

# Gainesville Fine Arts Association, Inc.

**Project Title:** GFAA General Program Support

**Grant Number:** 24.c.ps.105.268

**Date Submitted:** Tuesday, May 31, 2022

**Request Amount:** \$40,000.00

## 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 1

**Discipline:** Visual Arts

**Proposal Title:** GFAA General Program Support

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. Organization Name: Gainesville Fine Arts Association, Inc. 
- b. DBA: GFAA
- c. FEID: 59-1595970
- d. Phone number: 352.538.2045
- e. Principal Address: 1314 S Main St Gainesville, 32601-7921
- f. Mailing Address: 1314 S Main St Gainesville, 32601-7921
- g. Website: Gainesvillefinearts.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Alachua
- k. UEI: MAFNQ4LRGN79
- l. Fiscal Year End Date: 12/31

#### 1. Grant Contact \*

**First Name**

Katy

**Last Name**

Lemle

**Phone** 319.471.6265

**Email** director@gainesvillefinearts.org

#### 2. Additional Contact \*

**First Name**

Michelle

**Last Name**

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#### 3. Authorized Official \*

**First Name**

Susan

**Last Name**

Fulford

**Phone** 352.317.7198

**Email** msusanful@gmail.com

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

##### 4.1. Applicant Status

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Organization - Nonprofit

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##### 4.2. Institution Type

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Gallery/Exhibit Space

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##### 4.3. Applicant Discipline

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Visual Arts

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## 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) \*

For the past year and a half GFAA has been working on a new mission statement, which was approved by the board at the Jan 2022 board meeting. Its new mission and vision are below.

The Gainesville Fine Arts Association's (GFAA) mission is to support the visual arts through exhibitions, workshops and programming for emerging and accomplished artists with a focus on diversity, equity, inclusion and accessibility.

Its vision is to provide inspiration and opportunities for professional growth for artists, and to be recognized as a welcoming and vibrant center for visual art.

### 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.

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GFAA is the premier visual arts non-profit serving Gainesville and the surrounding north-central Florida region. Founded in 1923, it is the oldest continuously operating arts organization in Florida and currently offers its services to over 250 paying members and the surrounding community.

In 2016 it opened the doors to its first permanent gallery space in downtown Gainesville in conjunction with the Community Redevelopment Agency's South Main revitalization project. Since that time its programs, services, and staff have grown significantly.

GFAA's vital presence within the local arts scene through its permanent gallery and meeting space for the past six years has enhanced the cultural offerings of the community. It does so through its robust schedule of exhibits, workshops, and special events. Funding is requested to help support its programming as outlined below.

#### Creative Opportunities

- 11 themed gallery exhibits a year, free and open to public
- Exhibit receptions in conjunction with Artwalk Gainesville - a self-guided art experience on last Friday of every month and first Friday of Dec
- Quarterly member exhibits at outside venues. Includes large health-care facility, 2 restaurants
- Biennial national call to artists through [www.callforentry.org](http://www.callforentry.org)
- 2 judged exhibitions at outside venues. Includes a retirement community and church
- Annual Artist Studio Tour every July - established member-artists open their studios over a weekend for the public to view demonstrations/purchase art
- Shelf rental in our gift shop for members to sell small works
- Friends of Elementary Arts annual art auction

#### Life-long Learning

- Public workshops. 8 scheduled in 2022, our most to date, variety of mediums/topics
- Quarterly member meetings with creative activities and talks by members or outside professionals
- Weekly Open Studio to create and network in the gallery
- Exhibit Artist Meet Ups - open to all, exhibiting artists share work, ask/answer questions, network

#### Community Outreach

- DEIA Committee quarterly meetings to evaluate programming and expand outreach
- Need-based and diversity scholarship program for artist community members
- Federal Work Study program with UF students
- Internship program with Santa Fe College students
- In-kind gallery space usage for community partners such as MusicGNV, Theatre Connect, and UF senior art student exhibits
- Tabling at local events and campuses

#### 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.

#### Creative Opportunities

- **Goal:** Create and support opportunities for visual artists to exhibit their creative works, and to increase access to and promote appreciation of the visual arts throughout the community

#### Life-long Learning

- **Goal:** Create opportunities for artists for life-long learning, networking and mentorship.

#### Community Outreach

- **Goal:** Diversify our membership to include underserved populations and increase membership among students and other young adults.

#### 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"

1. Increase artist exhibition participation by 25% among our members through our gallery offerings, the addition of new outside venues, maintenance of ongoing virtual gallery capability, and holding the 4th biennial national call to artists in 2024.
2. Increase public/patron attendance at exhibits and events by 25% through traditional marketing, social media, and outreach efforts.

#### **Life-long Learning 7/1/23-6/30/24**

1. Increase total workshop attendance by 15% through additional workshops and/or increased awareness via traditional marketing efforts and expanded community outreach efforts.

#### **Community Outreach 7/1/23-6/30/24**

1. Disseminate 20 scholarships - 10 to financially needy and 10 to BIPOC and LGBTQIA+ artist community members
2. Achieve a 25% increase in members representing underserved communities (multi-cultural diversity and/or financial needs) and students.
3. Incorporate 1-2 more inclusive themes into our programming as coordinated by our DEIA & Programming Committees.

### **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.

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#### **Creative Opportunities Activities**

1. Provide themed in-person and virtual exhibitions, free and open to the public throughout the year. See Support Materials 2022-2024 Programming for proposed exhibitions.
2. Host monthly exhibit receptions in conjunction with Artwalk Gainesville.
3. Maintain and develop ongoing exhibit venues and collaborative gallery opportunities throughout the community.
4. Hold biennial national exhibition that offers Gainesville artists the opportunity to participate in nationally competitive shows, and the community to attend such shows.
5. Hold annual Artist Studio Tour

#### **Life-Long Learning Activities**

1. Host public workshops and classes featuring local and nationally recognized artists. See Support Materials for workshop lineup.
2. Host lectures, concerts and participatory events in the gallery that create dynamic discourse about visual arts, the creative process, and the impact of art in our lives and community.
3. Promote networking and mentorship for both emerging and established artists via our weekly Open Studio and exhibit Artist Meet Ups.

#### **Community Outreach Activities**

1. Develop new partnerships and collaborations throughout the community to bring visual arts to a broader, more diverse audience.
2. Conduct membership drives and/or targeted exhibition and program opportunities to reach underserved populations and students.
3. Continue implementing and promoting our scholarship programs targeting both diverse and financially needy artist community members.
4. Maintain our donor-funded Angel Fund for artists who can't afford exhibit fees.
5. Develop exhibit themes from member survey results, community feedback, and DEIA and Programming Committee meetings.

#### **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.

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GFAA partners with many organizations in the community. Some formal agreements exist, many partnerships have been in place for over a decade. Most notable are:

##### **University of Florida (UF)**

GFAA hires Federal Work Study students to help staff gallery, curate/hang exhibits, and assist with promotion. In-kind UF Art student senior shows held in gallery. College of Arts faculty judge exhibitions, give lectures. Collaboration with other UF organizations.

##### **Santa Fe College (SFC)**

Since 2022 internship program with SFC where students help staff the gallery and hang exhibits. Cultural Programs Director and faculty judge exhibits, lead workshops, and provide lectures/critiques.

##### **The Friends of Elementary Arts (FEA)**

GFAA hosts the FEA annual fundraiser which raises money for 2,500 Alachua County elementary students to participate in cultural activities.

##### **Sequential Artist Workshop (SAW)**

In January 2021 we entered a new shared facility lease with SAW in our gallery space. SAW is a grassroots non-profit comics school and creative community, teaching people how to tell stories and make comics.

##### **Twenty Pearls Foundation**

A charitable and educational arm of the Mu Upsilon Omega Chapter of Alpha Kappa Alpha Sorority. Drink sponsors at our 2021 *Umoja* reception, and sponsored a scholarship for one Black artist.

##### **The Repurpose Project**

A non-profit community based effort to divert useful resources from the landfill and redirect these items to the public for art and education. Partners for our 2022 *Future* exhibit where artists used salvaged materials from Repurpose to make art for exhibit.

##### **Writers' Alliance of Gainesville (WAG)**



**Nonprofit exhibit partner where artists and writers provide interpretive responses to their respective work.**

**Theatre Connect for Adults (Shands Arts in Medicine)**

**Provided in-kind space to host free program that brings applied theatre and mental health practitioners together to create a safe space for LGBTQIA+ adults to have fun and connect.**

**MusicGNV**

**A nonprofit supporting Gainesville musicians, we provided in-kind space for music recording.**

**Exhibit Partners**

- **SIMED Health Gainesville**
- **Blue Highway Pizzeria (Micanopy & Town of Tioga)**
- **Oak Hammock Retirement Community at UF**
- **Trinity United Methodist Church**

**Grantors**

- **City of Gainesville (Since 2016)**
- **Alachua County - Visit Gainesville Tourist Development grant (Since 2015)**

**New Sponsors since 2021**

- **Tower Hill Insurance**
- **New donor to Angel Fund**

## 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?**

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35

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

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1,399

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

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2,976

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

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0

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

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0

**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?**

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320

**6.2. Number of Florida artists directly involved?**

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302

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

3296

**7. How many individuals will benefit through media?**

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150,468

**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
- Native Hawaiian or Other Pacific Islander
- White
- Other racial/ethnic group

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

- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

**8.3. Underserved/Distinct Groups: \***

- Individuals below the Poverty Line
- 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.

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The GFAA is located in the City of Gainesville in Alachua County. According to US Census Bureau Quick Facts the demographics of Alachua County are as follows:

- Population Estimates July 1, 2021: 279,238
- Population, Census April 1, 2020: 278,468

#### ***Age***

- Persons under 5 years: 5.1%
- Persons under 18 years: 17.9%
- Persons 65 years and over: 14.6%

#### ***Race & Hispanic Origin***

- White alone: 69.9%
- Black or African American alone: 20.6%
- American Indian and Alaska Native alone: 0.4%
- Asian alone: 6.2%
- Native Hawaiian and Other Pacific Islander alone: 0.1%
- Two or More Races: 2.9%
- Hispanic or Latino: 10.5%
- White alone, not Hispanic or Latino: 60.6%

#### ***Income & Poverty***

- Median Household Income (in 2020 \$s) 2016-2020: \$50,089
- Per capita income in past 12 months (in 2020 \$s) 2016-2020: \$29,821
- Persons in Poverty: 17.2%

Alachua County is also home to the University of Florida (UF) and Santa Fe College (SFC) and their student demographics are as follows:

#### **UF**

- 2021 Fall Cohort Headcount: 61,112

#### ***Race/Ethnicity***

- White: 50.86%
- Hispanic/Latino: 20.85%
- Asian: 8.33%
- Nonresident: 7.31%
- Black or African American: 5.73%
- Two or More Races: 4.16%
- Race/Ethnicity Unknown: 2.58%
- American Indian or Alaska Native: 0.13%
- Native Hawaiian or Other Pacific Islander: 0.06%

#### ***Residency***

- In-state: 75.65%

- Out-of-State: 24.35%

## SFC

- 2020-2021 Unduplicated Headcount Total: 18,271

### *Race/Ethnicity*

- Asian: 787
- Black: 2,496
- Hispanic: 3,903
- Multi-Racial: 776
- Native American: 34
- Native Hawaiian/Pacific Islander: 29
- Unknown/Not Reported: 449
- White: 9,797

## 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.

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For # of opportunities we've included the opportunities for the public to see exhibits held both in our gallery and at our community partners. The above impact #s do not include passive views from community partner exhibits (people walking by), however we discuss total passive views in detail in Proposal Impact section below. Individuals benefiting through media include website visits, social media, and radio ads. Data for print ads unavailable.

As partners with Friends of Elementary Arts, we host an annual fundraiser that covers the cost of bussing 2,500 county elementary school children to cultural events each year. We did not include them in our impact #s since we do not have children's art programming at this time and thought that might be misleading.

GFAA is located in a county that is home to two top higher education institutions: the University of Florida and Santa Fe College. Combined they are home to nearly 80,000 students. This provides GFAA a unique opportunity to target and support the student population, particularly art students and Federal Work Study students.

GFAA also provides a community to which art students can turn toward after graduation when their college support system falls away. This outreach toward young adults will keep GFAA's art offerings relevant and will ensure sustainability.

Our gallery is located in a Qualified Census Tract area, and is located across from an IRS Opportunity Zone. The gallery's location provides a cultural opportunity for surrounding residents to experience art exhibits at no cost to them with the gallery being open Tues-Sat.

Also, given the percentage of minorities in the county, UF, and SFC, and the percentage of county residents living in poverty, GFAA's expanded diversity and accessibility efforts reflect the demographics of the community.

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

Alachua

**12. What counties does your organization serve?**

Alachua

**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.

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Due to COVID-19 closures it became more important than ever to offer virtual programming. In addition, we also recognize that not everyone is able to attend all in person events which is why we have continued hosting the virtual gallery on our website for each exhibit and offering zoom options for member meetings.

- All gallery exhibitions have a virtual gallery on our website, with viewers having the option to purchase art directly from our site. No fee is required for accessing our website, just an internet connection.
- We use both Facebook and Instagram as part of our social media efforts. Anyone with access to the internet can see these postings, and anyone with an account on either of these platforms can see more in-depth views of our posts and engage by liking, leaving comments, and/or sharing.
- We share photos of the exhibit as a whole, photos of individual works of art in our exhibits, calls-to-artist flyers, reception events, upcoming workshops, and other announcements such as community partner events or creative opportunities.
- Most of our social media marketing is organic, but we do pay for marketing traffic as well, which is funded by our Tourist Development grant through Visit Gainesville.

**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.

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GFAA provides emerging and established artists with opportunities for growth, visibility and sales that otherwise do not exist in our community. In doing so, we saturate the community with public opportunities to appreciate the rich and varied talents of our regional artists.

GFAA will hold 11 themed month-long exhibitions with receptions, rotating ongoing exhibitions in 3-5 community locations, 2-3 collaborative exhibitions with long-standing partners, weekend-long Studio Tour, 6-8 workshops, and a weekly Open Studio. Aside from workshops and Open

**Studio, all events are open to the public and free to attend.**

**According to the Arts and Economic Prosperity 5 Calculator, GFAA has a total economic impact of \$292,502 in Alachua County, supporting 10 FTE jobs and provides \$207,657 in resident household income, \$11,839 in local government revenue, and \$17,104 in state government revenue.**

#### **Community Partnerships Supporting Artists:**

**Provide opportunities for GFAA member artists to increase their visibility and sales. Major community exhibit partners include:**

- **Quarterly exhibits at SIMEDHealth. SIMED reports about 1,500 patients per day, totaling 390,000 visitors per year (260 days x 1500)**
- **Featured artist quarterly exhibits at two Blue Highway Pizzeria locations. An estimated 15,000 visitors combined throughout year.**
- **Annual juried show at Trinity United Methodist Church. Over 3,500 members and visitors view the exhibit.**
- **Annual exhibit at Oak Hammock at the University of Florida, a retirement community. Approximately 800-1000 unique views per exhibit with many repeat visitors, residents, and staff.**

#### **Other Economic Impact to Artists:**

- **The GFAA Gallery is open for retail sales 5 days/week and brought in \$11,940 in 2021 up from \$4,768 in 2020 and \$9,146 in 2019.**
- **We distribute at least \$3,000 in awards per year to artists, plus an additional \$4,000 in years with national shows.**
- **Last year we expanded the size of our gift shop which features small works by member artists. Members can rent a shelf for a 3 month period for their work. No commission is taken, just any credit card processing fees on sales.**
- **Studio Tour: This annual weekend-long event provides one of the best sales opportunities for our established artists who reported over \$31,000 in sales, not including commissions received after the tour. This is up from over \$10,000 in sales in 2019, no tour in 2020. Many out of county visitors. Artists report important new patron relationships and repeat sales.**

#### **Economic Impact to Students:**

- **GFAA hires Federal Work Study students to help staff the gallery and hang exhibits, providing them with unique skills and learning opportunities, leveraging a 3:1 match in federal funds to employ these students. In 2021 we leveraged \$3,000, down from \$13,500 in 2019 due to impacts from COVID-19 closures and reduced applicants.**
- **This year we started an internship program with Santa Fe College, recruiting students to help hang exhibits and staff the gallery. The professional development and hands-on experience they receive in a working gallery helps strengthen their resumes.**
- **We provide in-kind gallery space to senior UF art students for their required art shows every spring.**
- **2022 marked our 7th annual collaboration with Friends of Elementary Arts which raises \$5,000 or more to support the cost of bussing 2,500 Alachua County elementary students to cultural events.**
- **In 2021 we were the client for a UF Public Relations class where they help them with any issues the client needs. They helped us administer our biannual member survey and compiled a report for us on member relations, fundraising, and branding.**

**Economic Impact to Art Educators and Faculty:**

- Each year we contract with art faculty member to judge our exhibits and/or guest curate shows for approximately \$800 in expenditures.
- Our workshops feature regionally and nationally recognized artist-instructors providing over \$4,000 in artist honorariums and expenses.

**Economic Impact to Underserved Communities:**

- Our diversity and financial needs scholarships targeting BIPOC, LGBTQIA+, and financially needy artist community members provides awardees a one-year membership valued at \$50, and exhibit fee waivers valued at \$30 for each in-person exhibit and \$10 for any outside venues they participate in.

**15. Marketing and Promotion**

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

- Collaborations
- Email Marketing
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media

**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?

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GFAA's primary target audience includes anyone who has an interest in and love of art. We employ a number of marketing strategies to engage both artists and the general public.

Our advertising and marketing expenses are funded in part by a Visit Gainesville (tourist development) reimbursement grant from Alachua County.

**Collaborative/In-Kind**

As a limited-resource nonprofit, we utilize volunteers, and inexpensive and in-kind services for much of our outreach. We run radio ads through NPR affiliate WUFT-FM which serves 19 counties in the North Central Florida area. We place 10 to 15 spots during the week leading up to our opening receptions during Artwalk, and two weeks leading up to the annual Studio Tour. For every ad we place we receive a 30-second Public Service Announcement (PSA), garnering \$750/month in in-kind PSAs.

We regularly utilize collaborative advertising, such as the monthly Artwalk brochure/map, the City of Gainesville's 352 Arts calendar, and the Visit Gainesville calendar.

Print



**GFAA runs regular print ads in the Gainesville Sun newspaper, Our Town Magazine (a local publication), and the Villages Daily Sun (newspaper in the Villages, located in central Florida, Sumter County).**

**In addition, rack cards, postcards, and flyers are designed in house and printed locally for public distribution.**

#### **Website**

**GFAA's website features upcoming events, calls-to-artist, outside creative opportunities in the community, and general information about GFAA membership and support. We continue to showcase a virtual gallery of all gallery exhibits, where patrons have the option to see and purchase the art. [www.gainesvillefinearts.org](http://www.gainesvillefinearts.org)**

#### **Social Media**

**Facebook (FB) and Instagram (IG) are where we primarily focus our social media presence, which is in line with our goal of recruiting a younger audience.**

**Our FB page has about 3,200 followers. FB events are created for all GFAA receptions, exhibits, and public events. Call-to-artist flyers are regularly posted, along with photos of exhibit art work, award winners, workshop announcements, and special events. Occasionally we will go live during receptions to highlight the award winners.**

**Our IG account has over 1,300 followers. Given its visual centric nature we primarily post art from the latest exhibits. We also share call-to-artist flyers and special announcements. This platform enables us to reach an international audience, drawing in new and younger viewers, and potential artists and patrons.**

#### **Email Marketing**

**We have two target audiences in our email campaigns:**

- GFAA Members (past and present) with over 400 subscribers. Members receive a newsletter at least once a week updating them on the latest call-to-artists, deadlines, receptions, workshops, outside opportunities, and special announcements.**
- General Public with over 4,000 subscribers. This includes visitors to the gallery, along with other outside exhibits and festivals where people have signed up to be on our email list. This list receives a newsletter in the week leading up to all public receptions, exhibit openings, and special events.**

#### **Expanding Reach**

**GFAA's goal to diversify its membership and reach involves outreach to the underserved and college student populations in our community.**

**Our DEIA Committee meets quarterly to ensure DEIA is incorporated into all aspects of our organization, including outreach and programming. During its April 2022 meeting they came up with the idea to post flyers at salons/barbershops, churches, and in alternate publications. Logistics are being worked out at time of writing.**

**We're offering more inclusive exhibit opportunities, especially to groups that have been historically underrepresented in the art world. Last year we partnered with the Alachua County Community Remembrance Project (ACCRP) for the Umoja exhibit, celebrating Black**

**artists born/living in Alachua County. It was one of our most highly attended exhibitions last year. In 2023 we plan to have an exhibit/membership drive targeting BIPOC artists in our community.**

**To expand our student reach we started an internship program this year with Santa Fe College, where students gain hands on experience working in a gallery setting. We still maintain our Federal Work Study program with UF and have since 2016.**

## 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](https://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility). We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

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The GFAA Gallery was remodeled in 2015 and meets all necessary building requirements for accessibility standards, including a bathroom with wheelchair access. There is a handicapped parking space conveniently located near the front door and the facility is single-story on the ground floor with entryways wide enough for a wheelchair.

We display the wheelchair accessibility symbol on all marketing materials and website. We also ensure that information on our promotional materials and website are presented in clean, easy-to-read formats - less text and larger, cleaner fonts to accommodate our many older members who are better served by easier to read communications.

With the exception of workshops which have a tuition, all GFAA public events are accessible to all as they are free and open to the public. However, we are committed to removing any financial barriers to membership and exhibition participation for diverse and financially needy artist community members through our scholarships targeting these demographics. Since 2021 we've awarded 41 scholarships to artists, which covers one year of GFAA membership and all exhibition fees.

We also have an angel donor fund available for any artist wanting to exhibit in one of our shows who doesn't have the financial means to do so at that time. All they have to do is send an email and a code is given for them to enter when applying for exhibits.

Our diversity and financial needs scholarship program, our angel donor fund, and our outreach to underserved community members and art students with no-fee exhibits have improved GFAA's accessibility for a more diverse group of artists from underserved communities.

### 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?**

Katy Lemle

**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? 5/1/2021**

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

Yes

No

**5.1. If yes include here. (500 characters)**

At GFAA, we foster a diverse, inclusive, and equitable workplace where all stakeholders, members, employees and volunteers, patrons and sponsors, colleagues and friends feel valued and respected; whatever their gender, race, religion, ethnicity, national origin, age, sexual orientation or identity, education or disability.

In allegiance with our Mission, we are committed to a non-discriminatory approach and provide equal opportunity for recognition, participation, employment and advancement in all of our departments, programs, and worksites.

Full DEIA statement can be found in support materials.

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

As GFAA approaches its 100th year in 2023 its focus has shifted to creating a more diverse and inclusive organization for all of our community members. This includes:

- The creation of a Diversity, Equity, Inclusion & Access (DEIA) Committee in 2021, which meets quarterly (in-person plus zoom option) and is open to all members to attend.
- Bringing DEIA into all aspects of operations, not just limiting to the DEIA Committee.
- Diversity workshops with board members to develop cultural competence and open communication about such subjects. These workshops are led by Dr. Porchia Moore, GFAA board member, Critical Race Scholar, and Chair/Professor of Museum Studies at UF, who is

an expert in developing and intentionally communicating cultural competence within art organizations.

- Hold DEIA Connection events during member meetings where artists engage in a speed-dating style activity, answering questions based on DEIA followed by an informal discussion facilitated by Dr. Porchia Moore.
- Establishing and disseminating scholarships to both BIPOC and LGBTQIA+, and financially needy artist community members. See DEIA support materials for more details.
- Hosting gallery exhibits for historically underrepresented populations, e.g. our 2021 Umoja exhibit in partnership with the Alachua County Community Remembrance Project, celebrating Black artists born/living in Alachua County.
- Using the gallery space to bring awareness to marginalized communities, e.g. talks have started with the Real Rosewood Foundation to collaborate on an exhibit in our gallery in 2023 to commemorate the Rosewood Massacre which occurred the same year as our founding in 1923 just 50 miles outside of Gainesville.
- Changing bathroom signage from gendered to "all gendered restrooms" with brail on the signs. See Pics & Video in support materials.

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

Part of GFAA's diversity efforts have been to recruit more diverse board members. In 2020 we utilized the Community Foundation of North Central Florida's (CFNCF) Board Connect platform. This platform connects nonprofits with individuals who have been trained through The Board Academy and match their interests. Through this process and our commitment to diversity our board has grown more diverse in age (more younger folks than prior years) and ethnic/racial background (2 Black females and 1 Latina).

One of our board members, Dr. Porchia Moore, has an extensive background in cultural competency in the art world. She is co-creator of the Visitors of Color Project, co-director of the Inluseum, Chair/Professor of Museum Studies at UF, and has advised numerous art museums on the subjects of DEIA. Since being on the board she has helped us develop greater cultural competency in all areas of the organization.

Over the years our UF Federal Work Study (FWS) students have been diverse representing different countries, ethnic/racial backgrounds, and the LGBTQIA+ community. The intern program with SFC has also brought in more diverse students. We currently have 2 students (1 FWS, 1 intern) for the summer semester.

# 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.

---

GFAA was founded in 1923 and is the oldest continuously operating arts organization in Florida, nearing its 100th year.

In the early years, GFAA presented art lectures and brought exhibits to the city. Continuing through the war years and the growth of the 1950s, painting classes for all ages, sidewalk art shows, art jamborees and auctions, and children's exhibits were added to its roster of offerings. The first newsletter was mailed in 1963.

In 1973 it was rechartered by the State of Florida, and in 1978 it was granted federal 501(c)(3) status. In 1979 the Member's show was held in the Historic Thomas Center downtown, and monthly meetings were held in the Spanish Court of the Thomas Center.

In 1985 the first Outdoor Autumn Show was hosted at Thornebrook Village, and the first Summer Showcase exhibit was held in the Thomas Center's main gallery.

In January 2016, after 93 years, GFAA finally opened the doors to its first permanent gallery space on South Main Street in downtown Gainesville. This happened in conjunction with the Community Redevelopment Agency's South Main revitalization project, aka Gainesville's SoMa District.

Since 2016 programs, services and staff have grown significantly. Having a physical gallery space has allowed us to

- hold opening receptions for gallery exhibits in conjunction with monthly Artwalk Gainesville
- hire Federal Work Study students from UF to help staff the gallery
- recruit interns from SFC to help hang exhibits
- hold special events with partner organizations in the gallery (e.g. MusicGNV, Friends of Elementary Arts)
- increase workshop offerings
- host UF senior art student shows in our gallery, providing in-kind gallery space to graduating art students

In 2017 we hired our first full-time employee, a Gallery Manager, and have since upgraded this position to Executive Director, who oversees most areas of our operations.

Also in 2017 we started our first annual Artist Studio Tour, a weekend-long event that allows the general public to visit the working studios of established artists throughout the Alachua County area at no cost to them, drawing in many visitors from outside the area.

In 2018 we curated our first biennial National Call to Artists using the online CaFE system for applications and jurying, which expanded our reach beyond the community.

Concomitantly, our budget has also grown to include rent, utilities, personnel costs, and increased marketing and promotion.

## **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.

---

GFAA has seen strong growth since the pandemic of 2020. We have seen a marked increase in the in-person attendance of our gallery and events. We project much of this activity to lead to an increase in our membership which is also seeing steady recovery since the downturn experienced in 2020 and into 2021.

We are using this momentum to modernize our organization. There are currently plans to update our website to improve our online presence and expand our community outreach. We have already started this modernization with a recent update of our membership software that will improve our member management and communication.

We are also working on expanding the programs that we offer to the community which includes providing a scholarship fund that allows low-income artists to receive memberships and submit their work to the exhibitions at no cost to them.

We are increasing our outreach and collaborations with other arts organizations, making the gallery available for additional community activities. Due to this increase in programs and growth, we anticipate hiring a production/administrative assistant to support our gallery director.

GFAA is also turning 100 years old in 2023 and we are planning an event to celebrate our centenary. This event will be the perfect opportunity to expand our local outreach, share the history of our organization, and exhibit our future goals.

## **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?

---

Evaluation of successful implementation of the goals and objectives set forth will include both qualitative and quantitative measures.

At the time of submission we now have a new account with Association Sphere, a member and donor management system made for nonprofits like GFAA. It has many tools to track member insights, sign ups, partnerships/donors, volunteer hours and attendance numbers. There is still more to learn and implement, but this software will streamline operations providing a sophisticated tool for evaluating our programming.

Until this system is fully up and running we will continue using current evaluation methods as outlined below.

## Quantitative Measures

- A clicker used by gallery staff to count attendees at public gallery events. These numbers are recorded in a Google Sheet by the Executive Director.
- Guestbook at gallery to evaluate public engagement and attendance.
- Artist exhibit participation via sign ups in Square Register and Google Form. Artist participation numbers are recorded in a Google Sheet for every exhibit.
- Number of applications for workshops and outside exhibits.
- Scholarship applications via Google Forms and number of student memberships to evaluate diversification
- Google analytics, website traffic, and social media stats for virtual engagement
- Records of sustained and new partnerships

## Qualitative Measures

- A biannual member survey, plus member feedback received outside survey period, to evaluate member satisfaction and tailor programming.
- Workshop satisfaction survey at the end of every workshop.
- Quarterly meetings of DEIA & Programming Committees to evaluate past programming, formulate new programming, and ensure inclusivity throughout programming and operations.

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

#### Creative Opportunities

##### 1. Increase artist exhibition participation by 25%

- In 2021 we averaged 30 participating artists per exhibit over 14 different exhibits, one of which includes the UF senior art student exhibit with 13 exhibiting students. Across the other 13 exhibits artist participation ranged as low as 20 to as high as 65.
- A 25% increase would be an average of 8 additional artists participating in our exhibits.

##### 2. Increase public/patron attendance at exhibits and events by 25%

- In 2021 we averaged approximately 250 attendees per exhibit over 14 different exhibits. Across the 14 exhibits attendance ranged from as low as 197 to as high as 523.
- A 25% increase would be an average of 63 additional attendees per exhibit.

#### Life-long Learning

##### 1. Increase total workshop attendance by 15%

- In 2021 we reported a total of 74 attendees at 5 different workshops, averaging 15 attendees/workshop.
- A 15% increase would be about 11-12 total additional attendees.

#### Community Outreach

1. Award 20 scholarships - 10 to financially needy and 10 to BIPOC and LGBTQIA+ artist community members



- In 2021 we awarded 17 total scholarships - 7 financially needy and 10 BIPOC/LGBTQIA+ scholarships were awarded.
  - We have funding for 20 scholarships, which does not include outside sponsored scholarships.
2. Achieve a 25% increase in members representing underserved communities and students
- In 2021 we had 18 student members, and approximately 30 members from underserved communities
  - A 25% increase would be approximately 12 additional artists from underserved and/or student populations.
3. Incorporate 1-2 more inclusive themes into our programming as coordinated by our DEIA Programming Committees
- This is more of a qualitative measure of success based on feedback from members and the community, along with self-evaluation from DEIA and Programming Committees.
  - Inclusive themes look like exhibits focused specifically on historically underrepresented artists, for example in 2021 we held the Umoja exhibit specifically for Black artists born or living in Alachua County.
  - Or using our front gallery to highlight marginalized communities, for example in 2023 we plan to partner with the Real Rosewood Foundation to commemorate the 100th anniversary of the Rosewood Massacre, which occurred just 50 miles away in the same year as our founding.

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
1. Personnel: Administrative	\$7,503	\$8,142	\$8,409
2. Personnel: Programmatic	\$42,514	\$46,138	\$47,648
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$6,986	\$10,300	\$8,800
5. Outside Fees and Services: Other	\$11,782	\$10,000	\$11,400
6. Space Rental, Rent or Mortgage	\$45,088	\$44,477	\$45,860
7. Travel			

<b>8. Marketing</b>	<b>\$22,133</b>	<b>\$23,500</b>	<b>\$25,000</b>
<b>9. Remaining Operating Expenses</b>	<b>\$22,743</b>	<b>\$30,290</b>	<b>\$29,660</b>
<b>A. Total Cash Expenses</b>	<b>\$158,749</b>	<b>\$172,847</b>	<b>\$176,777</b>
<b>B. In-kind Contributions</b>	<b>\$19,325</b>	<b>\$19,205</b>	<b>\$19,642</b>
<b>C. Total Operating Expenses</b>	<b>\$178,074</b>	<b>\$192,052</b>	<b>\$196,419</b>
<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>10. Revenue: Admissions</b>	<b>\$33,354</b>	<b>\$35,000</b>	<b>\$36,027</b>
<b>11. Revenue: Contracted Services</b>			
<b>12. Revenue: Other</b>	<b>\$11,940</b>	<b>\$12,000</b>	<b>\$13,000</b>
<b>13. Private Support: Corporate</b>	<b>\$16,800</b>	<b>\$17,000</b>	<b>\$17,300</b>
<b>14. Private Support: Foundation</b>			
<b>15. Private Support: Other</b>	<b>\$35,541</b>	<b>\$37,447</b>	<b>\$37,050</b>
<b>16. Government Support: Federal</b>			
<b>17. Government Support: State/Regional</b>	<b>\$18,731</b>	<b>\$25,000</b>	<b>\$27,000</b>
<b>18. Government Support: Local/County</b>	<b>\$57,559</b>	<b>\$46,400</b>	<b>\$46,400</b>
<b>19. Applicant Cash</b>			
<b>D. Total Cash Income</b>	<b>\$173,925</b>	<b>\$172,847</b>	<b>\$176,777</b>
<b>B. In-kind Contributions</b>	<b>\$19,325</b>	<b>\$19,205</b>	<b>\$19,642</b>
<b>E. Total Operating Income</b>	<b>\$193,250</b>	<b>\$192,052</b>	<b>\$196,419</b>

## 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."

---

- Our one full-time salaried employee received a raise between the previous and current FY so there is an increase in personnel expenses. We also anticipate hiring an additional production administrative assistant to help with operations.
- Outside Fees and Services: Other expenses in previous FY had a higher balance than the current and next FY due to construction expenses related to a one-time gallery redesign.
- Increase in Outside Fees and Services: Other expenses for the next FY due to a projected increase in IT expenses for planned website redesign to modernize online presence.
- Rent expenses higher due to change in building lease partner in 2021, and subsequent loss of rent subsidy from the previous partner.
- Increase in marketing activity is supported by the increase of awards received by the Alachua County Visit Gainesville grant.
- There was an increase in the revenue figures from a local/county source in 2021 due to holdover funds from 2020 received in the 2021 fiscal year.
- Increase in expenses and revenue for current FY due to biennial national exhibit awards and intake fees.

## 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](http://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	Gallery and Operations Director	\$4,800	\$2,400	\$0	\$7,200
<b>Totals:</b>		<b>\$4,800</b>	<b>\$2,400</b>	<b>\$0</b>	<b>\$7,200</b>

### 1.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Gallery and Operations Director	\$27,200	\$13,600	\$0	\$40,800
<b>Totals:</b>		<b>\$27,200</b>	<b>\$13,600</b>	<b>\$0</b>	<b>\$40,800</b>

### 1.3. Personnel: Technical/Production \*

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Workshop Instructors	\$2,000	\$1,000	\$0	\$3,000
<b>Totals:</b>		<b>\$3,000</b>	<b>\$1,500</b>	<b>\$0</b>	<b>\$4,500</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Guest Curators or Studio Co-Director	\$1,000	\$500	\$0	\$1,500
<b>Totals:</b>		<b>\$3,000</b>	<b>\$1,500</b>	<b>\$0</b>	<b>\$4,500</b>

**1.5. Outside Fees and Services: Other \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Production Administrative Assistant	\$5,000	\$2,500	\$0	\$7,500
<b>Totals:</b>		<b>\$5,000</b>	<b>\$2,500</b>	<b>\$0</b>	<b>\$7,500</b>

**1.6. Space Rental (match only) \***

#	Description	Cash Match	In-Kind Match	Total
1	Gallery Rental	\$5,000	\$0	\$5,000
<b>Totals:</b>		<b>\$5,000</b>	<b>\$0</b>	<b>\$5,000</b>

**1.7. Travel (match only) \***

**1.8. Marketing \***

**1.9. Remaining Proposal Expenses \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Volunteer Hours	\$0	\$0	\$15,000	\$15,000
<b>Totals:</b>		<b>\$0</b>	<b>\$0</b>	<b>\$15,000</b>	<b>\$15,000</b>

**1.10. Amount of Grant Funding Requested:**

**\$40,000**

**1.11. Cash Match:**

**\$25,000**

**1.12. In-Kind Match:**

**\$15,000**

**1.13. Match Amount:**

\$40,000

**1.14. Total Project Cost:**

\$80,000

**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 \***

#	Description	Cash Match	Total	
1	Exhibition Fees, Workshop Fees & Membership	\$25,000	\$25,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$25,000</b>	<b>\$25,000</b>

**2.2. Revenue: Contracted Services \***

**2.3. Revenue: Other \***

**2.4. Private Support: Corporate \***

**2.5. Private Support: Foundation \***

**2.6. Private Support: Other \***

**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:**

\$80,000

**2.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	50%
B.	Cash Match	\$25,000	\$25,000	31%
	<b>Total Cash</b>	<b>\$65,000</b>	<b>\$65,000</b>	<b>81%</b>
C.	In-Kind	\$15,000	\$15,000	19%
	<b>Total Proposal Budget</b>	<b>\$80,000</b>	<b>\$80,000</b>	<b>100%</b>

### 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 would also like to make a note that in-kind contributions is projected to be much higher than what is outlined in the proposal budget with a total of approximately \$30,000 in-kind through a valuation of volunteer hours.



# 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)
GFAA_substitute_W9_2022.pdf	33 [KB]	5/19/2022 2:37:43 PM	<a href="#">View file</a>

### 1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
Form 990 GFAA 2021 - Archive Copy.pdf	57 [KB]	5/19/2022 2:38:30 PM	<a href="#">View file</a>

## 2. Support materials (required)\*

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>2022-2024Programming_GFAA.pdf</b>	<b>GFAA Programming 2022-2024</b>	<b>Scheduled and tentative gallery exhibit programming for 2022-2024</b>	<b>229 [KB]</b>		<b>View file</b>
<b>DEIAStatement_Scholarships_GFAA.pdf</b>	<b>DEIA Statement &amp; Scholarship</b>	<b>Full DEIA statement and details of our DEIA scholarship program</b>	<b>139 [KB]</b>		<b>View file</b>
<b>2022BoardMembers_GFAA.pdf</b>	<b>Board of Directors</b>	<b>2022 Board of Directors roster, with roles and affiliations</b>	<b>48 [KB]</b>		<b>View file</b>
<b>OrganizationalStructure_GFAA.pdf</b>	<b>Organizational Structure</b>	<b>Chart outlining GFAA's reporting structure, with paid and unpaid positions</b>	<b>1852 [KB]</b>		<b>View file</b>
<b>2022LettersOfSupport_GFAA.pdf</b>	<b>Letters of Support</b>	<b>Letters from community partners and members</b>	<b>438 [KB]</b>		<b>View file</b>

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>2022GFAA_Pics.pdf</b>	<b>Gallery Pics &amp; Video</b>	<b>Pictures showing gallery exhibits, the building inside and out, community partners, and accessibility signage, plus link to video created by WUFT-TV showcasing the gallery and its mission</b>	<b>8777 [KB]</b>		<b>View file</b>
<b>VirtualAnalytics_GFAA2021.pdf</b>	<b>Virtual Analytics</b>	<b>2021 Analytics for Facebook, Instagram, and GFAA website</b>	<b>516 [KB]</b>		<b>View file</b>
<b>SocialMedia_GFAA.pdf</b>	<b>Social Media</b>	<b>Screenshots showing social media posts and engagement on Facebook &amp; Instagram</b>	<b>6827 [KB]</b>		<b>View file</b>
<b>Workshops2021-2023_GFAA.pdf</b>	<b>Workshop Schedule 2021-2023</b>	<b>Details on past and scheduled workshop, plus flyers</b>	<b>13588 [KB]</b>		<b>View file</b>
<b>Flyers_GFAA.pdf</b>	<b>Flyers</b>	<b>Sample flyers with sponsor acknowledgment for receptions, student call to artists, scholarships, and public call to artists</b>	<b>5383 [KB]</b>		<b>View file</b>

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](https://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 Gainesville Fine Arts Association, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

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

Michelle Nagri

