

# Arts Center Association, Inc.

**Project Title:** General Program Support 2021

**Grant Number:** 21.c.ps.105.326

**Date Submitted:** Saturday, June 1, 2019

## A. Cover Page Page 1 of 10

### Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 3

**Discipline:** Visual Arts

**Proposal Title:** General Program Support 2021

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

### Applicant Information

- a. **Organization Name:** Arts Center Association, Inc. 
- b. **FEID:** 59-6163303
- c. **Phone number:** 727.822.7872
- d. **Principal Address:** 719 Central Avenue St. Petersburg, 33701-3627
- e. **Mailing Address:** 719 Central Avenue St. Petersburg, 33701-3627
- f. **Website:** [www.moreanartscenter.org](http://www.moreanartscenter.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Pinellas
- j. **DUNS number:** 073243495
- k. **Fiscal Year End Date:**

### 1. Grant Contact \*

**First Name**

Paula

**Last Name**

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### 2. Additional Contact \*

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Affan

**Phone**

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howayda.affan@moreanartscenter.org

**3. Authorized Official \***

**First Name**

Howayda

**Last Name**

Affan

**Phone**

727.822.7827

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

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Arts Center

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**4.3. Applicant Discipline**

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Visual Arts

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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 7/1/2020 - 6/30/2021? \*

- 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 Morean Arts Center's mission is to connect people with art through innovative, community-oriented art and art education and contribute to the economic development of the region.

We realize our mission through the thoughtful execution of a strategic plan. Each area identifies goals, objectives and activities in consideration of the 5 key pillars outlined in the Morean's strategic plan: Programs, Accessibility, Organizational Structure, Sustainability and Brand.

### 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.

#### 2.1. 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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Through its 4 venues (the Morean Arts Center, Morean Center for Clay, Glass Studio and the Chihuly Collection), the Morean Arts Center has served the Tampa Bay area since 1917 and benefits visitors with daily, innovative and excellent arts education and programming for all. We provide studio art classes for all ages and abilities; preK-12 youth art education programs; daily art-making demonstrations in glass and clay, and scheduled and pop-up contemporary art exhibitions with local, emerging and influential artists. Funding requested will support selected education and exhibition staff salaries and payments to studio art class teachers, demonstration artists, and art education program facilitators. See *Support Material 1* for a letter from Howayda Affan, the Morean's new Executive Director. Goals, objectives and activities for 2 key areas, Education and Exhibitions, are below:

**EDUCATION PROGRAMS:** *Studio Art Classes* – In 7 sessions, 268 studio art classes and 28 workshops are offered in 10+ different mediums in 6-week, 3-week, 1-week, 2-day, 1-day, 2-hour or 1-hour sessions taught by professional artists. Six weekly Open Studios in figure drawing, painting, jewelry, clay, glassblowing and darkroom photography; 2-hour ArtSnap activities (low cost, low commitment make-and-take art activities for adults); and 1-hour tutoring in different mediums provide artists and students ways to develop skills, pursue special projects, learn something new, or explore artistic interests.

*Art-Making Demonstrations:* The Morean Glass Studio and the Morean Center for Clay both offer daily art-making demonstrations by professional artists. At the Glass Studio, which is part of the Chihuly Collection admission ticket, interest has grown and the number and variety of public glassmaking opportunities increased over the past year. At the nearby Morean Center for Clay, which is free to visit, artists and artists-in-residence welcome visitors to view their creative process in ceramics; clay-throwing demonstrations are also scheduled with group tours. See *Support Material 2* for an overview of the Morean Center for Clay.

*PreK-12 School and Youth Education:* Programs include *Word & Image*, a model youth exhibitions program for Grades 3-12 that fosters literacy through the visual arts and language arts, and 10 weeks of *Summer Art & Clay Camps* (serves ages 4-16). Through funding we offer camp scholarships to youth from low-to-moderate income families. We present 1-week Spring, Thanksgiving, and Winter Break Camps, and 1-day Youth Art Camps for teacher in-service days. Family events include *Saturdays@the Morean* in the Bank of America Children's Learning Center at the main facility and *Sundays@the Morean* at our Center for Clay. Both are free, weekly family art-making programs during the school year for ages 4-16 from low-to-moderate income households. *Support Material 3* includes the 2019 Summer Art & Clay Camps brochure.

**Goals:**

1. Add fresh options in adult and teen studio art classes and workshops that appeal to and attract new audiences
2. Continue ArtSnap feeder classes and grow 1:1 tutoring options
3. Expand affordable programs such as *Saturdays@the Morean* and accessibility initiatives through additional partnerships and collaborations

**Objectives:**

1. Add 4 new adult classes in glass, jewelry-making, photography and clay and 4 master artist workshops and 2 ArtSnaps each session
2. Add 4 new studio classes and portfolio classes for youth and teens
3. Add 3 adult private tutoring opportunities

4. Launch 3 programs to expand educational and interpretive opportunities for underserved people and communities

**Activities:**

1. Through new partnerships and collaborations improve program participation by youth at risk
2. Expand programs that focus on direct art-making to connect people with art
3. Continue the *Morean Monthly* e-newsletter sent to 20K+ households and increase social media and media relations efforts to promote all learning opportunities

**CONTEMPORARY ART EXHIBITIONS:** For 2020-2021 we will expand contemporary exhibition opportunities in all mediums at 3 of our 4 venues. *Support Materials 4* and *5* provide recent examples of exhibitions, *Support Material 7* has details on upcoming exhibitions. As outlined in the timeline, plans include 6 major exhibitions at the Morean Arts Center that feature member, emerging and established artists, and 3 youth and student exhibitions. Three exhibitions planned at the Chihuly Collection will showcase glass art by other masters of the medium.

The Morean Center for Clay will feature work by its 6 artists-in-residence through Welcome Shows and Exit Shows. Other exhibitions include juried exhibitions, experimental work, and others from established ceramic artists. Workshops include the 8th annual *Florida Heat Surface* and annual *Florida Heat Wood Fire*, with devoted followings, and a master artist workshop to be determined.

**Goals:**

1. Expand community exposure to visual art from emerging and local artists and provide artists opportunities to build portfolios and recognition with members' shows, juried exhibitions, and pop-up shows
2. Solidify, celebrate and raise awareness of the Morean Arts Center's influence in developing the next century of the Tampa Bay visual arts community
3. Further develop exhibitions at the Center for Clay and Chihuly Collection

**Objectives:**

1. Present 12+ contemporary art exhibitions in 2020-2021
2. Continue to identify emerging artists in the south, expand our services to them and support youth and other local artists
3. Through juried exhibitions with awards and recognition, showcase new work by local, regional, and emerging artists to create awareness and develop relationships

**Activities:**

1. Complement featured exhibitions with related educational programs to attract return visitors
2. Use Members, Artists-in-Residence and emerging artist exhibitions to identify candidates for future solo and pop-up exhibitions

3. Continue community outreach and marketing efforts with expanded partnerships and collaboration along with traditional and digital marketing

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

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

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Below summarizes long term partnerships, collaborations and outreach activities. See *Support Material 6* for letters of support from these partners and others.

### Pinellas County Schools

Word & Image is a model collaboration with Pinellas County schools that fosters literacy and connects students with visual arts through language arts.

### Keep St. Pete Lit - LitSpace and BookSpace

We offer space for Keep St. Pete Lit to offer writing classes. BookSpace is a curated group of books for all ages available at low cost to the public.

### Happy Workers Day Care Center/R-Club

The Morean Center for Clay works directly with youth ages 4-5 from Happy Workers (now R-Club), the oldest operating day care center in St. Petersburg.

### Photography Meet-Up Group

This group meets monthly and encourages more than 70 novices and professional photographers to hone their craft through trips, presentations and other activities.

### The Hermitage Apartment Homes™ Collaboration

This luxury apartment community near the Chihuly Collection works with us to install rotating exhibitions in their public lobby.

### Blue Star Museums Program

This collaboration with the National Endowment for the Arts, Blue Star Families and Department of Defense offers free admission for up to 5 members of active duty military families from Memorial Day through Labor Day.

### Operation: Art of Valor

James A. Haley Veterans Hospital in Tampa connects us to selected veterans with PTSD and TBI who participate in this glassblowing program at our Glass Studio glassblowing facility.

### Second Saturday Gallery Walks

The Morean Arts Center and Morean Center for Clay participate in this St. Petersburg Arts Alliance initiative and offer extended evening hours.

### First Night St. Petersburg

We offer time and space to this group who works with Center for Clay summer art campers to create art showcased at this family-friendly New Year's Eve event.

### Temple Beth-El Art Show

We support the Temple's annual fundraising event and loan them easels and pedestals to display juried contemporary visual art for sale.

### Museums for All

Through this program we provide free or reduced admission to the Chihuly Collection to visitors from low income families.

We also staff and provide free children's activities at many community events including: St. Petersburg Earth Day at Williams Park, Localtopia (Keep St. Pete Local), IndieFamFest/Open Streets St. Pete, and Crafts and Drafts (Creative Loafing).

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

List timeline of activities during the grant period.

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Below outlines selected education and exhibition programs from July 2020-June 2021. Venues referenced as: MAC = Morean Arts Center, MCC = Morean Center for Clay, CC = Chihuly Collection. *Support Material 7* includes a combined exhibition calendar for our 3 gallery areas with more information about each exhibition planned.

### **July 2020**

Education: Summer Arts & Clay Camps continue

Education: Summer Session 2 Studio Art Classes, July-September 2020

Exhibitions: MAC: *20x20 Annual Members Exhibition and Best of Show Winner*, July 11-September 24, 2020

Exhibitions: MCC: *Artist in Residence Exit Shows* continues through August

Exhibitions: CC: *Anglo Saxon Enamel July 11-November 30, 2020*

### **August 2020**

Education: Summer Art & Clay Camps end

Education: Weekly Saturdays@the Morean and Sundays@the Morean family programs resume

Exhibitions: MCC: *Member/Staff/Instructor Exhibition*

### **September 2020**

Education: Fall Session 1 Studio Art Classes, September-October 2020

Exhibitions: MCC: *Artist in Residence Welcome Show*, September 2020

### **October 2020**

Education: Fall Session 2 Studio Art Classes, October-December 2020

Exhibitions: MAC: *SHINE Mural Festival Exhibition*, October 10-30, 2020

Exhibitions: MCC: *Birdie Boone*, October 9-December 6, 2020

### **November 2020**

Exhibitions: MAC: *Merry and Bright: 2020 Holiday Show & Sale and One Day Tampa Bay Photography Exhibition*, November 14-December 26, 2020

### **December 2020**

Exhibitions: MCC: *The Figure: Annual Juried Exhibition* December 12, 2020-January 3, 2021

Exhibitions: CC: *Peter Bremers*, December 12, 2020-March 30, 2021

### **January 2021**

Education: Winter Session 1, Studio Art Classes, January-February 2021

Exhibitions: MAC: *Jillian Laub: Southern Rites, organized by the International Center of Photography*, January 9-March 25, 2021

### **February 2021**

Education: Winter Session 2 Studio Art Classes, February- April 2021

Exhibitions: MCC: *Florida Heat Surface Exhibition*, February 13-April 4 2021.

### **March 2021**

Exhibition: *Fresh Squeezed 5: Emerging Artists in Florida*, April 10-June 24, 2021

### **April 2021**

Education: Spring Session Studio Art Classes, April-May 2021

Exhibition: CC: *Cassandra Blackmore*, April 10-July 31, 2021

### **May 2021**

Education: Weekly Saturdays@the Morean and Sundays@the Morean end

### **June 2021**

Education: Summer 1 Session Studio Art Classes, June-July 2021

Education: Summer Art & Clay Camps begin, June-August 2021

Exhibitions: MCC: *Artist-in-Residence Exit Shows, June 12-July 4, 2021*

# 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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3,323

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

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3,323

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

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119,300

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

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8,102

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

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3,030

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

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208

## Total number of individuals who will be engaged?

130640

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

- 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): \*

- White

### 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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*Estimated number of proposal events includes:* Educational Programs, Exhibitions, Workshops, Experiences, Open Figure Drawing, Open Studios, Camps, Classes, and Family Programming

*Adults Engaged:* Ticketed and non-ticketed adults, seniors and groups

*School-Based Youth:* School tours, Word & Image participants

*Non-School Based Youth:* Youth campers, ticketed youth, youth class/program attendees

*Artists Directly Involved:* Includes contracted adult artists for programs, artists paid commission for art sales and adult artists showcased in exhibitions

### 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.

- Pinellas

### 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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**ECONOMIC IMPACT:** The Morean Arts Center's 4 facilities generate a documented \$36.9 million in economic impact for Pinellas County. The economic impact study we engaged also noted our "spill over synergy" in generating visits to other Pinellas County cultural venues and contribution to an estimated benefit of \$799,300 in expenditures made in downtown St. Petersburg related to visits to one or more of our facilities. With St. Petersburg's appeal to tourists (cultural and otherwise) and its emergence as Florida's "Glass Coast," we welcomed the international Glass Arts Society and its 900 full conference attendees to St. Petersburg in March 2019.

The Chihuly Collection, Morean Glass Studio and Morean Arts Center are within steps of each other in the 700 Block of Central Avenue. The Center for Clay is a mile away and easily accessed by free "Looper" transportation, the Pinellas Trail walking and bike path, and public and private transportation.

Downtown St. Petersburg development moved westward and cultural organizations are now part of an organic mix of retail, commercial and residential areas. The Morean Arts Center, Morean Glass Studio, and Chihuly Collection are in the Central Arts District, one of 5 City-designated arts districts. The Center for Clay, in a restored, historic train station a mile west of the main facility, is in the Warehouse Arts District and Midtown, a transitional and residential area that is home to artists, small manufacturers, retail, restaurants, and cultural organizations.

We have 29 employees; many are working artists and most live in Pinellas County. In our 2018 1099 activity report, we contracted with 101 professional artists/teachers and paid them \$294,801.82 to conduct studio art classes, workshops, provide art-making demonstrations in glassblowing or clay throwing, or facilitate art programs. Pay rates for employees and contractors are examined regularly against the local living wage and other metrics.

Ticketed visitors are primarily tourists (defined by Florida Statute as living outside Pinellas County). They often purchase items to remind them of their visit, and in all 4 locations we sell work made by local artists. Reflected in our impact numbers, in 2018 (not including Chihuly work), we paid over \$293,639 to 53 artists through merchandise and consignment sales of their art.

**EDUCATION & OUTREACH:** For the 130,640+ ticketed and non-ticketed individuals of all ages, backgrounds and abilities who visit 1 or more of our facilities annually, we offer many experiences to connect with art, be inspired or find their artistic voice.

In addition to studio art classes, core education programs include *Word & Image*, a model youth exhibitions program that fosters literacy for Pinellas County students in grades 3-12 and *Saturdays@the Morean* and *Sundays@the Morean*, free drop-in art-making events during the

school year for families with children ages 4-16, targeted to low-to-moderate income households. *ArtSnap* is an introductory "feeder" class with low cost make-and-take art classes for adults with limited time or resources to explore their creative side. We offer 1:1 tutoring for photography, digital arts and art portfolio building for teens with focused sessions to develop skills. Expanded offerings for adults and teens allow focus and new artistic exploration in different mediums. We added *Advanced Personal Experiences* in glassblowing for students that are not novices as ways to move past introductory sessions. *Operation: Art of Valor* combines artmaking with healing through glassblowing for veterans with PTSD or TBI. An Arts Conservatory for Teens (ACT) partnership connects us with teens at risk for classes in jewelry-making, metal working, photography and mixed media.

*Friday Night Clay* and *Clay, Friends & Fun* are inexpensive, social, art-making ceramics experiences at the Center for Clay. At the Glass Studio, *Hot Date* and *Ladies Night* offer social art-making opportunities with a glassblowing focus. Both attract couples and small groups of all ages and backgrounds.

*Support Material 6* includes letters of support from organizations and individuals that benefit from our services. *Support Material 8* includes our most recent FY 2018 annual report with an overview of community impact.

## **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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Marketing, promotion and publicity plans are strategically developed and implemented to attract area tourists to our ticketed Chihuly Collection and Glass Studio. Our economic impact study documents that 47.8% of our visitors are "day trippers," another 31.3% are overnight visitors who stay an average of 4 nights in Pinellas County. Efforts also attract locals and repeat visitors to our quality educational programming, exhibitions, artist opportunities and membership events. An email contact list of 20K+ subscribers receive consistent communications about Morean Arts Center activities. The *Morean Monthly* email blast highlights upcoming exhibitions, events, promotions, classes and workshops. Through user feedback and responsive design, website metrics improve. Events include *Night Blow* at the Morean Glass Studio (bi-annual); *Cocktails at the Collection* (quarterly, tied to rotating exhibitions at the Chihuly Collection); *Cupcake Contest* (annual); and seasonal glassblowing events for Valentine's Day, Easter, Mother's Day, Father's Day, Thanksgiving and Christmas. Along with 2K+ other museums nationally, we participate in the *Blue Star Museum Program* organized by the National Endowment for the Arts. Revised outreach efforts will include partnerships with the Juvenile Welfare Board and the Pinellas County Urban League. We launched the *Museums for All* program and the *North American Reciprocal Museum* (NARM) program, which provides a more strategic approach towards our mission to connect people with art. Our 1.5 FTE marketing staff focus on 5 areas for effective audience development, outlined below:

**Ticketing Initiatives:** Hospitality industry alliances include VISIT Tampa Bay, Visit St. Pete/Clearwater, VISIT Florida and the St. Petersburg Arts Alliance. Hotel visits, brochure and rack card distribution, in-room publication ads (Vinoy Magazine, Guest Wherebook) and tourist publications (Downtown Guide and Welcome Guide) are used with ticket packages. CityPASS offers discounted 1-price ticket purchasing and is a collaborative effort with Florida Aquarium, Clearwater Marine Aquarium, ZooTampa, Busch Gardens, and Museum of Science and Industry. The Morean Galleries and Center for Clay are free, and with the ticketed Chihuly Collection and Glass Studio offer value-added ways to extend visits.

**Media Relations & Advertising:** Media relations generates coverage in print and broadcast. In-studio or live broadcast spots regularly air on ABC, NBC, CBS, FOX, BayNews 9 (cable) and affiliate stations. Radio coverage includes NPR affiliates WUSF 89.7 FM (aligned also with the University of South Florida) and community radio station WMNF 88.5 FM. We advertise in the Tampa Bay Times, Creative Loafing, on WUSF-FM and leverage paid and in-kind advertising for local and regional lifestyle publications including Tampa Bay Magazine, Tampa Bay Metro and Florida Travel & Lifestyles, and niche periodicals such as Ceramics Monthly, Clay Times, and New Barker.

**Social Media:** Website design and search engine optimization improvements on the [www.moreanartscenter.org](http://www.moreanartscenter.org) site complement traditional efforts, segmented emails, news releases and digital media. Target audiences include tourists, members, artists, teachers, adult students and art purchasers. We had 216K+ unique visitors to our website last year and 39K+ followers via Facebook, Twitter, Instagram and LinkedIn. Relevant email, compelling website, digital and social media content and effective media relations more deeply engages audiences.

**Print & Publications:** Classes, exhibitions and camps use the above methods and more. When budgets allow, we add 4-color mailers, guides, postcards and flyers distributed to target audiences. See *Support Materials 2,3,4,5 and 8* for print examples.

**Events/Outreach/Word of Mouth:** Each month offers recurring programs, only a portion is reflected in the timeline. Free-to-the-public exhibition openings and previews generate word-of-mouth and we seek reviews in local publications. Segmented emails are sent to members and past, present and potential students ID'd by interest area. Community outreach events include St. Petersburg Earth Day; Localtopia; Indie FamFest/Open Streets St. Petersburg; and Crafts & Drafts among others.

# 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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Chihuly Collection and Glass Studio admission and retail sales provide most of the Morean's earned income, and along with class fees and facility rental fees is the underpinning for sustainability for daily operations and this proposal's successful completion. For seasonal cash flow fluctuations, we have flexibility through a \$300K line of credit. In the current FY19, we have not needed to access the line of credit because daily revenues generate enough operating cash.

Our convenient one-stop cultural destination in downtown St. Petersburg, with 3 of 4 venues within steps of each other, improves the visitor experience as well as the primary revenue drivers (admissions; retail sales; class fees; facility rental fees) to strengthen the sustainability pillar of our strategic plan.

Howayda Affan joined us as Executive Director in March 2019. After earning a master's degree in museum studies from Harvard University in 2009, Affan was Assistant Director at the Armenian Museum of America in Watertown, MA. She then became Director of Development at the Museum of Science & History in Jacksonville, FL then worked at Angel Kids Pediatrics in Jacksonville before joining us. Her background in operations, development and programs, love for the arts and expertise in strategic planning will shape our vision for the future and drive a Capital Campaign.

In April 2019, in alignment with the sustainability pillar in our strategic plan and to grow revenue from private support we doubled development department staff to 3 FTE. We also are designated by the State of Florida as a Cultural Sponsoring Organization, a first step to eligibility for a state match request for the Cultural Endowment Program.

Financial statements are audited annually by an independent auditor in accordance with Generally Accepted Accounting Principles (GAAP). Financial policies are documented and updated regularly. We are Platinum designated on GuideStar, the highest recognition level on the world's largest online resource about nonprofits. Only 2 other Pinellas County cultural organizations have this designation.

## 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.

In alignment with the strategic plan, the Morean Arts Center evaluates programs through formal and informal methods that include well-defined quantitative and qualitative measures to gather, analyze and report data. Activities help us assess outcomes against goals and objectives, which are driven by the Morean's mission to connect people with art. Attendance in classes, on tours, and at exhibitions is also gathered and assessed against budgets, goals and objectives.

Quantitative methods include questionnaires and surveys. We use the online survey program SurveyMonkey to assess information, which is collected by email from students, campers, parents, employees, Board members and others. Examples of survey responses from a 2018 Summer Art & Clay parent/student survey is included in *Support Material 9*.

Through Altru, a cultural management point-of-sale and audience tracking tool, we can identify and examine revenue drivers including admissions and group sales, studio art class and workshop enrollment, facility rentals and retail sales. Through dashboards, we visually depict how revenue drivers perform against budget from a daily, monthly and fiscal year-to-date status. Altru has a robust reporting module with "canned" reports from pre-set queries and custom query structures we develop as needed.

We use artwork from camps, hands-on activities and classes, along with essays (which are part of the Word & Image visual arts and language arts initiative with Pinellas County Schools) for school programs. We also capture video and photography of daily programs, along with solicited and unsolicited thank-you letters and letters of support from those who benefit from our services. Along with student feedback included in the letters of support in *Support Material 6*, *Support Materials 9* and *10* also represent tangible and documented methods of evaluating program outcomes or influence.

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

6/30/2018

## 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$736,247	\$673,929	\$862,035
2. Personnel: Programmatic	\$244,824	\$303,563	\$310,593

3.	Personnel: Technical/Production	\$97,123	\$100,702	\$106,176
4.	Outside Fees and Services: Programmatic	\$296,702	\$329,515	\$343,751
5.	Outside Fees and Services: Other	\$40,447	\$114,373	\$38,350
6.	Space Rental, Rent or Mortgage	\$312,211	\$321,016	\$326,389
7.	Travel	\$7,111	\$6,746	\$8,980
8.	Marketing	\$193,185	\$190,509	\$186,576
9.	Remaining Operating Expenses	\$604,420	\$579,077	\$553,446
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$2,532,270</b>	<b>\$2,619,430</b>	<b>\$2,736,296</b>
<b>B.</b>	<b>In-kind Contributions</b>			
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$2,532,270</b>	<b>\$2,619,430</b>	<b>\$2,736,296</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$1,230,135	\$1,232,457	\$1,279,807
11.	Revenue: Contracted Services	\$608,893	\$612,609	\$690,542
12.	Revenue: Other	\$999,826	\$948,335	\$961,823
13.	Private Support: Corporate	\$61,510	\$39,010	\$40,000
14.	Private Support: Foundation	\$42,484	\$35,218	\$36,000
15.	Private Support: Other	\$101,713	\$104,586	\$117,984

16.	Government Support: Federal			
17.	Government Support: State/Regional	\$69,626	\$521,938	\$43,000
18.	Government Support: Local/County	\$21,964	\$20,955	\$16,000
19.	Applicant Cash			
<b>D.</b>	<b>Total Cash Income</b>	<b>\$3,136,151</b>	<b>\$3,515,108</b>	<b>\$3,185,156</b>
<b>B.</b>	<b>In-kind Contributions</b>			
<b>E.</b>	<b>Total Operating Income</b>	<b>\$3,136,151</b>	<b>\$3,515,108</b>	<b>\$3,185,156</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.

Note re Line 1 Expenses: Variance from FY2019 to FY2020 includes a full year of salary for the Executive Director.

Note re Line 5 Expenses: Variance from FY2018 to FY2019 includes consulting fees paid for CEO search and strategic plan work with Board and Staff that will not reoccur in FY2020.

Note re Line 17 Income: Variance from FY2018 to FY2019 reflects 500K cultural facilities grant recognized in addition to general program support. Re FY2020, this figure reflects only the projected general program support grant award.

## 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>.

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Director of Center for Clay	\$25,000	\$10,000	\$0	\$35,000
2	Curator of Exhibitions	\$25,000	\$10,000	\$0	\$35,000
3	Director of Education	\$25,000	\$10,000	\$0	\$35,000
<b>Totals:</b>		<b>\$75,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$105,000</b>

### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist/Teacher Payments	\$75,000	\$75,000	\$0	\$150,000
<b>Totals:</b>		<b>\$75,000</b>	<b>\$75,000</b>	<b>\$0</b>	<b>\$150,000</b>

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
<b>Totals:</b>		<b>\$0</b>	<b>\$45,000</b>	<b>\$0</b>	<b>\$45,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing and Printing	\$0	\$45,000	\$0	\$45,000
<b>Totals:</b>		<b>\$0</b>	<b>\$45,000</b>	<b>\$0</b>	<b>\$45,000</b>

**Amount of Grant Funding Requested:**

**\$150,000**

**Cash Match:**

**\$150,000**

**In-Kind Match:**

**Match Amount:**

**\$150,000**

**Total Project Cost:**

**\$300,000**

**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.

**3.1. Revenue: Admissions \***

#	Description	Cash Match	Total
1	Admissions/Ticket Sales	\$150,000	\$150,000
<b>Totals:</b>		<b>\$0</b>	<b>\$150,000</b>

**Total Project Income:**

**\$300,000**

**3.11. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
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Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	50%
B.	Cash Match	\$150,000	\$150,000	50%
	Total Cash	\$300,000	\$300,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$300,000	\$300,000	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.

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## 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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As ADA compliant facilities, and as we developed our strategic plan last year, we re-examined our mission and what makes us unique and meaningful in our community. We identified 5 pillars: Programs, Accessibility, Organization, Sustainability and Brand. An employee task force focused on each pillar helps to improve and optimize the visitor experience and in doing so meet our mission to connect people with art. The Accessibility pillar is inclusive of ADA compliance, capital improvements such as automated doors, ADA compliant website enhancements, partnerships, and accessibility promotion and advertising in facilities and programming. Below outlines broader institutional goals we have identified that will move us beyond basic compliance.

**Identify and Engage a Broader Audience:** Classes are offered in several formats, with trained instructors for visitors' needs. Printed materials are available in alternative formats upon request. Docent-guided tours are available 4x daily at the Chihuly Collection with docents proficient in American Sign Language and other languages. In 2019 we launched a well-received program with Lighthouse Pinellas for persons with visual impairments. Regular training and non-discrimination and anti-harassment policies include disability, and apply to volunteers, board, employees, instructors and independent contractors.

**Forge Partnerships with Community Stakeholders:** To reach different sectors of our community, we joined the *Museums for All* program. This cooperative initiative between the Association of Children's Museums and the Institute of Museum and Library Services helps families that receive food assistance (SNAP benefits) gain free or reduced admission to venues such as the Chihuly Collection just by presenting an EBT/WIC card. The Morean is one of only 2 Pinellas County participants. We plan to work with Pinellas County Urban League and Juvenile Welfare Board to ensure those who can benefit from the program know about it.

**Establish Different Accessibility Programs:** Adding to the Lighthouse Pinellas program for people with vision limitations, 4 other programs are planned for people with hearing or cognitive impairments with initiatives underway for those living with Alzheimer's Disease, their caregivers, and individuals on the Autism Spectrum.

**Leverage Institutional Affiliations:** We work with veterans through our *Operation: Art of Valor* program with James A. Haley VA Hospital in Tampa, which serves those healing from PTSD and TBI through arts access. We also offer opportunities to visit the Chihuly Collection through the

Blue Star Program. Pinellas County School educators use us as resource for classroom curriculum in language arts and visual arts, and we honor them through free admission every June. The Morean is an institutional member of the National Guild for Community Arts Education, which provides valuable resources and training to ensure all people have opportunities to maximize their creative potential.

## **2. Policies and Procedures**

Yes

No

## **3. Staff Person for Accessibility Compliance**

Yes

No

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

Paula Parrish, PHR

## **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.

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

2/1/2019

# 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
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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. .

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
2019 Substitute W-9.pdf	263 [KB]	5/9/2019 9:11:33 AM	<a href="#">View file</a>

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
1 2019 LOS ED.pdf	Letter from Executive Director Howayda Affan	Introductory letter from our new leader	399 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
2 2019 Center-for-Clay-Mailer.pdf	Morean Center for Clay brochure	Overview of Morean Center for Clay programs	3411 [KB]		View file
3 2019 Summer-Camp-Brochure.pdf	2019 Summer Art & Clay Camp brochure	Overview of Summer Camp programs	4972 [KB]		View file
4 2019 Fresh-Squeezed-Exhibition-Catalog.pdf	Fresh Squeezed Emerging Artists exhibition brochure	Example of Contemporary Art Exhibition we Organize	8504 [KB]		View file
5 2019 Spring Programs Mailer.pdf	Spring Programs Mailer	Example of Programs Brochure	7446 [KB]		View file
6 Letters of Support - Combined.pdf	Letters of Support - Combined	Letters from Those We Benefit Through our Services	433 [KB]		View file
7 2021 Combined-Season-Schedule.pdf	Combined Exhibition Schedule	Images and Narratives about Upcoming Exhibitions	851 [KB]		View file
8 FY2018 Annual-Report.pdf	FY2018 Report to the Community	Most Recent Annual Report	1373 [KB]		View file
9 2019 Camp-Survey-Results.pdf	2018 Camp Survey Responses	Examples of Survey Responses	183 [KB]		View file
10 2019 IF Wandl Community Response.pdf	Word & Image (W&I) Community Response	Samples of Public Response to W&I Theme of "IF"	294 [KB]		View file

## 2.1.



# J. Review & Submit Page 10 of 10

## 1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Arts Center Association, 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.

### 1.1. 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.

### 1.2. Signature (Enter first and last name)

Howayda Affan

