

St. Petersburg Arts Alliance, Inc.

Project Title: SHINE Mural Festival

Grant Number: 24.c.pr.105.278

Date Submitted: Friday, July 1, 2022

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: [2023-2024 Specific Cultural Project Grant Guidelines](#)

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Visual Arts

Proposal Title: SHINE Mural Festival

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: St. Petersburg Arts Alliance, Inc. 
- b. DBA:
- c. FEID: 46-1335413
- d. Phone number: 813.545.9064
- e. Principal Address: 100 2nd Ave N St. Petersburg, 33701
- f. Mailing Address: 100 2nd Ave. N, Suite 150 St. Petersburg, 33701-3351
- g. Website: www.stpeteartsalliance.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Pinellas
- k. UEI: YAFKW566J9C4
- l. Fiscal Year End Date: 12/31

1. Grant Contact *

First Name

Jenna

Last Name

Felder

Phone 813.545.9064

Email jenna@carriagehouse.consulting

2. Additional Contact *

First Name

Jenee

Last Name

Priebe

Phone 813.426.4305

Email jenee@stpeteartsalliance.org

3. Authorized Official *

First Name

Terry

Last Name

Marks

Phone 727.754.6404

Email terry@stpeteartsalliance.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

None of the above

4.3. Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2023 - Project End Date: 6/30/2024 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

The St. Petersburg Arts Alliance is the umbrella organization serving this vital arts and cultural community. We do so by driving arts-related economic development and funding, advocating for art and artists, educating at all levels, and facilitating the growth of our City of the Arts.

2. Project Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The Specific Cultural Project grant from the Florida Department of Arts and Culture will allow the St. Petersburg Arts Alliance (SPAA) to once again produce our annual SHINE St. Petersburg Mural Festival. This will include 16 world-class murals by artists from diverse backgrounds, plus two Bright Spot community murals, and host a series of related community arts events.

Created in 2015, SHINE illuminates the power of accessible art throughout the city, by helping revitalize neighborhoods, inspire dialogue among people from differing backgrounds, and unite our community under an umbrella of creativity. By using walls and streets as canvas, the city comes alive with color, imagination, and allows people to safely experience St. Petersburg's outdoor city-wide gallery. SHINE celebrates the visual arts medium, promotes accessibility, adds character to our community, and demonstrates to all participants - both young and old - that with enough imagination and determination you can make magic happen through art.

Since SHINE's inaugural year in 2015, the festival has produced 125 murals including 20 Bright Spot community engagement murals. Bright Spot murals are collaborations between an artist and the community (or a community organization), which drives the murals theme. An example of a Bright Spot mural from 2021 is "The Love Line Project," where the artist asked the community to vote for a phrase to be included in her mural. The community voted for "Love Shines," which resulted in a mural consisting of paint and neon that illuminates those words (see photo in support materials).

SHINE also incorporates related arts events including a kick-off event called "Spraycation" and exhibits at local galleries that are curating their own work in support of the week-long festival.

SHINE serves to advance SPAA's mission by advocating for arts and artists and increasing arts-related economic impact to further identify St. Petersburg as a City of the Arts.

2.1. Project Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

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

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Goals of the SHINE St. Petersburg Mural Festival:

GOAL 1: To revitalize underused community spaces to help beautify and enhance St. Petersburg neighborhoods

GOAL 2: To provide paid work opportunities to artists from diverse backgrounds who have a defined style and point of view

GOAL 3: To help raise the profile of participating artists by providing ongoing exposure to their work

GOAL 4: To collaborate with local partners and engage the community in the SHINE Mural Festival

GOAL 5: To help increase tourism and further establish St. Petersburg as a City of the Arts

GOAL 6: To utilize accessible art in enhancing the daily lives of St. Petersburg residents and visitors

2.2. Project Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

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

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

Objectives of the SHINE St. Petersburg Mural Festival:

OBJECTIVE 1: Partner with up to 16 property owners to use their exterior wall spaces for the creation of large-scale murals

OBJECTIVE 2: Advance the remuneration of artists, who sometimes work 70-80 hours on their murals, to reflect fair compensation for their work

OBJECTIVE 3: Secure at least one media sponsor each for print and television exposure, use at least 3 social media channels for promotion, and provide an ongoing presence for the artists on the SPAA website

OBJECTIVE 4: Produce at least two Bright Spot community murals that engages a specific demographic in the local community

OBJECTIVE 5: Host at least 10,000 residents and visitors (in-person) during the festival week

OBJECTIVE 6: Provide opportunities both in-person and via technology to access the murals

2.3. Project Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Activities of the SHINE St. Petersburg Mural Festival:

ACTIVITY 1: Work with the volunteer SHINE committee to identify and contract with business owners to secure wall space for SHINE

ACTIVITY 2: Secure funding through various avenues including grant funding, corporate sponsorships, and individual donors

ACTIVITY 3: Create and execute a communications plan that includes leveraging SPAA's ongoing relationships with local, national, and international media outlets and uses the expertise of the SPAA Director of Marketing to promote the festival and its artists online

ACTIVITY 4: Help establish collaborative relationships with local organizations and artists to create Bright Spot community murals that focus on community issues such as LGBTQ youth, bullying, suicide prevention, etc.

ACTIVITY 5: Work with media outlets and Visit St. Pete/Clearwater to help ensure at least 10,000 residents and visitors experience the festival (in person).

ACTIVITY 6: Continue working with PixelStix technology to update the app with the murals from every year and provide viewing access to anyone with a portable device

2.4. Partnerships & Collaborations (2000 characters)

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

While some partnerships change year-to-year (for example, the businesses we work with for use of exterior wall space), the following have been consistent:

The City of St. Petersburg provides financial support for the festival as well as promotion support within the city and beyond. This is a win-win relationship given the visibility SHINE brings to the City and to the work of SPAA. SPAA enters into a contract with the City each year to produce a specific number of murals for the mutually agreed upon amount from the City.

PixelStix is a local company that uses technology similar to that of a QR code to provide details about each mural and artist. Every mural that is part of SHINE is affixed with a plaque that educates and allows viewers to access information with a mobile device. Plaques provide beneficial data year-round about how often murals are visited, which helps SPAA illustrate the impact of SHINE. PixelStix also provides long-term exposure for the artist and their work well beyond their SHINE participation.

Florida CraftArt is a local nonprofit arts organization and retail store that also organizes bike and walking mural tours during the festival week and throughout the year. This relationship has been in place for 7 years and benefits everyone involved with SHINE. Artists and SPAA get continued exposure, Florida CraftArt sees people come through their shop (as it is where the tours begin), and the City adds another unique experience for both locals and visitors.

While SHINE Bright Spot collaborations vary each year, there are some examples for 2022 that represent the partnerships SPAA seeks for this initiative. This year's Unity Mural will be at the Brookwood Home for Girls, which is residential housing for girls diverted by abuse, neglect or family dysfunction, in which they learn to be self-sufficient and successful. The girls will work with a local artist to create a mural for their building, gaining a sense of community and accomplishment.

E. Impact - Reach Page 5 of 12

For questions 1-6, 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.

1. What is the estimated number of events related to this proposal?

5

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

271

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

10,000

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

80

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

920

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This

figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

69

6.2. Number of Florida artists directly involved?

57

Total number of individuals who will be engaged?

11069

7. How many individuals will benefit through media?

14,000,000

8. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

8.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

8.2. Age Ranges (Choose all that apply): *

No specific age group.

8.3. Underserved/Distinct Groups: *

Other underserved/distinct group

9. Describe the demographics of your service area. (2000 characters)

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

While the SHINE Mural Festival draws people from all over the Tampa Bay region and beyond, below are the demographics for St. Petersburg, which is where the murals are physically located. We have also included the tourism demographics since the SHINE Mural Festival is a significant draw for visitors to the area.

Based on the 2020 Census

St. Petersburg population: 258,308

White: 65%

Black/African American: 21%

Hispanic: 8.5%

Asian: 3.5%

Other: 2%

Median Age: 42.5

Median Household Income: \$60,798

Male: 48.5%

Female: 51.5%

Education:

- 92% of age 25+ have a high school diploma
- 37% have a Bachelor's degree or higher

Tourism - as of Q2 2021 from Visit St. Pete/Clearwater for the "Arts & Culture Visitor:"

Average Spending: \$96.19 per person, per day

Average Party Size: 2.4 people

Average Length of Stay: 1.6 days

10. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

-
- For residents, SHINE murals create a sense of connection and pride in the city. Residents consistently report murals as one of their favorite aspects of life in St. Pete.
 - SHINE murals invite residents and tourists to discover new neighborhoods, districts, restaurants, retail shops, etc. while searching/touring murals throughout the city, providing a positive economic impact to the small businesses that are so important to the City's economy.
 - SHINE provides a platform for emerging artists. For example, in 2020, 21 year old local African-American artist Jabari Reed - aka iBOMS - created the most talked about mural of the festival (see support materials). Because of the reaction to his work, St. Pete's MIZE

Gallery hosted his first-ever show in 2021. Within 24-hours all of Jabari's work was sold.

- Local artists have seen a significant increase in commissioned work since SHINE's beginning in 2015
- For 2022, the artists leading the Bright Spot murals are all from BIPOC and/or LatinX communities.
- SPAA was recently funded to create "Murals in Mind" selecting 12 existing murals that will be combined with PixelStix technology, thereby bringing performance art to visual art under the umbrella of better mental health. This will create interest and engagement with murals in a new and meaningful way.

11. In what counties will the project/program actually take place?

Pinellas

12. What counties does your organization serve?

Pinellas

13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

SHINE works closely with local videographers and photographers to produce content in real time during the festival week. This includes time lapse progressions of the murals being completed from start to finish. That digital content of the progressive work is shared on SHINE's social media channels with 5 to 6 posts per day during the festival.

When the festival is over, the event videographer and photographer as well as the SPAA webmaster create an online gallery for the public to view and enjoy whenever they choose. This includes a video of festival highlights, photos of the completed murals, and details about the artists.

14. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

In 2019, SHINE worked with Visit St. Pete/Clearwater to determine the economic impact of the festival on the city of St. Petersburg. An outside firm conducted the study and the following results were determined:

Economic Impact -

- 22 direct jobs supported (not counting artists and Festival support staff)
- \$79,567 in taxes generated for Pinellas County
- 1,529 total hotel/vacation rental room nights booked
- \$1,175,588 in total direct spending generated by the event
- \$902,948 in total indirect effect (increased in supply and demand, increased wages = increased spending)

The total economic impact of SHINE is over \$2 million and is also supported by the following:

Visitor Data -

- 21% had previously attended SHINE
- 79% were first time attendees
- 27% lived outside Pinellas County and visited primarily to attend
- 55.6% are Florida residents
- 5% are international visitors
- 37% indicated SHINE was their primary reason for visiting area
- \$69.44 spending per person per day = \$669,774 in new visitor spending in the area
- Respondents annual household income: 57% over \$50K/yr
- Age: 58% age 25-54
- Race: 65% Caucasian; 13% Hispanic; 9% African American
- Female: 54%; Male: 42%

Lastly, the 2019 study determined that the visitors stayed in St. Petersburg an average of 1.5 days with 22% staying 2 or more days.

15. Marketing and Promotion

15.1. How are your marketing and promoting your organizations offerings? *

- Brochures
- Collaborations
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Organic Social Media
- Paid Social Media
- Television

15.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

The SHINE Festival Director is the dedicated staff person responsible for creating awareness, promoting the Festival, and expanding our audience reach. This happens in the following ways:

Social Media & Electronic Communication

SHINE has a dedicated Facebook page with over 25,000 likes/followers. There is also a SHINE Instagram page with 23,000 followers. Content for these platforms includes mural photos, time lapse videos and photos, and SHINE event information.

The SHINE social media pages get shared to SPAA's social media channels including Facebook, Instagram, and Twitter further expanding the Festival's reach. There is also an SPAA YouTube page that includes SHINE content. Lastly, SHINE has an electronic newsletter that is sent to nearly 5,000 subscribers.

Print, TV, and Radio

We are fortunate to have many positive relationships with the local media who help promote SHINE. We send press releases to over 200 local and regional media outlets to ensure the local community and beyond is aware of the Festival, its events, and how they can participate. Notable media partners include the Tampa Bay Times, St. Pete Catalyst, Creative Loafing Tampa Bay, Bay News 9, 10 News Live, WUSF and WMNF 89.7.

Our partnerships within the community also help build an audience and expand our reach. Our Bright Spot collaborations help to include youth, underserved populations, and other nonprofits. Our "Lunch Bunch" program includes individual and corporate donors as well as local restaurants and their patrons. We have also added events that target specific demographics, which has helped expand our audience. Most significantly, SHINE works with St. Pete Pride to produce a mural scavenger hunt for Pride month entitled, "Once Upon a SHINE." St. Pete Pride draws over 250,000 people a year to the area. It's the second largest Pride celebration in the US. In 2022, Pride will celebrate its 20th anniversary, and SHINE is continuing this new scavenger hunt tradition and employing local actors and writers to create this unique experience.

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

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

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 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.

Accessibility symbols are on the SPAA website along with contact information should someone need to request a special accommodation.

In addition, to increase accessibility for those who may have mobility challenges, murals from SHINE can be found on the SPAA website under the “SoundCloud” tab. Here is where guests will find photos of murals accompanied by descriptive audio narratives about the artwork and artists. Nearly all of the murals are also accessible by vehicle for those that can’t travel by foot. While it is a slow process to make happen due to current labor shortages, we are working to establish a trolley tour as another option to make SHINE accessible to all.

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?

Jenee Priebe

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? 2/1/2022

5. Does your organization have a diversity/equity/inclusion statement?

Yes

No

5.1. If yes include here. (500 characters)

SPAA is a diverse, inclusive, and equitable workplace where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement. We respect diverse life experiences and heritages and ensure that all voices are valued and heard. We are committed to modeling diversity, equity, and inclusion for the arts industry and the nonprofit sector.

6. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all? (2000 characters)

For guests who have hearing challenges, the murals on the SPAA website are captioned via the previously mentioned SoundCloud feature. All audio and video accommodations on the website can be adjusted for volume, brightness, and/or size via an electronic device. In addition, the PixelStix app is a free interactive app that can be activated in front of a mural or with any digital device from anywhere with an internet/wi-fi connection. All SHINE murals are linked to the PixelStix app and the technology allows viewers to further engage with the art by learning more about the mural and the artist. Lastly, SHINE is a free outdoor festival, which makes it financially accessible to everyone.

7. Describe the Diversity of your staff, volunteers, and board members. (1000 characters)

The volunteer SHINE Steering Committee is 14 people that meets regularly to select muralists and establish the framework of the festival every year. As the festival nears each year, the committee works on event planning and execution, managing larger volunteer pools, transportation for artists, and meal deliveries. The SHINE committee is 20% Black, 75% white, and 5% multi-racial.

SPAA has 5 staff members who are all caucasian women. One person on the staff identifies as part of the LGBTQ community. The staff ranges in age from 20 years old to over 50 years old, bringing a diverse perspective to SHINE and its execution.

The SPAA Board is 82% caucasian and 18% African American/Multi-Racial. The Board comes from a variety of socioeconomic backgrounds ranging from working artists to executives of large corporations. The Board is 65% female and 35% male.

G. Track Record Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

Founded in 2012, the St. Petersburg Arts Alliance evolved from a shared desire among city and community leaders to make a serious investment in our local arts organizations, artists, and creative businesses. Everyone agreed that St. Pete needed a strong strategy for providing artists and non-profit arts organizations with critical operating support, and the St. Petersburg Arts Alliance took on that challenge. John Collins was hired as the Executive Director, bringing his fundraising, advocacy, and nonprofit experience to this new endeavor.

Under John's leadership, SPAA grew to an organization with a budget of just under \$500,000. He also established some of SPAA's most successful programs:

- SHINE Mural Festival
- Arts Business Academy - An education program to teach artists how to be financially solvent, how to market themselves and their work, how to write grants, etc.
- Funding Futures - A scholarship program for youth and families who have financial barriers to arts education classes.

John retired in 2021, and Terry Marks was hired as his successor. Terry brings over 30 years of experience in non-profit and business leadership to SPAA, previously working as a Wall Street Executive. She is a proven fundraiser and a fierce advocate for the arts. In less than a year, Terry has created new relationships that have resulted in over \$200,000 in new funding, expanded the staff, and introduced a Comprehensive Arts Strategy to help increase the city's trajectory as a world-class arts and culture destination.

While some of the wording in SPAA's mission statement may have been adjusted over the years, the core values have remained the same: St. Petersburg Arts Alliance is dedicated to adequate and sustainable funding for the arts and advocating for our entire creative community – artists, arts and cultural organizations, and creative businesses - and helping ensure our city benefits from these efforts.

2. Fiscal Condition and Sustainability (2000 characters)

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.

SPAA is financially secure. Founded in 2012 as a 501(c)3 organization to fill a need for arts advocacy and arts community cohesion, SPAA has developed a reputation for outstanding management and production of events, education, advocacy, and support for our arts and

cultural community. SPAA has a diverse portfolio of funders including corporations, foundations, individual donors, and government agencies. SPAA achieved the Guidestar Platinum Level in 2018, indicating credibility and stability and has been awarded the Seal of Transparency for 2021 and 2022.

In May of 2021, SPAA hired a new CEO after the retirement of the former organization leader. Terry Marks joins SPAA with over 30 years of experience in the nonprofit arena, including arts organizations. She is a fundraiser and arts advocate with a proven track record of success. In her short time with the organization, Terry has raised over \$200,000 in new funding for SPAA programs and operations.

SHINE 2022 will be the 8th annual festival building on the momentum gained from previous years. With the positive trajectory and reputation of the project, the SPAA leadership (including a festival director who has been in the role for 8 years, providing historical knowledge and consistency), and the support of the local community and beyond, the SHINE Mural Festival model has proven to be sustainable on many levels. Following the 10-day festival, SPAA will continue to promote and fundraise for the arts and cultural community as a whole as well as promote the ongoing SHINE Mural Tours on foot, via bicycles, with St. Pete trolleys, and as a virtual option. In addition, the murals will become part of our new “Murals in Mind” program, extending the “shine” on the City by inspiring and uplifting those residents and visitors that will benefit from better mental health.

3. Project Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

The Director of the SHINE Mural Festival will conduct both quantitative and qualitative evaluations.

Quantitative

We will use PixelStix data to determine the number of views a mural gets during the festival as well as a starting point to determine the number of people who engage with the festival. Added to this will be the total number of people who participate in mural tours conducted by Florida CraftArt. We also informally poll the artists at each mural site to get a sense of how many visitors they have each day over the course of the 10-day festival. We also track attendance numbers for events like Spraycation and any gallery exhibits that run parallel with SHINE.

The Director of the SHINE Mural Festival will provide data related to social media impressions and Google analytics during the festivals’ promotional period and over the course of the event week. She will also work with media sponsors to determine the quantitative impact of any print and television coverage. Google alerts will help us determine what coverage SHINE receives outside of the Tampa Bay region.

Qualitative

We will use the evaluation methods of observation and interview to qualitatively evaluate SHINE. Audiences for this type of evaluation include tour participants, festival attendees, and community partners. The SHINE Festival Director also speaks with each participating audience to get their feedback on their experience and discuss what works and what needs improvement in the future.

To determine if we have achieved our goals and objectives, we will look at:

- Number of murals completed and number of participating artists
- Number of people who engaged with the festival
- Number of media impressions
- Narrative feedback from artists, community partners, attendees, etc.
- Funds raised to execute the festival
- Budget-to-actual comparison for expenses

Should SHINE fall short in any of these areas, we will revisit our processes and see how we can improve for the future.

3.1. Describe the expected outcomes of the project. How will you determine the success of the project? (2000 characters)

Success will be determined by the overall participation numbers by artists, visitors, partners, and the community at-large. With SHINE now being a tradition in St. Petersburg, we anticipate these numbers being upwards of 10,000 - 15,000 people.

We also anticipate positive emotional outcomes from SHINE along with community connection. Previous years have proven that SHINE brings people together to connect through art. The city buys into the project and that top-down support allows SPAA to lead the community through a unique, amazing artistic experience. It is a time of happiness among friends and colleagues as well as a time to meet new friends and make new memories.

4. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2022

5. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$119,124	\$133,000	\$133,000
2. Personnel: Programmatic	\$57,600	\$98,600	\$98,600
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$204,646	\$265,100	\$278,500

5.	Outside Fees and Services: Other	\$45,659	\$97,200	\$118,250
6.	Space Rental, Rent or Mortgage	\$2,553	\$5,000	\$5,000
7.	Travel		\$2,000	\$3,000
8.	Marketing	\$3,013	\$11,000	\$14,750
9.	Remaining Operating Expenses	\$40,610	\$25,500	\$28,750
A.	Total Cash Expenses	\$473,205	\$637,400	\$679,850
B.	In-kind Contributions	\$25,230	\$25,000	\$25,000
C.	Total Operating Expenses	\$498,435	\$662,400	\$704,850
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$25,515	\$86,000	\$105,000
13.	Private Support: Corporate	\$132,386	\$160,000	\$168,750
14.	Private Support: Foundation	\$113,180	\$200,000	\$200,000
15.	Private Support: Other	\$148,434	\$115,000	\$117,500
16.	Government Support: Federal		\$30,000	\$35,000
17.	Government Support: State/Regional	\$30,000		
18.	Government Support: Local/County	\$13,750	\$81,250	\$85,000
19.	Applicant Cash			

D. Total Cash Income	\$463,265	\$672,250	\$711,250
B. In-kind Contributions	\$25,230	\$25,000	\$25,000
E. Total Operating Income	\$488,495	\$697,250	\$736,250

6. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

Budget actuals from FYE21 reflect a \$10,000 gap that we attribute to coming out of the pandemic. FYE22 and 2023 budgets reflect SPAA's new CEO and her desire to increase the impact of SPAA in the community. New activities include a Comprehensive Arts Strategy and fundraising special events. The goal is to have sufficient revenue that can grow SPAA's arts endowment at the Community Foundation Tampa Bay.

7. Paid Staff

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

8. Hours *

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

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

- Yes
- No

10. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

H. Budget Page 8 of 12

1. 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 dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)
- d. Save each individual line within the budget.
- e. To update budget totals, save each page.

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

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

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

1.1. Personnel: Administrative *

1.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Festival Director	\$0	\$46,800	\$0	\$46,800
Totals:		\$0	\$46,800	\$0	\$46,800

1.3. Personnel: Technical/Production *

1.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Muralists	\$25,000	\$18,000	\$0	\$43,000
2	Wall Prep/Assistance	\$0	\$13,500	\$0	\$13,500
Totals:		\$25,000	\$32,500	\$0	\$57,500

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Trolley & Bike Tours	\$0	\$1,000	\$0	\$1,000
Totals:		\$25,000	\$32,500	\$0	\$57,500

1.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Videographer	\$0	\$4,400	\$0	\$4,400
2	Photography	\$0	\$2,250	\$0	\$2,250
3	PixelStix	\$0	\$3,200	\$0	\$3,200
4	Graphic Design	\$0	\$2,500	\$0	\$2,500
5	Marketing Support	\$0	\$5,000	\$0	\$5,000
6	Artist Consultant	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$19,350	\$0	\$19,350

1.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Events	\$9,250	\$0	\$9,250
Totals:		\$9,250	\$0	\$9,250

1.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Airfare/Gas & Hotel Stays for Artists	\$21,250	\$13,700	\$34,950
Totals:		\$21,250	\$13,700	\$34,950

1.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Banners	\$0	\$750	\$0	\$750
2	Print (maps/posters)	\$0	\$450	\$0	\$450
3	T-Shirts	\$0	\$1,500	\$0	\$1,500
4	Newspaper Insert (advertising)	\$0	\$2,500	\$0	\$2,500
Totals:		\$0	\$5,200	\$0	\$5,200

1.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Permits, police, parking	\$0	\$1,000	\$0	\$1,000
2	Paint	\$0	\$4,000	\$0	\$4,000
3	Ga, trash cans, locks	\$0	\$200	\$0	\$200
4	Lifts	\$0	\$22,000	\$0	\$22,000
5	Durable Coatings	\$0	\$10,000	\$0	\$10,000
6	Aerosol	\$0	\$10,000	\$0	\$10,000
7	PODS	\$0	\$0	\$3,000	\$3,000
Totals:		\$0	\$47,200	\$3,000	\$50,200

1.10. Amount of Grant Funding Requested:

\$25,000

1.11. Cash Match:

\$181,550

1.12. In-Kind Match:

\$16,700

1.13. Match Amount:

\$198,250

1.14. Total Project Cost:

\$223,250

2. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

2.1. Revenue: Admissions *

#	Description	Cash Match	Total	
1	Once Upon a SHINE	\$2,550	\$2,550	
Totals:		\$0	\$2,550	\$2,550

2.2. Revenue: Contracted Services *

2.3. Revenue: Other *

2.4. Private Support: Corporate *

#	Description	Cash Match	Total	
1	Downtown Partmership	\$15,000	\$15,000	
2	Climate First Bank	\$10,000	\$10,000	
3	Raymond James	\$10,000	\$10,000	
4	Dynasty Financial Services	\$10,000	\$10,000	
5	Bank OZK	\$10,000	\$10,000	
6	Bayfront Health	\$10,000	\$10,000	
Totals:		\$0	\$92,500	\$92,500

#	Description	Cash Match	Total
7	Compass Real Estate	\$25,000	\$25,000
8	First Home Bank	\$2,500	\$2,500
Totals:		\$0	\$92,500

2.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Aresty Family Foundation	\$10,000	\$10,000
2	J Clayton Pruitt	\$5,000	\$5,000
Totals:		\$0	\$15,000

2.6. Private Support: Other *

#	Description	Cash Match	Total
1	Creative Pinellas	\$10,000	\$10,000
2	Grand Central Brewhouse	\$2,500	\$2,500
3	Individual Donations	\$4,000	\$4,000
Totals:		\$0	\$16,500

2.7. Government Support: Federal *

2.8. Government Support: Regional *

2.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	City of St. Pete	\$55,000	\$55,000
Totals:		\$0	\$55,000

2.10. Applicant Cash *

2.11. Total Project Income:

\$223,250

2.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	11%
B.	Cash Match	\$181,550	\$181,550	81%
	Total Cash	\$206,550	\$206,550	92%
C.	In-Kind	\$16,700	\$16,700	7%
	Total Proposal Budget	\$223,250	\$223,250	99%

3. Additional Proposal Budget Information (optional) (1000 characters)

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.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

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

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

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

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)
Sub W9.pdf	33 [KB]	5/27/2022 3:57:09 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
SPAA 990 - 2020 (1).pdf	483 [KB]	5/5/2022 6:20:04 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
SHINE Email Wrap Up 2021.pdf	SHINE Wrap Up Email	This was sent to SPAA/SHINE Supporters after the Festival to share the success of the project and thank sponsors.	3628 [KB]		View file
SHINE on Sound Cloud.jpg	SHINE Sound Cloud	Screenshot of Sound Cloud, which can be found on the SPAA website - https://soundcloud.com/stpeteartsalliance	1644 [KB]		View file
The Love Line Project.jpg	The Love Line Project	Community Bright Spot Mural 2021 - Voted on by the community to determine the theme.	1134 [KB]		View file
iBOMS.jpg	Where the Bloom Begins	Photo of 2020 SHINE mural by St. Pete artist Jabari Reed aka i.b.o.m.s. SHINIE 2020 expanded our partnership with PangeaSeed Foundation's Sea Walls: Artists for Oceans program to present Sea Walls: St. Petersburg.	1100 [KB]		View file
SHINE LOS.pdf	Letter of Support	LOS from City of St. Pete Division of Cultural Affairs	381 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with **Section 15.182, Florida Statutes**, the grantee shall notify the **Department of State** of any international travel at least **30 days** before the date the international travel is to commence or, when an intention to travel internationally is not formed at least **30 days** in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include **date, time, and location** of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with **Section 15.182, Florida Statutes**, International travel by state-funded musical, cultural, or artistic organizations; notification to the **Division of Arts and Culture**.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of St. Petersburg Arts Alliance, 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.

2.1. Signature (Enter first and last name)

Jenna Felder

