

# Springtime Tallahassee Festival, Inc.

**Project Title:** Springtime Tallahassee 2024

**Grant Number:** 24.c.pr.180.321

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

**Request Amount:** \$25,000.00

## A. Cover Page Page 1 of 12

### Guidelines

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

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** N/A

**Discipline:** Sponsor/Presenter

**Proposal Title:** Springtime Tallahassee 2024

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

### Applicant Information

- a. Organization Name: Springtime Tallahassee Festival, Inc. 
- b. DBA:
- c. FEID: 47-5306581
- d. Phone number: 850.583.9613
- e. Principal Address: 114 E 5th Ave, Ste B Tallahassee, 32303
- f. Mailing Address: 114 E 5th Ave, Ste B Tallahassee, 32303
- g. Website: [www.springtimetallahassee.com](http://www.springtimetallahassee.com)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Historical Organization
- j. County: Leon
- k. UEI: CJCXA2U1LJA3
- l. Fiscal Year End Date: 06/30

#### 1. Grant Contact \*

**First Name**

Blake

**Last Name**

Moore

**Phone** 850.893.9613

**Email** [director@springtimetallahassee.com](mailto:director@springtimetallahassee.com)

#### 2. Additional Contact \*

**First Name**

Blake

**Last Name**

Moore

**Phone** 850.893.9613

**Email** [director@springtimetallahassee.com](mailto:director@springtimetallahassee.com)

#### 3. Authorized Official \*

**First Name**

**Blake**

**Last Name**

**Moore**

**Phone** 850.893.9613

**Email** director@springtimetallahassee.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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**Fair/Festival**

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##### **4.3. Applicant Discipline**

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**Multidisciplinary**

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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) \*

Springtime Tallahassee is a civic organization dedicated to the promotion and preservation of our capital's history through the production of an annual community festival.

### 2. Project Description - (2000 characters)

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

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Springtime Tallahassee Festival proposes the 56th annual festival to take place in the spring of 2024. Spring is a beautiful season in Tallahassee and was the inspiration for the first event in 1968 to showcase all that Tallahassee had to offer when discussions were being had to move the Capital to central Florida. Showcasing and promoting our city has continued to be our mission and focus as a free two-day community event consisting of a Friday night Music Festival, followed by a Saturday morning Grand Parade and a full-day Jubilee in the Park.

The Music Festival features nationally known talent as well as local talent performing in an outdoor concert setting on Kleman Plaza. This setting offers ease of access, parking and room for over 9,000 attendees. Food and concessions are offered to attendees.

The Grand Parade features over 100 floats, marching bands and performers on a 2-mile stretch of Monroe St in downtown Tallahassee. Participants come from all over the southeast to display their artful floats and talented performances. The average attendance for the parade is around 70,000.

In the near vicinity of the parade is a full day of Jubilee in the Park. This takes place in a seven-block area including the Chair of Parks in downtown Tallahassee. The area is filled with arts and craft vendors, food vendors, entertainment, and a Children's Park featuring educational and interactive activities. The average attendance of the Jubilee in the Park is estimated at 150,000.

The Springtime Tallahassee Festival has become a staple in our community and has been awarded as one of the top 20 festivals in the southeast by Southeast Tourism Society and voted Best Community event for many years by the readers of Tallahassee Magazine.

#### 2.1. Project Goals (2000 characters)

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

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

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

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**Goal #1 : Showcase artistic talent along with the culture and beauty of Tallahassee**

**Goal #2 : Enhance the Tallahassee community by generating an economic boost for area businesses, hotels and restaurants**

**Goal #3: Increase the length of time visitors stay in Tallahassee's hotels, positively impacting bed tax revenues**

## **2.2. Project Objectives (2000 characters)**

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

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

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

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**#1 : Produce a festival in historic downtown Tallahassee in the spring season and attract over 100,000 locals and visitors to experience history, arts and culture in a beautiful setting.**

**The attendance of each event is measured using attendance trackers, scheduled area photos, and hotel occupancy reports. The quality of the festival arts and performances is measured via data from vendor and parade applications and crowd surveys. Arts and Craft vendors must follow specific criteria to be eligible, and there is a Quality Assurance team that monitors the booths during the event. Parade entries also must have their entries approved through the criteria set, and the Parade Chair confirms the quality of each entry at the Parade Staging area. Jubilee stage performances must submit a sample video of their performance with their application in order to be approved for these stages.**

**#2 : The attendance and economic impact are measured through a study of our festival performed by Downs & St. Germain Research, in addition to using attendance trackers, scheduled area photos, and hotel occupancy reports. The free and accessible event provides opportunities for the local businesses to be involved and for the community to enjoy culture, arts, and entertainment at no cost. Being able to continue to offer a free event is measured by the organization's adherence to the festival budget for sustainability. Making sure that the event is something everyone can enjoy is measured by the accessibility of each event and survey results.**

**Produce a two-day festival that is free, accessible, and open to the public, and that generates a local economic impact of greater than \$4 million.**

**#3 : Encourage our out of town visiting festival krewe guests to stay the entirety of the weekend by offering additional activities before and after the two-day festival. Increase the number of out of town vendors which would require additional overnight stays.**

## **2.3. Project Activities (2000 characters)**

**Please list the project or program activities.**

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

**Sample Activities: Work with local arts and tourism organizations to promote art shows.**

**Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.**

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**#1 : Secure popular, nationally known, and local musicians for the Music Festival. 2. Secure local musicians and performing groups for two stages in the Jubilee. 3. Secure high quality and a good variety of arts and crafts vendors and parade entries by screening them via an application process. 4. Engage volunteers in a Quality Assurance team to monitor the vendors' booths during the events. 5. Activate a marketing plan which targets locals as well as people living outside Tallahassee 6. Continue in the tradition of having the Springtime Tallahassee Krewes build parade floats representing Florida's historical eras.**

**#2 : 1. Include a Children's Park in the Jubilee to allow activities and attractions that appeal to younger ages. 2. Secure relationships with area businesses and promote them through signage and media. 3. Secure grants and sponsorships to cover the expenses. 4. Engage local bands and performers for the Jubilee stages to promote the local talent. 5. Maintain control of expenses via monthly analysis of the festival's budget. 6. Promote the festival through use of social media, radio, TV, digital media, publications, and through other festivals. 7. Partner with local organizations that can offer assistance in making the festival more accessible. 8. Provide an Accessible Viewing Area for the Grand Parade. 9. Secure areas close to the Jubilee and Grand Parade for Disabled Parking. 10. Evaluate the festival and document areas for improvement in the month following by obtaining feedback from sponsor surveys, vendor surveys, the economic impact report from the Downs & St. Germain Research team, and social media responses.**

**#3 : Offer additional events over the 4 day window (Thur-Sun) to encourage out of town guests to come earlier and stay longer. Examples of past additional events include : FSU Stadium tour on Friday afternoon, Poolside Brunch on Sunday morning, etc. Expand our reach by advertising on additional vendor listing websites to draw in vendors from a greater distance which would require an overnight stay.**

#### **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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**Springtime Tallahassee Festival works in partnership with the City of Tallahassee Parks and Recreation Department, City of Tallahassee Police Department, Leon County Sheriff's Office, Downtown Improvement Authority, and other city agencies for security, traffic control, site planning, safety and festival logistics. A grant agreement is applied for and executed every two years for these in-kind services. This allows us to provide a safe and organized event that is congruent with the city and county policies.**

**The festival partners with Visit Tallahassee (Leon County's destination marketing organization) via an annual grant, and they use their resources to promote the event across the southeast. Additional marketing partnerships are obtained through sponsorship agreements with Tallahassee Magazine and a regional television and radio station for the promotion of the event. This bolsters marketing efforts and increases our reach.**

**In addition to partnerships, Springtime Tallahassee Festival secures sponsorships with over 25 area businesses, hotels, restaurants, vendors and media outlets. Sponsorships include both monetary support and in-kind services. In return, we include them in robust promotions for the festival weekend and the remainder of the calendar year. Signed sponsorship agreements include the responsibilities of both the sponsor and the festival.**

**We collaborate with the local universities to provide internship opportunities in the marketing and hospitality departments. Our intern program offers hands-on experience and training in event planning and the interns receive course credit for their work. This gives us extra staff support during our busiest season and helps us with ideas to engage the younger population in our event.**

**We have collaborated with Ability 1<sup>st</sup>, Honor Flight, Florida Disabled Outdoors Association and community individuals for guidance on accessibility improvements. We continue to add to this process.**

**Finally, we collaborate with many local groups, such as high school student service organizations, sororities, nonprofits and our Springtime Tallahassee membership to provide volunteers for the event. Our volunteers are vital to the production of this festival.**



## 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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3

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

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3

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

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85,000

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

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175

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

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30,000

**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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75

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

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45

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

115250

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

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0

**8. Proposed Beneficiaries of Project**

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

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

No specific racial/ethnic group

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

Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

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

No specific 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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Leon County, Florida

Population: approximately 292,000

Poverty Rate: approximately 17.6%

Median Age: approximately 31

Median Household Income: approximately \$54,675

Race: approximately 56% white, 32% black or African American, 3% Asian, 7% Hispanic or Latino, 2% other

The transition of students of two universities and a community college cause the population to fluctuate during the year.

**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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According to results from the Downs & St. Germain research study of our 2019 festival (our 2020 festival was canceled due to COVID-19 pandemic; 2021 was a modified event due to COVID-19; and 2022 impact information has not been released yet), approximately 19,400 individuals who lived outside Leon County attended the festival, the median age of out-of-town visitors was 42 and 53% of the visitors were male.

Many local schools participate in the festival by entering the parade, performing on the Jubilee stage, and volunteering.

Other krewes from over 5 other festivals in Florida join our parade with their own floats. These groups travel in from Tampa, FL; Bradenton, FL; Ft. Walton Beach, FL; Panama City Beach, FL; Pensacola, FL; St. Paul, Minnesota.

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

Leon

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

Leon

**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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The festival is only offered in person due to the nature of the event being a free community concert, parade and vendors.

For those planning to participant as a vendor or parade entry, we have an online application that has helped to expedite the application process.

#### 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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Springtime Tallahassee Festival provides a huge boost for Tallahassee's economy. It is estimated from studies performed by Downs & St. Germain Research, that the weekend festival brings in anywhere from \$4-\$6 million dollars to the community each year depending on variables such as the weather just from out-of-town visitors. In addition, the festival spends over \$50,000 to local vendors each year to produce the festival.

Attendance is collected in several ways. Downs & St. Germain Research provides an overview of attendance through its own research conducted during the event. A sample of the research study is provided in the supported materials.

Springtime Tallahassee volunteers also count people in different segments of the event at certain scheduled times and this collectively gives us an estimated attendance. We also receive hotel occupancy reports from area hotels.

The festival has become a tradition for many as it enters its 55th year in FY 2022-23. Average attendance for the MusicFest is around 10,000. The Grand Parade averages 70,000 and the Jubilee in the Park is around 150,000 in average attendance. These numbers reveal that there is not only an economic impact, but a community lifestyle benefit from the festival.

Our education and outreach activities include securing 4 interns each spring semester from the local universities. These interns work with us from January through April and are trained in all aspects of festival event planning. We reach out to local middle and high schools to offer volunteer and community service opportunities during the festival. We also have schools participate in the parade. We reach out to local performing groups to participate in the stage entertainment and the Grand Parade. We reach out to local musicians to be involved in the stage entertainment. We reach out to local artists to present their work at our Jubilee.

Additional outreach goes to local businesses to be involved in the production of the festival, either through sponsorship or through our purchase of their products/services. Whenever possible, we use local vendors. With a mission to promote Tallahassee, we fully support our community.

#### 15. Marketing and Promotion

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

Billboards

Brochures

- Collaborations
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- 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?

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### Target Market

The Springtime Tallahassee Festival is a community event as well as a regional event that attracts visitors, vendors, and parade entries from other festivals across the southeast. Our plan is to target in-state markets with an emphasis on North and Central Florida. We will also target the Southeastern United States since we are so close to Georgia and Alabama. Additionally, since we have so many nearby schools, universities and community colleges, we plan to also market to students.

### Event Promotion

- Tallahassee Magazine produces a 13-24 page festival guide which reaches approximately 20,000 homes and businesses in the Tallahassee area. The guide is placed inside the Magazine and will run in the March issue of Tallahassee Magazine annually. *Tallahassee Magazine* is direct-mailed to selected upper income (\$100,000+) homes, professional offices, government officials, civic leaders, local businesses, and frequently visited reception and waiting areas. The magazine is sold on newsstands and in local bookstores and reaches thousands of tourists and visitors through an extensive network organized by Visit Tallahassee. *Tallahassee Magazine* is also distributed to hotels that host business and state personnel who visit the Capitol district.
- Adams Radio Group serves as the official radio partner which boast a combined weekly “tune-in” audience of 200,000+ listeners. By combining traditional on-air announcements with website reach, streaming audio, targeted email, social media and “once in a lifetime” type promotional contest campaigns our message will reach farther and wider than in any year before. Over 200 live and recorded promotions will run in February and March.
- WCTV is an exclusive broadcast television sponsor of Springtime Tallahassee, producing on-air and online promotions of the festival events. Promotions begin in late February and continue through March. A combination of television Public Services Announcements on WCTV, Billboards, interviews, Web Ads, and Banner Ads will reach audiences further than any year before. Over 400 Billboards/PSA’s will run between late February and March

- **Websites Event Listings and Publications - Springtime Tallahassee will be submitting information about our festival to over 25 local, regional, and national publications.**
- **Where the Shows Are website - This website is a comprehensive guide to shows in the Southeast U.S. and one of the most respected sources of art and crafts information for exhibitors and show sponsors alike. Springtime Tallahassee Festival will be listed and will be placing an ad to help recruit vendors and promote the festival. (<http://www.artandcrafts.com/>)**
- **Facebook, Instagram, and Twitter - Springtime uses social media campaigns to update information about our organization and the upcoming festival. Using these social media tools is part of our plan to reach out to the students and Gen X Market. Our membership of over 325 local individuals is also encouraged to share our promotions on their social media pages, broadening our reach.**
- **Membership - Springtime Tallahassee is a member of several associations and organizations to help promote our festival through networking events and their websites including: the Florida Festival & Events Association, Visit Tallahassee, Visit Florida, COCA, Tallahassee Chamber of Commerce, and Southeast Tourism Society.**
- **Out of Town Festivals - A large group of Springtime Tallahassee members travel to several out of town festivals and parades to promote Springtime Tallahassee to outside communities and to invite visiting krewes to attend our festival. These festivals include: Rough Riders in Tampa, Dominique Youx in Panama City, Krewe of Lafitte in Pensacola, Fiesta Five Flags in Pensacola, Hernando DeSoto Heritage Festival in Bradenton, Bowlegs Festival in Ft. Walton Beach, Winter Carnival Vulcan Week in St. Paul, Minnesota, King Tree Parade in Perry, and the Seafood Festival in Apalachicola. These festivals take place September through June annually.**

## 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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Springtime Tallahassee is committed to making its festival better each year, and that includes improving accessibility. We have worked with a network of people over the last several years to review our event plans and advise us of improvements. This network includes local staff at Ability 1st, Florida Disabled Outdoors Association, parents and individuals with physical, social, and mental disabilities (for guidance regarding disabilities), Honor Flight (for guidance regarding events with older adults), and board members of Delta Sigma Theta Sorority (for guidance in being more inclusive of minorities). We continue to add to this network in an effort to explore improvement.

By keeping our two-day event free of charge and centrally located in downtown Tallahassee, we feel that we are also creating a positive experience that can be enjoyed by the culturally and economically underserved population. We have no plans of changing either of these key factors that are central to our organization.

For help with finding one's way around the events, we produce event maps with accessibility symbols that include disabled parking areas, our Accessible Viewing Areas (defined below), restrooms, wheelchair availability, and our Information Booth. These maps are printed and handed out by volunteers throughout the event, and they are also given to the vendors to have at their booths. They are placed on our social media event page and on our website and advertisements.

For our Saturday Grand Parade, we have added an Accessible Viewing Area allowing defined space for enjoyable viewing of the parade. This area is located across from the Judges Stage where an announcer describes each parade entry via sound system. Pre-registration is required to control overcrowding.

Also for Saturday, during the parade and Jubilee, we have reserved 4 large parking areas for disabled parking within the Jubilee area. We have golf-carts with volunteers on standby for assistance. We have an Information Booth where people can go to find assistance. We have a volunteer assigned as Accessibility Chair to help with coordination during these events.

We begin in early February with aggressive marketing of our event (8 weeks in advance) including the Accessible Viewing Area information and all other details described above. This marketing not only targets the local community, but all surrounding counties.

## 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?**

**Blake Moore**

## 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)**

**Springtime Tallahassee values diversity, equity, and inclusion and is committed to practice these values in every aspect of our organization. We embrace individual uniqueness and regard inclusion as an essential element of our mission. We extend this commitment beyond our organization to our community and all those we interact with.**

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

**As previously stated, Springtime Tallahassee continuously strives to ensure that the annual Springtime Tallahassee continues to be a free event in a centrally located area as to increase accessibility and be welcoming to all audiences in the community. We strive to offer a range of musical talents, performing groups, vendor categories and children's activities that are both diverse and free of charge.**



In order to reach diverse members of the community, we often try to collaborate with a broad range of organizations in different volunteering aspects of the event. We reach out to various high schools in the area to offer community service opportunities as a way to reach all areas of the Tallahassee community as well as encourage and educate on the wide range of events and opportunities that the festival presents. We also recruit students searching for internships at both Florida State University and Florida A&M University.

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

Although Springtime Tallahassee does not record identifying information like age, gender, race or socio-economic status of its many volunteers, we have worked with the following groups which represent a diverse network within our community: Florida State University & Florida A&M University; all area high schools clubs and sports teams; Honor Flight; Delta Sigma Theta; American Legion Auxiliary; Service Source; and more.

Our Board of Directors is currently made up of 59% male and 41% female; has an age range of 31 to 71 allowing for a broad range of knowledge and insight; two veterans; and a female executive director. Our immediate Past President of the Board was a female.

# 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.

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Springtime Tallahassee has a long standing history in the community having been founded in 1967 with our first festival in the spring of 1968. This will make the 2024 Springtime Tallahassee Festival its 56th year. The organization was founded in an effort to showcase the beauty and all that Tallahassee has to offer when discussions were being had to relocate the capitol to a more centralized location in Florida. The legislative delegation asked for help. At a luncheon of the Tallahassee Real Estate Association in May, the speaker suggested: "We should have a festival in the spring when Tallahassee is so beautiful!" By the fall, more than 20 groups were planning the First Annual Spring Festival March-April 1968. As a result, the Legislature historically chose to keep our state's capital in Tallahassee.

With the passing of each festival, Springtime Tallahassee has grown a little bigger and better through the dedication of its community-minded members. Since 1968, Springtime Tallahassee continues to showcase and celebrate our Capital city!

Originally started as a single day event consisting of a Grand Parade and Jubilee in the Park, it has since grown to now be a two-day event! In 2015, with the help of additional funding through grants, we were able to expand the event to kicking off on a Friday night with a Music Festival on Kleman Plaza. This was done in an effort to bring more overnight visitors therefore providing additional tax revenue collected and boosting the local economy. Visitors now spend Friday through Sunday so they can participate in the Friday night concert and all of the festivities on Saturday including the Grand Parade, Jubilee in the Park and Entertainment Stages.

With the expansion of the event to two days, it has proven a significant increase in the overall economic impact in the area which is studied by research firm Downs & St. Germain Research. This has helped our festival in becoming what is considered a "Legacy Event" in Tallahassee (Visit Tallahassee). We are currently looking in to providing another large attraction on Saturday night, likely another afternoon/night of music, to increase overnight stays. This would allow us to provide another genre of music to be able to offer as much diversity and opportunity for involvement as possible.

We are constantly looking for ways to better serve our community and provide a fun, free event for all to enjoy!

## **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.

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Springtime Tallahassee Festival will celebrate its 56th annual festival in 2024. We have a long tradition of offering a free festival to the community. Our commitment to continue this is enforced by a strict adherence to a conservative budget.

Springtime Tallahassee Festival typically employs 2 people (although reduced to 1 for a brief period in FY 2021-22 when an employee left the organization) and is otherwise supported by its 300+ members. It is governed by a Board of Directors consisting of 20 members. The board meets monthly to review the budget in comparison to actual expenses/income. Any revenue made during its fiscal year is applied to the following year's festival.

The membership and its expenses are not part of the festival's overhead. This is achieved by having a separate corporation for the membership, and transactions related to the membership are run through it as well as a portion of the operating expenses.

The cancellation of the 2020 festival and modified festival in 2021, due to the COVID-19 pandemic followed by precaution, caused a significant decrease in revenue and the organization was able to make some operation changes to decrease its overhead. The 2022 festival provided an increase in both attendance and community support so paired with the decrease in staff costs along with other areas of decreased overhead, Springtime was able to better position itself after a few hard years. We anticipate increased support for the 2023 & 2024 festivals as we continue to return to "normal" post COVID-19.

Springtime Tallahassee has a cash reserve from the sale of its office building in 2019. To sustain the ongoing festival, the board continues to coordinate fundraisers and necessary expense cuts in order to begin each fiscal year with a balanced budget so that the savings is not needed. In addition, the staff has been successful in securing corporate sponsorships for consecutive years.

### **3. Project Evaluation (2000 characters)**

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

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We evaluate the festival in three categories: the festival's financial status, the local economic impact, and the quality of the event.

**Festival Finances:** Each line item of the budget is reviewed and compared to previous years' numbers. The board of directors meets monthly to discuss the budget-to-actual comparison and determine ways to improve each year. This is necessary in order for us to continue offering a free festival.

**Local Economic Impact:** With a mission to promote Tallahassee, it is important to gauge our effect on the local economy. This is done through measuring attendance and measuring activity from those living outside Tallahassee. We work in partnership with the Leon County Division of Tourism/Visit Tallahassee who hires a research firm to conduct an economic study of the festival each year. In addition to their research, we also count attendance using volunteers with trackers at various locations of the event, and through the use of pictures taken of the crowds in those specific locations at specific times during the event. Local hotels provide room count numbers as well. We combine our data with the results from the research team and we receive a written report from this study that we can use to compare each year.

**Event Quality:** We strive to improve our festival each year. We collect feedback from our vendors, parade participants, sponsors, and community partners via surveys and post-event review sessions. We inspect the quality of the arts offered by screening the artists in the application process, and we continue to control the quality during the event with a Quality Assurance team which surveys each area during the event. We also look for ways to be more accessible each year as well as offer new fun and relevant aspects and features of the festival. Through crowd surveys, we are able to gather feedback on the attendees' experiences. We also turn to social media with requests for feedback.

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

We determine the event a success based on the positive achievement of the three goals listed above. We plan and budget each year to cover all festival related expenses and consider the event, on a fiscal standard, to be a success if we close the year with a net income at or above what we budgeted. This helps with the sustainability of the annual event.

The local economic impact study done after each event helps in determining how successful the event was in comparison to previous years. This helps to tell us where the numbers might have increased or decreased which allows us to evaluate what factors might have influenced these number. As previously stated, by increasing the event to two days, we saw a drastic increase in overnight stays which helped us to determine the success of the event.

And lastly, we try to determine the event quality by surveying the attendees and various participants through surveys, in person conversations/reviews and monitoring and evaluating the social media interaction.

**4. Completed Fiscal Year End Date (m/d/yyyy) \* 6/30/2021**

**5. Operating Budget Summary**

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>1. Personnel: Administrative</b>	<b>\$70,899</b>	<b>\$49,101</b>	<b>\$80,300</b>
<b>2. Personnel: Programmatic</b>			
<b>3. Personnel: Technical/Production</b>			
<b>4. Outside Fees and Services: Programmatic</b>	<b>\$110,174</b>	<b>\$132,999</b>	<b>\$135,000</b>
<b>5. Outside Fees and Services: Other</b>	<b>\$29,337</b>	<b>\$24,108</b>	<b>\$30,000</b>
<b>6. Space Rental, Rent or Mortgage</b>	<b>\$23,322</b>	<b>\$24,360</b>	<b>\$25,000</b>

7.	Travel	\$1,749		\$9,000
8.	Marketing	\$6,303	\$16,499	
9.	Remaining Operating Expenses	\$33,012	\$59,820	\$65,000
A.	Total Cash Expenses	\$274,796	\$306,887	\$344,300
B.	In-kind Contributions	\$25,000	\$25,000	\$25,000
C.	Total Operating Expenses	\$299,796	\$331,887	\$369,300
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$57,951	\$90,600	\$97,000
13.	Private Support: Corporate	\$66,744	\$85,488	\$93,000
14.	Private Support: Foundation			
15.	Private Support: Other	\$56,970	\$81,847	\$90,000
16.	Government Support: Federal	\$6,460		
17.	Government Support: State/Regional	\$25,000	\$25,000	\$25,000
18.	Government Support: Local/County	\$62,600	\$97,600	\$97,600
19.	Applicant Cash			
D.	Total Cash Income	\$275,725	\$380,535	\$402,600
B.	In-kind Contributions	\$25,000	\$25,000	\$25,000

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<b>E. Total Operating Income</b>	<b>\$300,725</b>	<b>\$405,535</b>	<b>\$427,600</b>
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## 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."

As previously mentioned, COVID-19 drastically affected our financials for the 2020 & 2021 festival years which is reflected in the previous actual numbers. For the current year (2021-22), we continued to be very budget conscious and again reduced our expenses as we were still unsure what the community/sponsorship support. After seeing the success and support in 2021-22, we anticipate increasing our budget back to pre-COVID numbers. Specific examples for categories which might be of question are listed below:

- **Personnel: Administrative** - We have had a few personnel changes over the last three years. Previous year, one position was refilled at a lower salary; current year was down one employee for the entire FY; we anticipate rehiring that second position next FY which is reflected in the budget which is typical for two positions
- **Travel** - previous year had very minimal travel due to COVID; current year leadership chose to travel at own expense and not request reimbursement; next years budget shows a typically cost for one year of travel
- **Marketing** - we received an additional \$10k for marketing through a grant

Overall, we anticipate all income & expenses to increase in next years budget as we return to "normal".

## 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	Executive Director wages	\$25,000	\$25,000	\$0	\$50,000
<b>Totals:</b>		<b>\$25,000</b>	<b>\$25,000</b>	<b>\$0</b>	<b>\$50,000</b>

### 1.2. Personnel: Programmatic \*

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

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

### 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:

\$25,000



**1.11. Cash Match:**

\$25,000

**1.12. In-Kind Match:**

**1.13. Match Amount:**

\$25,000

**1.14. Total Project Cost:**

\$50,000

**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 \***

#	Description	Cash Match	Total
1	Corporate Sponsor Marketing Contracts	\$25,000	\$25,000
<b>Totals:</b>		<b>\$0</b>	<b>\$25,000</b>

\$25,000

**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:**

**\$50,000**

**2.12. Proposal Budget at a Glance**

<b>Line</b>	<b>Item</b>	<b>Expenses</b>	<b>Income</b>	<b>%</b>
<b>A.</b>	<b>Request Amount</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>50%</b>
<b>B.</b>	<b>Cash Match</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>50%</b>
	<b>Total Cash</b>	<b>\$50,000</b>	<b>\$50,000</b>	<b>100%</b>
<b>C.</b>	<b>In-Kind</b>	<b>\$0</b>	<b>\$0</b>	<b>0%</b>
	<b>Total Proposal Budget</b>	<b>\$50,000</b>	<b>\$50,000</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.

It is my understanding that this Proposal Budget is to account for the requested grant amount, so other program expenses and income that exceed the requested grant amount have not been included.

Additional allowable cash match beyond the requested grant amount (that is not used in matching other grants) is projected to be \$20,000, and in-kind is projected to be \$20,000.

# 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)
Substitute W9 2022.pdf	33 [KB]	5/27/2022 11:44:09 AM	<a href="#">View file</a>

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

File Name	File Size	Uploaded On	View (opens in new window)
990 Tax Return 2020 Springtime Tallahassee Festival Inc Government Copy-signed.pdf	844 [KB]	5/27/2022 11:45:35 AM	<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>2019 Springtime Tallahassee Economic Impact Report - FINAL.pdf</b>	<b>2019 Springtime Tallahassee Economic Impact Study</b>	<b>2019 was the last economic impact study done due to COVID-19. We will receive an updated for 2021 shortly.</b>	<b>335 [KB]</b>		<b>View file</b>
<b>Annoucement 1.png</b>	<b>Music Festival artist announcement social post</b>	<b>Shows nationally known and local artist</b>	<b>857 [KB]</b>		<b>View file</b>
<b>Sponsor post.jpg</b>	<b>Sponsor Thank Yous</b>	<b>Posted on social media and print ads</b>	<b>352 [KB]</b>		<b>View file</b>
<b>Community Stage.png</b>	<b>Community Stage - Jubilee in the Park</b>	<b>Shows schedule of acting, dance and other performers for the Community Stage</b>	<b>351 [KB]</b>		<b>View file</b>
<b>Jubilee Music Stage.png</b>	<b>Jubilee Music Stage</b>	<b>Shows the schedule of local musicians for the Saturday Jubilee</b>	<b>172 [KB]</b>		<b>View file</b>

File	Title	Description	Size	Type	View (opens in new window)
Organizational Chart.pdf	Springtime Tallahassee Organization Chart		18 [KB]		View file
081-096_22TMMA_Springtime_Resize_02_Pages.pdf	Tallahassee Magazine 2022 Inset	Insert in the 2022 Spring issue of Tallahassee Magazine	36171 [KB]		View file
2022 Arts and Crafts Application.pdf	2022 Arts & Craft Vendor Application	Includes guidelines for vendors and notice of quality assurance reviews	446 [KB]		View file
Jubilee in the Park Program.pdf	Jubilee in the Park Program	This program includes a map with a list of vendors on the back. It also displays the Division of Cultural Addairs logo as a partner.	1773 [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](http://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 Springtime Tallahassee Festival, 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)

Blake Moore



