

# The Artist Series of Tallahassee, Inc.

**Project Title:** General Program Support 2020

**Grant Number:** 20.c.ps.180.622

**Date Submitted:** Wednesday, August 1, 2018

## A. Cover Page Page 1 of 10

### Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 1

**Discipline:** Sponsor/Presenter

**Proposal Title:** General Program Support 2020

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

### Applicant Information

- a. **Organization Name:** The Artist Series of Tallahassee, Inc. 
- b. **FEID:** 59-3299905
- c. **Phone number:** 850.445.1616
- d. **Principal Address:** 260 N. Cherry St Monticello, 32344
- e. **Mailing Address:** PO Box 13705 Tallahassee, 32317-3705
- f. **Website:** [www.theartistseries.org](http://www.theartistseries.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Leon
- j. **DUNS number:** 791339653

### 1. Grant Contact \*

**First Name**

Melanie

**Last Name**

Mays

**Phone**

850.445.1616

**Email**

director@theartistseries.org

### 2. Additional Contact \*

**First Name**

Melanie

**Last Name**

Mays

**Phone**

850.445.1616

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director@theartistseries.org

**3. Authorized Official \*****First Name**

Melanie

**Last Name**

Mays

**Phone**

850.445.1616

**Email**

director@theartistseries.org

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

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Organization - Nonprofit

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**Institution Type**

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Cultural Series Organization

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**Applicant Discipline**

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Music

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**5. Department Name**

## C. Eligibility Page 3 of 10

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

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists 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 7/1/2019 - 6/30/2020? \*

- 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)

# D. Excellence Page 4 of 10

## 1. Applicant Mission Statement - (Maximum characters 500.) \*

The Artist Series of Tallahassee promotes and encourages the appreciation of classical chamber music while developing a broad based sustainable audience through an affordable and diverse concert series and educational outreach program that brings classical music to under-served populations in Leon County and North Florida.

## 2. Proposal Description

Describe the project or program 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.

### Goals, Objectives, and Activities - (Maximum characters 5000.)

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

**Objectives:** Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

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

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1. Goal - promote excellence in arts and cultural programming as an integral part of educational, personal and community development.

- Objective - enhance the public value of the arts and drive economic vitality by presenting a five-concert season featuring an outstanding variety of unique classical chamber music performances.
- Objective - present a four-day Artist-in-Residence music outreach program targeting under-served populations.
- Objective - help to support the arts community through collaborations and cross promotion.

2. Goal - inspire, nurture and sustain a lifelong appreciation for the arts among all North Florida residents and visitors.

- Objective - welcome diverse audiences by offering concert programs that include a variety of musical styles in addition to the traditional classical repertoire.
- Objective - maintain or increase baseline residency workshop attendance by 5%; increase attendance to the residency's final public concert by 5%.

### ACTIVITIES

- Develop and present a five-concert season featuring outstanding classical chamber musicians.
- Develop and present a four-day Artist-in-Residence program designed to provide meaningful, lasting, benefits to under-served or marginalized populations in North Florida.
- Develop a mini 3 concert series at a new venue.

- Raise arts awareness and culture in North Florida by forming collaborative partnerships across multiple sectors (business, public and nonprofit).
- Create effective marketing campaigns to expand reach and increase Artist Series brand recognition.

## **2019-20 PUBLIC CONCERT SERIES**

For 25 years, between September and May, the Artist Series presents a five-concert season featuring a diverse selection of outstanding classical music performances by acclaimed ensembles and brilliant emerging soloists. Concerts take place in beautiful Opperman Music Hall on the FSU campus, which gives patrons a chance to see the visiting performers up close in a venue with wonderful acoustics. Past artists include the Juilliard String Quartet; Takács String Quartet; Harlem String Quartet; Vassily Primakov and Natalia Lavrova, piano duo; Imani Winds; Akropolis Reed Quintet; Simone Porter, violin and Armen Guzelimian, piano; Bella Hristova, violin; and Chanticleer.

## **2020 ARTIST-IN-RESIDENCE**

The Artist-in-Residence program offers under-served and marginalized youth and seniors an opportunity to experience world-class professional musicians in a familiar setting. Project activities include multiple outreach workshops in area Title I schools. Our residency reaches students, families and schools in rural areas lacking access to excellent art. For many youths this is their first exposure to a live performance of classical music. Seniors are also included in this program. Each year the Artist Series selects an acclaimed classical music ensemble as Artist-in-Residence. Lead artists must have a demonstrated interest and high degree of expertise delivering music outreach to under-served populations.

### **Residency Activities**

The four-day residency will be held in January 2020. Program components include:

- Thursday and Friday - eight interactive, music workshops are held in selected Leon, Wakulla, Gadsden and Jefferson County Title 1 schools. Visits last between 45 minutes to one hour. Workshops are tailored to the classroom. Each visit gives students the opportunity to meet and interact with the artists ; an introduction to the instruments with demonstrations about how they sound and are played; presentation of 3 - 4 pieces of music demonstrating the tone, texture and versatility of the instruments; a history of the artists' accomplishments emphasizing their educational backgrounds; followed by a lively question and answer period. (In our service area, all Title 1 schools have a low-income, high-minority student population.)

Sample lesson plans showing teachers how they can integrate music with math, science, history and social studies are made available for download on our website's Educational Outreach page.

- Thursday evening the resident artist will hold an outreach workshop visit at the Allegro Senior Living community in Tallahassee. Allegro is an assisted living facility for 500 seniors that need a little help to get through the day. Many residents either cannot or will not leave the grounds for a public concert.
- Saturday afternoon the artists will give a master class for skilled middle, high school music students music students from FSU and adult community musicians. The free class is open to the public to observe and participate. Typically, the FSU College of Music provides space.
- Sunday afternoon the Artist-in-Residence project closes with a public concert in Opperman Music Hall at the Florida State University College of Music. Workshop attendees (students, teachers, facility residents and staff) can use free tickets and are given transportation to the final concert. We have added a new component: an Open Rehearsal for FSU College of Music Students with the

Artist in Residence. Students attend the Open Rehearsal, ask questions and stay for the concert at no extra charge.

### **NEW "Under the Over" Mini Concert Series**

At the time of this grant submission deadline, we are working to collaborate with the City of Tallahassee to do a "mini" three-concert series to accompany our traditional 5-concert series. The hope is to reach new audiences who might not attend our traditional Sunday concerts. This new concert series will be free to the public; held at an outdoor location under the overpass in downtown Tallahassee's Frenchtown district by Lake Anita. The concerts will occur at dusk so patrons can watch a light show behind the performing artists. Arts organizations will be given free vending space. The concerts will be 1 hour in length and will feature chamber music and more modern music selections. The audience will be diverse racially, economically, of all ages, and include tourists to the city of Tallahassee.

### **Partnerships & Collaborations - (Maximum characters 2000.)**

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

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#### **Partnerships**

The Artist Series partners with organizations and businesses in the community to help promote their classical music programs and artistic endeavors. We do cross promotion in our season program to help increase audience awareness for musical events in the community. Some of the partnerships we have valued for years include:

- Opening Nights Performing Arts
- Tallahassee Symphony Orchestra
- Tallahassee Youth Orchestra
- Tallahassee Community Chorus
- Florida State University College of Music
- Tallahassee Civic Chorale
- Bach Parley
- Big Bend Community Orchestra
- Thomasville Entertainment Foundation
- WFSU and WFSQ
- WCTV
- Beethoven & Company
- Jim's Pianos
- Tallahassee Automobile Museum
- Monticello Opera House
- Quincy Music Theatre

While most of these partnerships are not monetary in nature, the advancement and promotion of the Artist Series artistic season through the programs of these groups is invaluable to our organization.

We have also cultivated partnerships with the following schools and senior living facility through our Artist-in-Residence program:

- Apalachee Tapestry Magnet School, Leon County
- Wakulla Middle School, Wakulla County

- Wakulla High School, Wakulla County
- Fairview Middle School, Leon County
- Havanah Magnet School, Gadsden County
- St. John Elementary, Gadsden County
- George Munroe Elementary, Gadsden County
- Greensboro Elementary, Gadsden County
- Jefferson Somerset Charter School, Jefferson County
- Allegro Senior Living Facility, Leon County

## **Timeline - (Maximum characters 2000.)**

List timeline of activities during the grant period.

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### **TIMELINE**

DCA funding will have a significant and positive impact on Artist Series programming and activities occurring during the grant period. The Artist Series conducts a year-round operation. Most public activities occur between September and May. Program planning begins anywhere from two years to several months before performances. Marketing, sales and fundraising take place throughout the year. Each project has a timeline; usually, timelines and activities overlap.

#### **July – August 2019**

- Market and sell tickets for the 2019-20 season.
- Prepare and print all promotional print materials such as posters, flyers, brochures, passports and tickets.
- Update website and FaceBook with 2019-20 season.
- Solicit and secure community partnerships and corporate support for the season, including cross promotional sales and marketing agreements.
- Sell program advertising and sponsorships.
- Mail season Passport tickets.
- Discuss fundraising, donor retention and adding new donors with Fundraising Committee

#### **September - December, 2019**

- 2019-20 Concert Season begins.
- Administer activities related to the 2019-20 Concert Series (artist travel, housing, rehearsal times, marketing, ticket sales).
- Present two concerts from the Concert Series in September and October 2019.
- Meet with school and senior living facility collaborative partners to book and finalize the details of the 2020 Artist-in-Residency visits and workshop.
- Finalize the 2020 Artist-in-Residence program.
- Evaluate and book possible 2020-21 concert series artists and Artist in Residence.

#### **January, 2020**

- Conduct the 4-day, 2020 Artist-in-Residence music outreach program.
- Create final report detailing program successes and achieved goals.
- Identify program areas open to improvement.



- Present one concert from the Concert Series in January 2020.

### **February - June, 2020**

- Develop new fundraising ideas and promotional activities for 2020-21 concert season.
- Oversee two fundraising and recognition events in February and April, 2020.
- Oversee final two concerts of the season in March and April, 2020.
- Final evaluation of the 2019-20 Concert Season.
- Develop a new budget for 2020-2021.
- Prepare interim and follow-up reports on grants; work and submit new grants.
- Meet with community leaders to define new funding sources and commitments for partnerships.
- Finalize artist contracts for 2020-21.
- Begin marketing and sales for the 2020-2021 Concert Series.

# E. Impact Page 5 of 10

## Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

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

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15

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

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15

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

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1,450

### 4. How many school based youth will be engaged? \*

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1,200

### 5. How many non-school based youth will be engaged? \*

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150

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

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16

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

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

- Children/Youth (0-18 years)
- Adults (25- 64 years)
- Older Adults (65+ years)

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

- No group made up 25% or more of population benefiting

**9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)**

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

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Total Proposal Events for Artist-in-Residence Program:

Residency, 11 events

- Seven in-school interactive, workshops
- One senior living workshop
- One master class
- One public concert
- One open rehearsal pre-concert

The Artist Series offers a five concert series; one concert is shared with the residency.

Total of 15 events.

**10. 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. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Gadsden
- Jefferson
- Leon
- Wakulla

**11. 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.

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Programming from the Artist Series meets the needs of the eight-county Big Bend region. The arts improve the quality of our lives, bolster tourism and help to attract, and retain, high-level talent for startup and established local businesses. By partnering with the local tourism industry, and working with businesses and other organizations, the Artist Series is a dynamic contributor to the local economy.

Service Area - North Florida's eight-county "Big Bend," is located 170 miles west of Jacksonville, FL, and 200 miles east of Pensacola, FL. Tallahassee is the state capital, the region's anchor city, and home to Florida State University (FSU) , Florida A&M, and Tallahassee Community College.

- Area population: 370,000
- Race: White - 65%, Black/African-American - 35%
- Percentage living in poverty: 23%
- Percentage of Blacks living in poverty: 35%
- Crime Index: Highest in Florida, 40% greater than the state average

#### Economic Impact

The Artist Series firmly believes that music is the perfect means of bridging gaps between people from different communities and cultures, and gives people a means to move comfortably from their environment into a new one.

Programs of the Artist Series contribute to Tallahassee's thriving cultural scene and helps attract visitors that not only spend money to attend concerts, but also help strengthen the economy by dining in restaurants, lodging in hotels, and purchasing gifts and services.

According to the Arts and Economic Prosperity Calculator IV the Artist Series and its audience make annual expenditures of \$195,700, help to create 5.8 full-time jobs and bring \$136,264 of household income to the local economy.

The dollars brought into the community have an indirect multiplier effect in that a portion of each dollar spent on some good or service is then used by the recipient to pay for more goods and services.

#### Education and Outreach

The Artist-in-Residence program makes a real, substantive connection with targeted populations. Our open, collaborative partnerships help spur interest in the arts that spreads throughout the community. Engaging arts activities help cultivate young imaginations, build communication skills, expand awareness of other cultures and create positive social bonding.

Workshop visits in Title 1 schools reach low-income, at-risk youth. Participation in arts programs decreases young people's involvement in delinquent behavior, increases academic outcomes for disadvantaged children, and improves students' attitudes about themselves and their future.

## **12. 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.

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Goals for marketing and promotion are twofold: 1) expand our brand and reach a broader demographic in a way that speaks to them, and 2) achieve a positive return on investment using a well-defined budget. Plans for 2019-20 will include coordinated use of a variety of effective, target-specific media tools.

#### Media

- Distribute press releases.
- Write and submit articles for use in area newspapers.
- Use trade publications to reach potential visitors.
- Purchase advertising and secure promotional support from WFSU Broadcasting's three public radio and television stations.
- Place posters at key high-traffic locations.
- Distribute promotional material to display racks and community organizations in low-income neighborhoods.
- Exchange program ad space with other arts organizations.

#### Direct mail

- Send direct mail pieces to targeted populations several times throughout the year. Annual mailings include a season brochure, single-concert promotions and fundraising activities. A brochure for the 2017-18 Concert Season is in the Support Material section. (2018-19 brochure is being designed at the writing of this grant.)

#### Online promotion and marketing

- Send promotional email blasts using the Artist Series distribution list of 1000 email addresses.
- Use social media to connect with friends and attract new audience members.
- Use FaceBook boosts to promote each concert of the season.
- Regularly update content on the Artist Series website [www.theartistseries.org](http://www.theartistseries.org).
- List activities on local media, arts/culture and tourism online event calendars.

#### Partnerships

- Cross promote with other arts organizations and businesses
- Contact area music teachers to generate interest and buzz
- Concert Program Inserts
- Promote upcoming events using program inserts

#### Development and Collaboration

- The Artist Series works closely with local media and educational agencies help to broaden awareness: WFSU-FM; WFSQ-FM; WFSU-TV - artist interviews and special programming; The Tallahassee Democrat newspaper - feature articles; Florida State University College of Music - promote the concert event and master class.
- The Residency and Concert Series are a collaborative effort among the Artist Series, school administrators and teachers, facility directors, businesses and individuals. We seek input from partners and community involvement at every step. Open communications help us identify everyone's goals and assumptions. This helps maximize program ownership and increases impact.



# F. Management and Operating Budget Page 6 of 10

## **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.

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The Artist Series is an integral member of North Florida's cultural landscape with long-standing ties to the community. Multiple funding sources, including significant financial support from our corporate and individual donors and patrons, gives the Artist Series a solid base of dependable revenue.

The Artist Series is debt-free with \$20,000 in cash accounts plus an unused line of credit. Our positive fiscal condition is due, in part, to stringent cost controls and a firm commitment to long-term organizational sustainability. The board and staff work continuously to receive support from grants, foundation and corporate support and individual donations.

Steadily improving revenue has enabled the Artist Series to develop long-term strategies to improve its financial strength. The Artist Series is in the process of updating its three to five-year Strategic Plan which guides current and future leaders, staff and stakeholders for continued excellence in years to come.

## **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.

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Program evaluation is a measure of outputs. These measurable indicators give us information as to our desired impact on the community and participants. The results help us determine future program goals and actions.

Objective measurements include:

- Attendance - workshops and concert, first time versus repeat
- Observable participant engagement
- Online participation with live and recorded workshops
- Online Google Analytics for website use
- Email opens and clicks
- Facebook reach, likes, shares, boosts and clicks (the Artist Series sells tickets through its page)
- Number of participants taking advantage of free transportation and tickets to the final concert of the Artist-in-Residence program
- Participant demographics – visitor origin, resident, vacationer
- Funds received from ticket sales, donor and corporate support
- Program costs
- Community partnerships
- Quality of media coverage & reviews

- Surveys-online and at concerts

Collected performance measurements are reviewed by the Artist Series to determine program effectiveness in reaching established goals. Partner comments and compiled data are incorporated in a final report highlighting accomplishments and lessons learned. The report is used for reference in planning cycles.

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

6/30/2017

### 4. Operating Budget Summary

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative	<b>\$27,649</b>	<b>\$28,000</b>	<b>\$28,000</b>
2. Personnel: Programmatic	<b>\$200</b>		<b>\$100</b>
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	<b>\$28,230</b>	<b>\$32,780</b>	<b>\$27,000</b>
5. Outside Fees and Services: Other	<b>\$5,200</b>	<b>\$6,600</b>	<b>\$6,200</b>
6. Space Rental, Rent or Mortgage			
7. Travel	<b>\$330</b>	<b>\$1,395</b>	<b>\$1,200</b>
8. Marketing	<b>\$4,550</b>	<b>\$7,755</b>	<b>\$8,850</b>
9. Remaining Operating Expenses	<b>\$32,576</b>	<b>\$29,140</b>	<b>\$30,000</b>
<b>A. Total Cash Expenses</b>	<b>\$98,735</b>	<b>\$105,670</b>	<b>\$101,350</b>
<b>B. In-kind Contributions</b>	<b>\$18,000</b>	<b>\$18,000</b>	<b>\$18,000</b>
<b>C. Total Operating Expenses</b>	<b>\$116,735</b>	<b>\$123,670</b>	<b>\$119,350</b>



<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10. Revenue: Admissions	\$14,472	\$24,013	\$25,000
11. Revenue: Contracted Services			
12. Revenue: Other	\$5,250	\$3,850	\$4,250
13. Private Support: Corporate			\$1,000
14. Private Support: Foundation			
15. Private Support: Other	\$9,601	\$25,393	\$26,000
16. Government Support: Federal			\$5,000
17. Government Support: State/Regional	\$10,667	\$4,840	\$4,454
18. Government Support: Local/County	\$28,790	\$7,505	\$12,000
19. Applicant Cash	\$30,000	\$31,000	\$25,000
<b>D. Total Cash Income</b>	<b>\$98,780</b>	<b>\$96,601</b>	<b>\$102,704</b>
<b>B. In-kind Contributions</b>	<b>\$18,000</b>	<b>\$18,000</b>	<b>\$18,000</b>
<b>E. Total Operating Income</b>	<b>\$116,780</b>	<b>\$114,601</b>	<b>\$120,704</b>

### **5. Additional Operating Budget Information (optional) - (Maximum characters 500.)**

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.

The Artist Series suffered a loss in revenue for the current fiscal year. The Artist Series had been relying on funding seasons through grants. Some of the grants did not come through as expected. The newly hired ED (January 2017) insisted that an accountant be hired to track finances. With the help of a newly elected

Board Treasurer, the ED worked closely with the accountant and the Finance Committee making it possible to fund the current season with less grant money, more ticket sales, added fundraisers and larger donations from patrons.

## 6. Paid Staff

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

## 7. Hours \*

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

# G. Management and Proposal Budget Page 7 of 10

## 1. Rural Economic Development Initiative (REDI) Waiver \*

Yes

No

## 2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

### Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$1,000	\$28,000	\$1,000	\$30,000
2	Concert Assistant	\$0	\$100	\$0	\$100
<b>Totals:</b>		<b>\$1,000</b>	<b>\$28,100</b>	<b>\$1,000</b>	<b>\$30,100</b>

### Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Piano Tuner	\$0	\$300	\$0	\$300
2	Page Turner	\$0	\$0	\$200	\$200
3	Artistic Director	\$0	\$0	\$2,000	\$2,000
4	Volunteers-concerts, events, fundraising, marketing	\$0	\$0	\$5,000	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$300</b>	<b>\$7,200</b>	<b>\$7,500</b>

### Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
<b>Totals:</b>		<b>\$20,000</b>	<b>\$7,000</b>	<b>\$0</b>	<b>\$27,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Fees	\$20,000	\$7,000	\$0	\$27,000
<b>Totals:</b>		<b>\$20,000</b>	<b>\$7,000</b>	<b>\$0</b>	<b>\$27,000</b>

### Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Lodging for Artists	\$0	\$2,500	\$2,000	\$4,500
2	Liability Insurance	\$0	\$700	\$0	\$700
3	Graphic Design	\$2,000	\$500	\$1,000	\$3,500
4	Website maintenance	\$1,695	\$805	\$2,000	\$4,500
5	Car Rental Artist in Residence	\$0	\$945	\$0	\$945
<b>Totals:</b>		<b>\$3,695</b>	<b>\$5,450</b>	<b>\$5,000</b>	<b>\$14,145</b>

### Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Concert Venue	\$6,000	\$0	\$6,000
2	Office Space	\$0	\$2,400	\$2,400
<b>Totals:</b>		<b>\$6,000</b>	<b>\$2,400</b>	<b>\$8,400</b>

### Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Local Transportation for Artists	\$0	\$872	\$872
2	Artist Travel	\$0	\$3,719	\$3,719
<b>Totals:</b>		<b>\$0</b>	<b>\$4,591</b>	<b>\$4,591</b>

### Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Broadcast advertising	\$2,000	\$1,500	\$5,000	\$8,500
2	Printing-season program, brochure, flyers	\$1,500	\$1,500	\$0	\$3,000
3	Postage	\$0	\$1,000	\$0	\$1,000
4	Electronic Software Services	\$0	\$300	\$0	\$300
5	Print Advertising	\$1,000	\$2,000	\$0	\$3,000
6	Facebook	\$0	\$1,500	\$0	\$1,500
<b>Totals:</b>		<b>\$4,500</b>	<b>\$7,800</b>	<b>\$5,000</b>	<b>\$17,300</b>

### Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Office Supplies	\$0	\$2,000	\$0	\$2,000
2	Internet phone	\$0	\$1,080	\$744	\$1,824
3	Accounting	\$0	\$1,250	\$2,000	\$3,250
4	Equipment replacement	\$0	\$1,000	\$0	\$1,000
5	Subscriptions, memberships	\$0	\$350	\$0	\$350
<b>Totals:</b>		<b>\$0</b>	<b>\$5,680</b>	<b>\$2,744</b>	<b>\$8,424</b>

### Amount of Grant Funding Requested:

**\$29,195**

### Cash Match:

**\$60,330**

### In-Kind Match:

**\$27,935**

### Match Amount:

**\$88,265**

**Total Project Cost:**

\$117,460

**3. Proposal Budget Income:**

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

**Revenue: Admissions \***

#	Description	Cash Match	Total
1	Ticket Sales	\$24,000	\$24,000
<b>Totals:</b>		<b>\$0</b>	<b>\$24,000</b>

**Revenue: Other \***

#	Description	Cash Match	Total
1	Program Ads	\$3,830	\$3,830
<b>Totals:</b>		<b>\$0</b>	<b>\$3,830</b>

**Private Support: Corporate \***

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

**Private Support: Other \***

#	Description	Cash Match	Total
1	Donor support	\$21,000	\$21,000
<b>Totals:</b>		<b>\$0</b>	<b>\$21,000</b>

**Government Support: Regional \***

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

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

**Government Support: Local/County \***

#	Description	Cash Match	Total
1	City of Tallahassee and Leon County	\$8,000	\$8,000
<b>Totals:</b>		<b>\$0</b>	<b>\$8,000</b>

**Total Project Income:**

**\$117,460**

**Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$29,195	\$29,195	25%
B.	Cash Match	\$60,330	\$60,330	51%
	Total Cash	\$89,525	\$89,525	76%
C.	In-Kind	\$27,935	\$27,935	24%
	Total Proposal Budget	\$117,460	\$117,460	100%

**4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)**

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.

- A large percentage of those attending the Artist in Residence Concert in January, are not charged for tickets. Cost of tickets is underwritten by the Artist in Residence program.
- The Proposal Budget excludes activities or costs related to fundraising.

# H. Accessibility Page 8 of 10

## 1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) \*

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

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The Artist Series values diversity in all of its forms and supports the inclusion of all people--and their self-expression, race, ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion--in all aspects of society. We are committed to maintaining full accessibility (physical, financial and cultural) to our programs.

- An EEO/Anti-discrimination policy is in place.
- A 504 Self Evaluation Workbook is completed annually.
- Outreach workshops are held in ADA compliant facilities.
- Concerts are held in Opperman Music Hall at the FSU College of Music. The modern venue is ADA compliant with elevators, ramps, restrooms and seating areas for wheelchairs, mobile chairs and individuals with mobility issues. Emergency alarms are audible and visual; emergency exits are clearly marked and wheelchair accessible. (Please see Support Materials for photos of Opperman).
- Parking for the disabled is available adjacent to the venue.
- Drop-off is within 5 feet of the west entrance.
- The Artist Series website includes accommodation notices, a sitemap and uses an easy to read font.
- Print advertising uses large, clear type, a solid background and contrast of at least 70%.
- Contact information for the Executive Director is provided on all marketing material.
- Students receive a discounted ticket price of \$5, children 12 and under are admitted free.
- Seniors (62+) receive a discounted price on season subscriptions.
- Caregivers for disabled patrons are given free admission, special senior pricing is available.
- Members of FSU's Osher Lifelong Learning Institute can purchase concert tickets at discounted prices.
- We work with social service and community groups to distribute complimentary tickets as available.
- Residency workshop attendees can take advantage of free concert tickets to the program's final concert. In 2017, more than 80 students plus family members traveled from Wakulla County to see the Akropolis String Quartet at no charge.

## 2. Policies and Procedures

Yes

No



### 3. Staff Person for Accessibility Compliance

Yes

No

**If yes, what is the name of the staff person responsible for accessibility compliance?**

Melanie Mays

### 4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

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

5/1/2017

# I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

## 1. Required Attachment List

Please upload your required attachments in the spaces provided. .

## Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
AS Substitute w9 2018.pdf	33 [KB]	6/1/2018 2:28:33 AM	<a href="#">View file</a>

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Artist in Residence 2018 support letters_COCA article 2018.pdf	Artist in Residence 2018 support materials	Support letters from schools; artwork from children; COCA article in Democrat	1981 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
Support letter for 2017-18 JSQ_Lysander Trio Democrat Review 2018.pdf	Artist Series 2017-18 Support Materials	Support Letter re:JSQ concert September 2017 and review of Lysander Piano Trio, Democrat, March 2018	746 [KB]		View file
BIOS of Artists for 2018 5 Concert Series.pdf	Bios of Artists 2018-19 Concert Season	Bios and photos of Artists chosen for 2018-19 Concert Season	291 [KB]		View file
photos of Opperman Hall.pdf	ADA compliant- Opperman Hall	Photos of Opperman Hall and ADA compliant from website	294 [KB]		View file
Marketing samples.pdf	Marketing Samples from 2017-18 Concert Season	Samples of newspaper and online ads; flyers	310 [KB]		View file
survey results.pdf	Survey results	Compiled from surveys taken at concerts	122 [KB]		View file
Schedule for Artist in Residence Week January 2018.pdf	Artist in Residence Schedule 2018	Detailed schedule from Artist in Residence educational outreach January 2018 Akropolis Reed Quintet	197 [KB]		View file
THE ARTIST SERIES IRS DETERMINATION.pdf	IRS Determination letter		167 [KB]		View file
Program sm 28pgs 2017-18 FINAL pgs 1-14.pdf	Season Program 2017-18 Part 1	Season Program from 2017-18; current 2018-19 program is currently being designed	2320 [KB]		View file
Program sm 28pgs 2017-18 FINAL pgs 15-28.pdf	Season Program 2017-18 Part 2	Season Program from 2017-18 part 2; current 2018-19 program is currently being designed	1959 [KB]		View file



# 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 The Artist Series of Tallahassee, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

## Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

## Signature (Enter first and last name)

Melanie Mays

