,465	\$3,465	\$0	\$6,930
2	Museum Assistant	\$2,000	\$2,000	\$0	\$4,000
<b>Totals:</b>		<b>\$5,465</b>	<b>\$5,465</b>	<b>\$0</b>	<b>\$10,930</b>

### 3. Personnel: Programmatic

#### 3.1. Budget Item \*

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Education Director	\$15,000	\$15,000	\$0	\$30,000
2	Executive Director	\$20,000	\$20,000	\$0	\$40,000
<b>Totals:</b>		<b>\$35,000</b>	<b>\$35,000</b>	<b>\$0</b>	<b>\$70,000</b>

### 4. Personnel: Technical/Production

#### 4.1. Budget Item \*

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Curator	\$15,000	\$15,000	\$0	\$30,000
<b>Totals:</b>		<b>\$15,000</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$30,000</b>

### 5. Outside Fees and Services: Programmatic

#### 5.1. Budget Item \*

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Contract Labor - Education	\$3,000	\$3,000	\$0	\$6,000
<b>Totals:</b>		<b>\$3,000</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$6,000</b>

### 6. Outside Fees and Services: Other

#### 6.1. Budget Item \*

### 7. Space Rental

#### 7.1. Budget Item \*

### 8. Travel (match only)

**8.1. Budget Item \***

**9. Marketing**

**9.1. Budget Item \***

**10. Remaining Proposal Expenses**

**10.1. Budget Item \***

**Amount of Grant Funding Requested: \$58,465**

**Cash Match: \$58,465**

**In-Kind Match:**

**Total Project Cost: \$116,930**

Proposal Budget Income:

**11. Revenue: Admissions**

**11.1. Budget Item \***

**12. Revenue: Contracted Services**

**12.1. Budget Item \***

#	Specify	Cash Match	Total
1	Membership Income	\$10,000	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$10,000</b>

**13. Revenue: Other**

**13.1. Budget Item \***

**14. Private Support: Corporate**

**14.1. Budget Item \***

**15. Private Support: Foundation**

**15.1. Budget Item \***

**16. Private Support: Other**

**16.1. Budget Item \***

#	Specify	Cash Match	Total
1	Contributed Income	\$48,465	\$48,465
<b>Totals:</b>		<b>\$0</b>	<b>\$48,465</b>

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

**Amount of Grant Funding Requested:** \$58,465

**Cash Income:** \$58,465

**In-Kind Match:**

**Total Project Income:** \$116,930

**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.

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2.2

Gadsden Arts works with a contract nonprofit bookkeeper - a cost-effective alternative to permanent staffing that yields reliable record keeping and reporting.

The part-time Museum Assistant is one of two part-time staff members who is a "front line" for visitor services.

3.2

The Education Director, Curator, and Executive Director are established museum professionals with master's level education in the field. They work closely together on both programmatic and technical/production aspects of exhibitions, education programs, and events to insure they work well together and are in keeping with the perceived needs and readiness level of participants.

4.2

In a small organization like Gadsden Arts, with three full-time, two part-time, and contract labor for staff, all full-time staff members wear several hats. All three full-time members work closely together and serve flexible roles, especially with major exhibition projects that are supported by a range of events, programs and materials.

5.2

Experienced art educators are hired as contract instructors for children's programs at Gadsden Arts and at satellite programs across the community.

16.2

Private contributed support listed in this grant represents cash on hand collected from donors for program expansion as part of the Community Connections Renovation and Expansion project.

## H. Accessibility Page 8 of 10

### 1. 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.

**REMAINING CURRENT ON ACCESSIBILITY:** Although Gadsden Arts is a small organization, staff members and volunteer leadership realize that accessibility to services for all people is central to the responsibilities of a community nonprofit organization. In that spirit, we strive to remain current in our knowledge of accessibility techniques and issues. In August of 2015, VSA Florida offered a scholarship to our Education Director to attend the LEAD conference on accessibility at the Kennedy Center in Washington, D.C. Last spring, Gadsden Arts hosted a VSA Florida workshop on accessibility and invited professionals and volunteers from arts organizations in our region to participate.

**PHYSICAL ACCESSIBILITY:** The Gadsden Arts Center's historic Bell and Bates Building underwent complete renovation-construction from 1997-2000, designed to be fully accessible to persons with disabilities. All buildings and galleries are fully ADA compliant and fully accessible to people with physical handicaps, including specially equipped restrooms, the size and layout of hallways, and elevator access to all floors. Renovation and expansion plans are also designed with physical and content accessibility in mind.

Exhibition installations are executed with consideration to accessibility as well. Artwork is hung at 58" eye level to accommodate older visitors. Text for wall labels and text panels is set in 16-point or larger type. Sculpture pedestals are arranged to accommodate viewing and travel by visitors using a walker or in a wheelchair. The new Children's Gallery will feature magnetic walls, making it accessible for children to install their own art in the museum.

The Gadsden Arts Center also maintains generous public hours to permit access to working families and people visiting from a distance.

**ECONOMIC ACCESSIBILITY:** Admission to exhibitions is free – admission is optional. Admission fees can be discriminatory for some audiences, particularly in an economically depressed area like Gadsden County and for families with little or no experience visiting museums and galleries. 80% of education programs are also provided free of charge, with the balance of programming offered on scholarship or at a reduced rate tuition that is subsidized by fundraising efforts, to maximize economic accessibility. With the expansion, adults will be able to earn a family level membership by donating ten hours of volunteer service in the ArtZone. Family members can access the ArtZone without a participation fee, giving more community members an opportunity to have ownership over Gadsden Arts as members and enjoy all membership benefits. The ArtZone activity fee will be a nominal \$2 for those who cannot or do not wish to earn a membership through volunteer service, and "Fee Free Saturday" corporate sponsorships will be encouraged and promoted. A \$1200 sponsorship will support one "Fee Free Saturday" per month for the year.

**EXPERIENTIAL ACCESSIBILITY:** The single greatest barrier to participation at Gadsden Arts for the benefit of people in our community is lack of experience with art or museums. This is a common thread that runs through all socioeconomic groups, levels of education, racial and cultural divides. Individuals whose "grew up visiting museums" or who have a family culture of art and/or utilizing museums as a resource for education and enriching experiences feel that Gadsden Arts "is for me". People with no personal, family, or childhood experience utilizing arts centers and museums feel that Gadsden Arts "is not for me". Longtime outreach programs offered free of charge such as the ArtReach after-school partnerships, student art and writing competitions accompanied by awards ceremonies and exhibitions of the work, guided school and community group tours, and reduced tuition art camps help bridge this gap and establish positive experiences with Gadsden Arts for families.

The new ArtZone, with its walk-in studio and children's gallery with magnetic walls will be a powerful gateway. Most people know that making things is fun. Many families are simply seeking quality time with their children, grandchildren, homeschool or community group. The ArtZone will introduce a range of art making processes and materials to visitors, with a staff member or volunteer there to guide them, and then invite visitors to participate in an exhibition-related activity, game, or contest. With additional opportunities to make art at any time, volunteer in the space, earn museum membership, and develop relationships with existing staff and volunteers, the ArtZone will be a gateway for broader community ownership of the museum, and a gateway for more people in our community to see Gadsden Arts and museums elsewhere as resources that "are for me".

**VOLUNTEER ACCESSIBILITY:** One of the most effective ways Gadsden Arts introduces people to the wonders of visual art is through volunteer opportunities at the museum. Volunteers may invest time once per year, once for an event, periodically through service on one of eight to ten working committees, periodically in ArtReach and Art Camp programs, or on a weekly basis. Volunteers are welcome to invest their own experience and expertise, and often let museum staff know what they would like to learn, developing new skills and knowledge in the process. Volunteers add value to leisure time, become a working part of the museum, actively helping to improve quality of life for people in the community through art, and volunteers develop meaningful new social relationships, often across socioeconomic and racial boundaries. The new ArtZone, with its "hands-on" nature, will offer the opportunity for Gadsden Arts to engage many new volunteers and also high school students and civic groups as volunteers.

**CONTENT ACCESSIBILITY:** Programs are specifically designed for the age, experience, and learning objectives of the intended target audience. Artist gallery talks for art-interested adults provide more advanced information, while Family Gallery Guides are written at an elementary level and Student Learning Guides are presented at a middle-high school level. School materials are correlated with standardized test learning goals, making the use of these materials more accessible to teachers across the curriculum. Selected materials are also translated into Spanish, and program interpreters are recruited whenever possible.

Gadsden Arts employs technology to make exhibitions and programs more accessible. An Audio Tour is developed and provided free of charge for all visitors for select major exhibitions (i.e. Dean Mitchell's American West: poverty and the human spirit). Tours are provided via MP3 players, and streamed via our website as a YouTube slide show with audio. Digital versions of Exhibition Catalogs, Family Gallery Guide, and Student Learning Guides are made available via download at no charge. Large print versions of the Exhibition Guide are made available to in-person visitors on demand, and to teachers via email or regular mail upon request. Additional access to the Gadsden Arts Permanent Collection is provided via our website, [www.gadsdenarts.org](http://www.gadsdenarts.org), along with all exhibition, program, and event information.

Gadsden Arts staff members have attended Division of Cultural Affairs accessibility workshops and apply accessibility symbols to marketing and educational materials to better communicate accessibility accommodations to our current and prospective audiences.

### 2. Policies and Procedures

Yes

No

**3. Staff Person for Accessibility Compliance**

Yes

No

**4. 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

**4.1. If yes, when was the evaluation completed?**

12/1/2015





## 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)

Grace Robinson







