

The Fountainhead Residency Inc

Project Title: Elevating the Voices, Visibility and Value of Artists in our Society

Grant Number: 24.c.ps.105.042

Date Submitted: Sunday, July 3, 2022

Request Amount: \$90,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current **Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines**

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Visual Arts

Proposal Title: Elevating the Voices, Visibility and Value of Artists in our Society

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: The Fountainhead Residency Inc 
- b. DBA:
- c. FEID: 81-3627928
- d. Phone number: 305.776.8198
- e. Principal Address: 690 NE 56th St Miami, 33137
- f. Mailing Address: 5600 N Bayshore Dr Miami, 33137
- g. Website: www.fountainheadarts.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Cultural Organization
- j. County: MiamiDade
- k. UEI: KQCLKETKMLV9
- l. Fiscal Year End Date: 12/31

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

First Name

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Last Name

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Email kathryn@fountainheadarts.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

Visual Arts

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) *

Fountainhead elevates the voices, visibility and value of artists in our society and makes their work accessible in a welcoming and inclusive environment. Our mission is to inspire new ways of thinking by looking into the human experiences and stories that connect us all. Operating a year-round residency program in Miami that welcomes artists from all over the world to interact with the local community, Fountainhead empowers artists to build thriving careers while nurturing a community that supports them and their work.

2. Programming 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.

Founded in 2008, Fountainhead Residency is Miami's oldest live/work artists' residency and the only one of its kind. Operating year-round and hosting three artists each month, Fountainhead invites 33 national and international artists from all over the globe to Miami each year. To date, Fountainhead has hosted over 480 artists from 47 countries.

Fountainhead introduces artists to people who can offer them opportunities and direct guidance about their work and career; and introduces local art professionals to new and compelling contemporary artists, who often return to exhibit their work here. Artists-in-residence meet local artists and explore Miami's major museums, collections and galleries. These cultural immersion trips fortify their connection to the city and empower their practice as they develop new ideas and approaches while here.

Fountainhead provides one-on-one, free access to attorneys, financial professionals and business consultants; makes their work available for sale so they can earn additional revenue and gain new collectors while in Miami; and offers them access to the beautiful nature and culture that surrounds them.

Fountainhead is based in a 1950 historic Miami-modern home, a unique, non-institutional environment that is welcoming and inclusive. At the beginning and end of each month, the public is invited to meet the artists and see their work during our Welcome Cocktail and Open House events.

New this year, Fountainhead began commissioning local photographers and filmmakers to create portraits and mini-documentaries about the artists in residence. This program ignited opportunities for deeper community engagement and financial support for local artists. At the end of this year, Fountainhead will produce its first-ever annual catalog, documenting the practices and experiences of each of the artists in residence and grounding their work within the art historical canon. The annual catalog will be widely distributed among local, national and international arts professionals and organizations.

Fountainhead's work has ripple effects in Miami and across the world, creating a large and dynamic network of artists and supporters who look to Fountainhead as a critical access point for the arts. Our work both champions and sustains Miami's creative economy.

2.1. Programming 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.

Fountainhead believes that empowering artists can build a better future for us all. It is our goal to create deeper bonds between artists and the community, in the belief that connecting intimately with their stories and their work can lead to lasting change.

Our goals include:

Provide artists-in-residence the resources, guidance, visibility, time and space they need to develop a thriving art practice.

Foster relationships between artists and audiences that support both the artist's career and the community's access to the arts.

Through one-on-one visits, make it easier for local arts professionals (curators, writers, and historians) to access new, dynamic artistic talent from all over the world without the time and expense of travel.

Draw local audiences to interact with artists and their work by providing a welcoming, inclusive environment from which they can engage.

Create opportunities for empathy and understanding among local audiences around the most critical issues of our time, through visiting artists and their work.

Impact Miami's local creative economy by attracting and bolstering top artistic talent who exhibit and generate revenue for museums, galleries, and other cultural entrepreneurs.

Ensure equity and inclusion in our programs by prioritizing diversity in both the artists we support and the people who interact with our programs.

2.2. Programming 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"

- Host 33 national and international artists, offering time, space, and financial resources (such as airfare, stipends, honorariums, art sales proceeds, and access to continuing education/advice) to selected artists.
- Schedule a minimum of five one-on-one studio visits for each artist-in-residence with local arts professionals, creating robust connections that can impact their career trajectories and business savvy.
- Commission local photographers and filmmakers each month to create original portraits and films for each artist in residence.
- Welcome 150+ locals to each month's Welcome Cocktail and Open House event, creating new relationships and opportunities for engagement between artists and audiences.
- Partner with a minimum of 5 local, national and international organizations that allow each partner to offer new programming opportunities for its members while expanding our respective audiences.

2.3. Programming 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.

-
- Complete artist intake call with each selected artist to book travel; understand their practice for public communications; understand their goals for residency; and brainstorm important connections we can make locally.
 - Send artists a detailed document outlining how to prepare and what to expect for their time in residence.
 - Conduct local outreach and internal planning to structure their residency experience according to their goals.
 - Host a welcome cocktail with each month's curator, local and resident artists to set the tone for connection in the month ahead.
 - Select and coordinate with local photographer and filmmaker in advance of artists-in-residence arrival, to prepare for the month ahead.
 - Hold team studio visits with Fountainhead team, curator, selected photographer and filmmaker and resident artists, to understand their practice and review month ahead.
 - Create email communication that introduces new residency artists and shares details about their work; includes important dates for events to engage with artists-in-residence; and distributes original Fountainhead content, including videos, photos, and original texts.
 - Identify and commission writers for catalog essay and coordinate interviews and access to materials.

- Work alongside filmmaker to develop interview questions and coordinate production of the film.
- Coordinate studio visits between local curators and arts professionals and artists in residence.
- Coordinate cultural outings and excursions with resident artists.
- Create a bi-monthly alumni newsletter that highlights alumni awards, recognitions, press, exhibitions and other news; promotes upcoming openings and exhibitions in Miami that feature alumni artists.
- Host talks between curators and artists in residence
- Host member programs that include gallery excursions, open studios programs, talks, and travel tours
- Reach out to press, and implement a social media and advertising strategy to elevate Fountainhead artists and position Fountainhead as a leading arts organization in Miami and beyond
- Create email and social media communications to draw attendance to Open House event, including event invitations, finalizing artist portraits and mini-docs for distribution.
- Liaise with cultural and organizational partners to deliver compelling programming and ensure robust attendance at Open House

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.

Since its inception, Fountainhead has emphasized the value of collaborations and partnerships. These formalized partnerships encourage cross-pollination of supporters, bolster each partner's programming, and ensure diversity among our artist roster and our audience.

Each year, the Fountainhead Residency hosts artists in collaboration with local nonprofits. Between 2022 and 2023, for example, Fountainhead will partner with YoungArts, Diaspora Vibe Arts Incubator, O, Miami Poetry, Aluna Art Foundation, Fringe Projects and the Haitian Cultural Arts Alliance. Our organizations co-curate artists and jointly host programs during the artist's residency. These partner organizations are able to offer a totally unique residency experience as part of their program's components, to both the artists they are working with and their membership base.

Fountainhead developed international partnerships with various organizations over the years; in 2022 and 2023, we will continue to partner with Artis, the General Consulate of Israel, Fundacion el Mirador (Argentina) Global Empowerment Fund (Ukraine), Y.ES Contemporary (El Salvador), The 55 Project (Brazil) and Atlantic Art Fair (Caribbean). These partnerships create opportunities for artists in-region that otherwise would not be available to them, while providing Fountainhead with the geographic reach and expertise of its partners to reach the most high-caliber artists.

Other collaborations have included Pap Corps Champions for Cancer Research, Greater Miami Jewish Federation, Immigrant Powered, Office of New Americans, University of Miami Law Alumni Association, and Tech Founders' Forum.

Collaborating with local educational institutions is important to ensure that young artists get a glimpse of the art world in practice. Partnerships with ICA Miami's Young Artist Initiative and the New World School of the Arts place resident and alumni artists in dialogue with high school students pursuing a career in art.

In the last year, Fountainhead has also partnered with local organizations like The Underline and Commissioner to reach across sectors and capture more locals interested in becoming more involved in their city.

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?

30

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

30

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

3,000

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

0

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

200

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?

55

6.2. Number of Florida artists directly involved?

22

Total number of individuals who will be engaged?

3255

7. How many individuals will benefit through media?

1,000,000

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) *

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White

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

- Children/Youth (0-17 years)
- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

8.3. Underserved/Distinct Groups: *

- Individuals with Disabilities
- Individuals in Institutions
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency

- Military Veterans/Active Duty Personnel
- Youth at Risk

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.

Demographics for artists served are 65% BIPOC (Black, indigenous, and people of color), 55% women, with many identifying as LGBTQIIA+. Demographics for local audiences served aligns with Miami's population demographics.

Population by Race in Miami Dade County

- 75% White
- 17% Black/African American
- 0.21% American Indian/Alaskan Native
- 1.5% Asian
- 0.02% Native Hawaiian/Pacific Islander
- 5.92% Other

By Ethnicity

- 71% Hispanic/Latino
- 29% non-Hispanic/Latino

With the largest % of population by age:

- 13.72% 25-34yrs
- 13.73% 35-44yrs
- 14.45% 45-54yrs
- 12.92% 55-64yrs
- 9.19% 65-74yrs

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.

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

- Miami-Dade

12. What counties does your organization serve?

- Broward
- Miami-Dade
- Palm Beach

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.

While virtual programming was robust in 2020 and 2021, we noticed in 2021 that attendance at virtual programs had dwindled and was no longer as valuable for artists in residence and the public. Beginning in 2021, Fountainhead returned to in-person programming as attendance at our events far exceeds today's interest in virtual programs. Rather than host virtual programs, we invested in creating short films with local filmmakers so that those who cannot attend our events can still connect with the artists-in-residence and their stories online.

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.

Fountainhead plays an important role in an arts and culture ecosystem that generates over \$1 billion in local economic activity each year. In nearly 15 years of operations, Fountainhead has played a major part in the development of Miami's cultural landscape.

Fountainhead Residency is the only institution of its kind in Miami, introducing the local arts community to 33 national/international artists each year. Without our program, curators, museum staff, and gallery owners would not be able to meet these artists due to the time and expense of travel. The outcome of these meetings leads to real revenue-generating activities for our local economy. Outside of Miami Art Week, between 10 to 20 alumni are invited back to Miami to exhibit at local galleries, museums, and alternative art spaces. A number of alumni, including artists Stephen Arboite, Sandra Ramos, Nadine Hall, and Amani Lewis, have moved here permanently, and are consistently featured in exhibitions and programs across the city. The totality of these activities generates artwork sales for commercial galleries and ticket sales at our museums.

Residency artists play a vital role in one of the state's largest economic drivers – Art Basel Miami Beach and its satellite activities. In addition to hosting exhibiting artists at the residency in partnership with local galleries and art fairs, hundreds of alumni return to exhibit during

Miami Art Week. In 2021, for example, nearly 150 artists returned to Miami to exhibit in art fairs, museums, and cultural institutions across the city, generating significant tourism revenues for the County.

Fountainhead's robust selection process, which is completed through an alumni nomination process, open call, and partner recommendations, helps us select today's top talent. Final selections are made by a curatorial jury. Combined with our documentation efforts, our efforts mean more local curators and artists are compensated for their time and expertise. Our curatorial jury is paid between \$1,000 and \$3,000 depending on the engagement; photographers and filmmakers are each paid \$1,000 and \$2,000 respectively for their work.

Fountainhead's alumni artists are some of the most recognizable artists working today, including Derrick Adams, Gabriel Chaile, Tschabala Self, Christina Quarles, Kennedy Yanko, Sable Elyse Smith, Bony Ramirez and countless others. Artists taking part in our programs participate in biennials, including Venice and Havana; receive fellowships from United States Artists, the Pollock Krasner Foundation, the Guggenheim Memorial Foundation, and South Arts; earn Fulbright Scholarships and Future Generation Prizes; enter major museum collections and participate in countless museum and gallery exhibitions across the world.

We employ an Executive Director, Associate Director and Program Manager, and part-time contractors to oversee maintenance of the residency, including cleaning, painting, and repairs.

Because our events are purposely intimate, they set the tone for deeper and more personal engagement with artists. This generates opportunities for profound human exchange, demonstrates the value of our diversity, and positively shifts prior assumptions and beliefs.

Interacting with artists and exposure to art is proven to lead to higher civic engagement, more social cohesion, higher child welfare and lower poverty. A recent study by the Knight Foundation indicates that arts and culture amenities boost satisfaction with and attachment to the city in which they live. By hosting numerous free public events in intimate, approachable, and inclusive formats, we ensure that our community cements its relationship with Miami while expanding thinking around critical issues through access to multiple artistic perspectives.

15. Marketing and Promotion

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

- Billboards**
- Collaborations**
- Email Marketing**
- Magazine**
- Newsletter**
- Newspaper**
- Pay Per Click (PPC) Advertising**
- Podcast**
- Radio**
- 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 local Miami community benefits from attending our open-to-the-public events, where they are able to interact intimately and directly with artists they wouldn't otherwise meet. We reach those audiences through earned media in publications such as CBS, PBS, CNN, WLRN, Miami Herald, Miami New Times, Miami Today, Departures, Artburst Miami, Indulge and others. Beyond earned media, Fountainhead has long-standing paid media partnerships with various media and organizations with large reaches, including Art Circuits, The New Tropic, Cultured, Miami Dade County's Culture Shock, and Culture Crusaders. In 2022, Fountainhead also partnered with Hyperallergic and Artnet to reach a targeted arts audience.

Fountainhead partners on a promotional basis with a number of local professional organizations to reach across industries and drive more people to engage with artists. Invitations to our programs and events are shared by the Beacon Council, the Arts & Business Council, the Greater Miami Convention and Visitor Services Bureau, the International Women's Fund, Downtown Development Authority, legal associations like the Dade County Bar, realtor associations, tech newcomer groups like the Miami Tech Happy Hour, and more. We also work through our local arts organizations to promote our upcoming events, channeled through a monthly meeting among the city's cultural communications leaders.

We use our digital channels to reach a large and diverse audience, elevating content related to artists in residence and their practice. Our newly launched website details current artists, programs, mission and values statements, and includes original videos and photography produced in-house. Each month, Fountainhead commissions local photographers and filmmakers to create portraits and mini-documentaries focused on the artists and their work; this content is distributed on our digital platforms, including email and social media. Our emails reach 8,000 subscribers with an average open rate of 31 percent. Our social media channels collectively reach nearly 17,000 followers, growing by 30 percent in the last year and garnering over 1 million impressions in 2021. In 2022, FH is investing in more paid advertising to continue to grow the audience.

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.

All events and programs, including Residency-adjacent events are free to ensure there are no economic barriers to attend. Artists conducting workshops are paid above recommendations provided by W.A.G.E.

The Fountainhead Residency is free of charge to all invited artists. Additionally, artists are provided with round trip airfare from their home city and a \$1,000 stipend to offset expenses while in-residence.

Extensive outreach is done through artists, partners, and collaborators to ensure we make the availability of our programs apparent to people living throughout Miami-Dade County.

Since its inception, Fountainhead has focused on supporting and elevating diverse voices. We take pride in the diversity of the artists we serve, the curators and volunteers selecting artists, community members we engage, and our partners and collaborators. Since its founding, artists invited to Fountainhead Residency are predominantly women (55%) and BIPOC (65%). A significant percentage of artists identify as LGBTQIA+.

We focus on creating marketing materials that include people of all ages, races, and abilities in order to both reflect the diversity of our participating artists and make everyone in Miami feel welcome at our organization. All outside public programming is in facilities that are fully ADA compliant and accessible via public transportation. All programs are recorded and available online, making them accessible to those unable to attend.

To accommodate artists with disabilities, our program manager does a pre-residency intake assessment, which includes determining any special requirements regarding both architectural and sight/hearing accessibility and makes arrangements accordingly. We have completed the Section 504 workbook, and have identified that accessible routes, parking, entrances, interior circulation, vertical circulation, signage and work spaces make our facility friendly to disabled artists and event participants.

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?

Francesca Nabors

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? 5/1/2022

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

Yes

No

5.1. If yes include here. (500 characters)

Diversity, equity, and inclusion are at the core of Fountainhead's mission. We welcome everyone regardless of age, gender, race, ethnicity, sexual orientation, religious beliefs, or marital status. The Fountainhead team, including volunteers, lives by these guiding principles in all aspects of their lives.

Fountainhead demonstrates this commitment through the diversity of the artists invited to the Residency, and our local community outreach and extensive partnerships and collaborations.

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

As discussed above, Fountainhead has taken marked steps toward ensuring our programs remain inviting and accessible to all Miami residents.

It's important that people of all races, religions and backgrounds see themselves in the artists we support.

Fountainhead also works to eliminate financial barriers in locations where programs are hosted. The residency has ample free parking and is close to public transportation.

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

Fountainhead's staff is all-female and 66 percent BIPOC.

Its most recent curatorial board is 50 percent female and 66 percent BIPOC.

Our organizational board is 53 percent women, 23 percent BIPOC, and 17 percent identifying as LGBTQIA+.

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.

Fountainhead was founded in March 2008 by passionate art collectors Kathryn and Dan Mikesell. The residency was self-funded until 2018 when it became a nonprofit organization, and has since made incredible strides toward cementing its place as one of the leading artist residencies in the nation. Since creating the 501c3, organizational milestones included receiving multi-year grants from the John S. and James L. Knight Foundation (2018-2022), the Miami Foundation (2018-2022), the Jorge M. Perez Family Foundation (2018-2022), Miami Dade County (2019-2021) and the State of Florida (2020-2021), among other private foundations. In 2019, Fountainhead hired a part-time program manager to oversee the residency's operations, and also began documenting the processes and experiences of its artists in residence, creating a robust online catalog of images, texts, and videos that preserve the organization's history. In 2020, Fountainhead began offering \$1000 artist stipends to all artists in residence. Building on that momentum, Fountainhead hired Nicole Martinez as its communications manager, to organize and oversee its communications strategy in 2020. As part of that process, Fountainhead transformed its brand identity in 2021, revealing its first-ever logo and brand guidelines in October 2021 and debuting a new website in the process.

In 2020, Fountainhead hired impact consultant Clayton Campbell to develop a strategic plan for the organization and its future. Under its auspices, Fountainhead formalized its nomination process, and began offering curatorial stipends of \$1000 to \$3000 for each curator's time and expertise. It also instituted thematic residencies in 2021. The plan additionally refined Fountainhead's approach to securing grants, the results of which allowed Fountainhead to apply for and obtain its first grant from the National Endowment for the Arts (2022), a tremendous accomplishment for the organization and a stamp of approval for future development. Later that year, Fountainhead promoted Nicole Martinez to Associate Director to continue overseeing communications and play an expanded role in development, through grant writing and targeted marketing initiatives and campaigns. Fountainhead evolved the program manager into a full-time position, incorporating both operations and administrative support and hiring Francesca Nabors in early 2022.

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.

Fountainhead is financially secure, has never run with a deficit, and has a 9-month reserve.

Fountainhead was privately funded by its founders from inception in 2008 until 2017, when it became fiscally sponsored by The Miami Foundation and later incorporated to become a 501(c)(3) nonprofit entity in 2018.

Fountainhead is supported by Miami's major local foundations, including the John S. and James L. Knight Foundation, the Miami Foundation, Jorge M. Perez Family Foundation, and Arison Arts Foundation. Additional major funders include The Shepard Broad Foundation, Carlo and Micol Schejola Foundation, the Francie Bishop Good and David Horvitz Foundation. We have an extensive base of individual donors, including Leslie and Michael Weissman, Hesty Leibtag and Terry Vert, Lois Whitman and Eliot Hess, and Alexa and Adam Wolman. We are supported by corporate partners like Windstar Cruises, Goldman Sachs, Levie, Gerard Bertrand and Estrella Damm.

Fountainhead has earned grants from the National Endowment for the Arts, Florida Department of State and the Miami-Dade County Department of Cultural Affairs.

Finally, Fountainhead has a number of fundraising initiatives in addition to individual and corporate donations and governmental and institutional grants. These include a membership program with over 150 members contributing on a yearly basis and raising about \$80,000 annually for the organization, travel and local tours, and sales of artwork. All programs have increased year over year.

To evaluate our fiscal health, the organization contracts an accountant who meets monthly with the Treasurer and Executive Director. Reports are provided bi-monthly to the board and are open for review at any time.

3. Program 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?

Fountainhead validates its efficacy and shapes future programs by creating monthly reports, conducting in-depth exit interviews and surveys with residency and local artists. A monthly recap report about their time in residence details who they met with, and provides both the team with valuable insights and the artists with contact information for key relationships. Data from interviews captured both qualitatively and quantitatively gather insights regarding Fountainhead's facilities, program components, documentation, and more. The outcome of these interviews is reviewed on a monthly basis by the team; some recommendations are implemented immediately while others are reviewed as part of a strategic planning process. Fountainhead is currently undergoing a review of its strategic plan for the next 24 months of operations.

Post-program progress is captured via a dedicated alumni email database, where artists self-report regarding new exhibitions, awards, and major milestones. This practice additionally allows us to measure the economic impact of our programs, by identifying artists exhibiting and generating revenue for local businesses.

On a bimonthly basis, Fountainhead reviews its fundraising and membership goals, measuring whether targets have been met and identifying communications strategies to generate the desired revenue. Fountainhead utilizes Bloomerang to track and analyze membership revenue year-over-year.

Major donors are called or emailed by Fountainhead's executive director at least three times per year. This creates an open conversation to evaluate our progress. Our Executive Director has an open-door policy and has a reputation for being very accessible, which further facilitates the intimate nature of the organization.

Public participation is assessed by measuring retention among attendees, the number of new attendees, and capturing feedback on-site. Event attendee contact information is captured through Eventbrite, and automatically subscribed to Fountainhead's newsletter.

We generate a monthly report that includes open and click rates, unsubscribe rates, social media follower growth, overall post engagement, and engagement metrics on each individual post. Utilizing this data, Fountainhead assesses the success of its marketing efforts against attendance and fundraising metrics.

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

Fountainhead measures the program's success by tracking engagement, post-residency accomplishments, documenting the practices and findings of artists-in-residence, and tracking the careers of our artists in residence. As discussed, our evaluation mechanisms are such that Fountainhead is constantly refining the program to best serve the artists' needs, and to create programming that serves the local audience. We measure our impact and success by tracking engagement through event attendance, email and social media engagement, and by obtaining ongoing testimonials and feedback about the strengths and weaknesses of our program.

Initiatives like our annual catalog, and photo and film commissions with local artists creates important dialogues and allows Fountainhead and its artists-in-residence to form part of the art historical canon. We will measure our impact both by the execution of this content and their distribution to a large audience in Florida and beyond.

Tracking the career progress of our alumni is another important marker of our program's success. Each time an alumni returns to exhibit in Miami, we reference our monthly reports to confirm whether that connection in fact arose from our program. When their achievements are national or international in nature, we have additional evidence of the value of artist residencies as critical spaces from which artists can grow their careers.

4. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2021

5. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
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1.	Personnel: Administrative	\$132,949	\$137,975	\$137,975
2.	Personnel: Programmatic	\$163,985	\$182,975	\$182,975
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$177,110	\$223,500	\$199,150
5.	Outside Fees and Services: Other	\$34,463	\$55,620	\$52,700
6.	Space Rental, Rent or Mortgage	\$53,560	\$65,000	\$75,000
7.	Travel	\$30,491	\$23,000	\$27,000
8.	Marketing	\$26,035	\$49,000	\$40,000
9.	Remaining Operating Expenses	\$22,617	\$30,909	\$33,779
A.	Total Cash Expenses	\$641,210	\$767,979	\$748,579
B.	In-kind Contributions			
C.	Total Operating Expenses	\$641,210	\$767,979	\$748,579
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$203,260	\$110,000	\$140,000
13.	Private Support: Corporate	\$39,660	\$25,000	\$50,000
14.	Private Support: Foundation	\$202,250	\$265,000	\$240,000
15.	Private Support: Other	\$328,049	\$197,979	\$183,579

16.	Government Support: Federal		\$130,000	\$30,000
17.	Government Support: State/Regional	\$10,936	\$15,000	\$90,000
18.	Government Support: Local/County	\$22,500	\$25,000	\$15,000
19.	Applicant Cash			
D.	Total Cash Income	\$806,655	\$767,979	\$748,579
B.	In-kind Contributions			
E.	Total Operating Income	\$806,655	\$767,979	\$748,579

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."

FH has diverse revenue streams including state and government grants; foundation grants both restricted and unrestricted; individual donations and earned income.

With respect to the excess reserves we are showing in 2021, roughly \$137,000 of contributed income for 2021 was given toward programming to be delivered in 2022 and 2023. In 2022, we received a \$100,000 American Rescue Plan grant from the NEA. Given what we learned from the COVID-19 pandemic, the board has been working to build a 12-month reserve and the remaining surplus has been allotted for cash reserves.

Outside fees and services: Programmatic include fees and honorariums for local and visiting artists, curators, writers, photographers, and filmmakers.

95% of travel expenses are to bring artists to Fountainhead Residency and 100% of rent expenses are programmatic. The rent is paid for the home where the Residency takes place.

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 *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Associate Director	\$27,000	\$27,000	\$0	\$54,000
2	Executive Director	\$7,500	\$7,500	\$0	\$15,000
Totals:		\$34,500	\$34,500	\$0	\$69,000

1.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program Manager	\$22,500	\$22,500	\$0	\$45,000
Totals:		\$22,500	\$22,500	\$0	\$45,000

1.3. Personnel: Technical/Production *

1.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Stipends	\$16,500	\$16,500	\$0	\$33,000
2	Local filmmaker commissions	\$11,000	\$11,000	\$0	\$22,000
3	Local photographer commissions	\$5,500	\$5,500	\$0	\$11,000
Totals:		\$33,000	\$33,000	\$0	\$66,000

1.5. Outside Fees and Services: Other *

1.6. Space Rental (match only) *

1.7. Travel (match only) *

1.8. Marketing *

1.9. Remaining Proposal Expenses *

1.10. Amount of Grant Funding Requested:

\$90,000

1.11. Cash Match:

\$90,000

1.12. In-Kind Match:

1.13. Match Amount:

\$90,000

1.14. Total Project Cost:

\$180,000

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 *

2.2. Revenue: Contracted Services *

2.3. Revenue: Other *

2.4. Private Support: Corporate *

2.5. Private Support: Foundation *

2.6. Private Support: Other *

#	Description	Cash Match	Total	
1	Individual donations + membership	\$90,000	\$90,000	
Totals:		\$0	\$90,000	\$90,000

2.7. Government Support: Federal *

2.8. Government Support: Regional *

2.9. Government Support: Local/County *

2.10. Applicant Cash *

2.11. Total Project Income:

\$180,000

2.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$90,000	\$90,000	50%
B.	Cash Match	\$90,000	\$90,000	50%
	Total Cash	\$180,000	\$180,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$180,000	\$180,000	100%

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)
Fountainhead Residency Substitute W9 State of Florida.pdf	52 [KB]	7/3/2022 2:41:29 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2020 990 Fountainhead Residency.pdf	320 [KB]	5/17/2022 12:16:58 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
FH_2021_YIR.pdf	Fountainhead's 2021 Year in Review	A look at our accomplishments in 2021.	4977 [KB]		View file
FH March_Final_Subtitles_2.mp4	Celebrating Women Artists: March at Fountainhead	Artists Gisela McDaniel, Rachel Stern and Rashayla Marie Brown honor women's experiences with their work. Learn more about their experience at Fountainhead Residency as part of its inaugural residency, Celebrating Women Artists, sponsored by the Carlo and Micol Schejola Foundation. This film is directed by Monica Sorelle, with cinematography by Alexa Caravia.	154617 [KB]		View file
February at Fountainhead.pdf	Fountainhead's monthly newsletter: February 2022	Sent at the beginning of each month, this newsletter introduces the new artists in residence, includes invitations to engage with them at upcoming events, and highlights other ways to engage.	6969 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Alumni News_ Exhibitions, Awards and Press.pdf	Fountainhead's alumni newsletter	Fountainhead highlights our alumni accomplishments and includes information about those that return to exhibit in Miami.	21971 [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 The Fountainhead Residency 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)

Kathryn Mikesell

