

# Peace River Botanical & Sculpture Gardens, Inc

**Project Title:** ZimSculpt Exhibition at Peace River Botanical & Sculpture Gardens

**Grant Number:** 25.c.pr.170.117

**Date Submitted:** Wednesday, June 28, 2023

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

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: **Specific Cultural Project Grant Guidelines**

### Application Type

**Proposal Type: Discipline-Based**

**Funding Category: N/A**

**Discipline: Museum**

**Proposal Title: ZimSculpt Exhibition at Peace River Botanical & Sculpture Gardens**

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

### Applicant Information

- a. Organization Name: Peace River Botanical & Sculpture Gardens, Inc 
- b. DBA:
- c. FEID: 26-3285783
- d. Phone number: 941.621.8299
- e. Principal Address: 5800 Riverside Dr Punta Gorda, 33982
- f. Mailing Address: 5800 Riverside Dr Punta Gorda, 33982
- g. Website: [www.peacerivergardens.org](http://www.peacerivergardens.org)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Cultural Organization
- j. County: Charlotte
- k. UEI: W1SNJG3KY4D5
- l. Fiscal Year End Date: 12/31

#### 1. Grant Contact \*

**First Name**

Tanna

**Last Name**

Honer

**Phone** 941.621.8299**Email** [thorner@peacerivergardens.org](mailto:thorner@peacerivergardens.org)

#### 2. Additional Contact \*

**First Name**

Judith

**Last Name**

Droitcour

**Phone** 401.862.4361**Email** [jdraitcour@gmail.com](mailto:jdraitcour@gmail.com)

#### 3. Authorized Official \*

**First Name**

Tanna

**Last Name**

Honer

**Phone** 941.621.8299

**Email** thorner@peacrivergardens.org

**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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Art Museum

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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: 7/1/2024 - Project End Date: 6/30/2025 \*

- 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)

### 5. Museum \*

- Applicant is open to the public for at least 180 days each year.
- Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

## D. Quality of Offerings Page 4 of 12

### 1. Applicant Mission Statement - (500 characters) \*

Our mission is to provide a natural setting along the Peace River, showcasing world-class sculptures and spectacular botanicals that will inspire creativity throughout the community. Our vision is

- to use the garden as a platform for learning and share the ideals of gardening in a sub-tropical region with new and diverse audiences
- to inspire an artistic spirit in others by curating sculptures and fine art from around the world and providing opportunities for education and discussion
- to develop exhibitions, displays, events and performances that harness the link between arts and culture

### 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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ZimSculpt will bring hundreds of sculptures created by 80 different artists from throughout Zimbabwe to be displayed in the Peace River Botanical and Sculpture Gardens in Punta Gorda, Florida. The large pieces will be positioned among the Gardens' botanicals and permanent sculptures; smaller pieces will be displayed in a Marketplace Tent, where they will be offered for sale. Two of the Zimbabwean sculptors will be on site, demonstrating their art and engaging in conversation with visitors.

We will work with local school districts to bring students of all ages on field trips to view the sculptures, learn about Zimbabwe and the creative process, and engage in hands-on activities. There will be an age-appropriate educational curriculum delivered by trained staff. Over 2000 youth visited ZimSculpt during the 2022 exhibition and we expect to exceed that number this year.

PRBSG will host special events throughout the exhibition to bring in a wide audience and introduce many new visitors to the Gardens.

PRBSG is the youngest and smallest garden to be chosen by ZimSculpt for their annual exhibition in North America but the success of the 2022 exhibition made both ZimSculpt and PRBSG eager to repeat the collaboration. The percentage of visitors who purchased a sculpture, 65%, was higher than in any other ZimSculpt exhibition. The impact on PRBSG was seen in doubled admissions and a 300% increase in memberships. During the exhibition, 50% of visitors were from out of our region and a majority came because the exhibit was there. ZimSculpt has a large international following and because the exhibition comes to North America only once each year, followers from out of state and even internationally come for the event. Many of these are new to south Florida and represent a great opportunity for the region and the state to increase tourism with all its attendant economic benefits.

## **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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To bring created art and natural art together for a high-quality experience not available anywhere else in our region.

To promote the arts with world class sculpture exhibits that inspire, engage and teach adults and children.

To illuminate the Gardens' natural beauty through juxtaposition with world class stone sculpture.

To provide community and visitors with increased opportunities to view internationally-recognized Zimbabwean stone art.

## **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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At least 40,000 visitors will tour the artwork and Gardens during the exhibit.

At least 5000 individuals will attend our series of Special Events related to the exhibit.

At least 7 schools will bring a total of at least 7000 students to guided educational tours of the exhibit.

At least 1000 visitors will participate in special art and educational classes held during the exhibit, such as painting classes featuring the combination of botanicals and artwork, horticulture design, stone carving, and children's art and story time.

At least 2500 visitors will participate in docent-led group tours that engage in rich discussion about our permanent collection and behind-the-scenes exhibition details.

**At least 1000 families will attend with free passes provided through Title 1 programming at local schools.**

**At least 500 SNAP recipients will participate in Museums for All program where we provide entrance to the gardens for only \$5.**

### **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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**Bring over 200 hand carved stone sculptures from Zimbabwe to PRBSG; display large sculptures throughout the Gardens among the botanicals and permanent sculptures.**

**Host two of the Zimbabwean sculptors, who will offer demonstrations of their work process and engage in discussion about the work, their individual pieces, and Zimbabwe.**

**Set up and staff a Marketplace tent where artwork will be offered for sale to visitors.**

**Work with local school districts to schedule field trips and create educational programming for various age levels.**

**Schedule a series of special events at the Gardens during the exhibition (opening reception, donor appreciation events, wine tastings, annual Gala, meet the artist, closing event).**

**Plan and execute a marketing initiative including paid and unpaid publicity, social media, brochures, mailings, speaking engagements, and news articles to ensure broad awareness of the exhibition.**

**Work with local arts and tourism organizations to promote this exhibit and accompanying programming.**

**Communicate with local art teachers to encourage students to attend shows.**

**Invite Peace River Painters, Painting in the Garden Day, during the exhibition, involving 30 Florida artists**

**Partner with the Imagine Museum to have a one night show or lecture about sculptors from Florida.**

**Work with local civic and cultural organizations to bring their member groups to participate in docent-led tour of the gardens and exhibition.**

### **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.**

The primary collaboration will be with ZimSculpt, curators of Zimbabwean sculpture who arrange exhibitions throughout the world, and the individual artists who create the sculptures. ZimSculpt will bring over 200 large sculptures and 200 small sculptures to the Gardens accompanied by two of the artists. They will be responsible for setting up and taking down the exhibition as well as replacing the sculptures as they are sold, creating an ever-changing experience. PRBSG is responsible for housing and local transportation of the ZimSculpt staff and artists, for setting up and staffing the Marketplace Tent, and for promoting the exhibition. There will be a written agreement between the parties detailing the responsibilities of each, including revenue sharing.

PRBSG works closely with the Punta Gorda/Englewood Beach Visitor & Convention Bureau (VCB); their role is to increase awareness of Charlotte County area domestically and internationally. Marketing strategies are targeted to encourage leisure and business travel, including individuals, families, group tours, meetings and conferences. PRBSG provides the Bureau an attraction to feature and PRBSG then benefits from the extensive marketing.

PRBSG belongs to the Charlotte County, Punta Gorda, and Port Charlotte Chambers of Commerce. Through these organizations, information about the exhibition will be widely disseminated and organizations belonging to the Chambers will be offered group events at the Gardens.

Allegiant Travel Co, operators of Allegiant Air and the new Sunseeker Resort in Port Charlotte, is in discussions with PRBSG about a partnership in which the Gardens are a featured venue for Resort off-site events.

PRBSG has a strong relationship with the Charlotte County School District that brought over 2000 students to the Gardens during our last ZimSculpt exhibition in 2022. We will again work together to develop an appropriate educational program about the sculptures and their natural setting, arrange student visits, and lead tours.

### **3. Project/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?

We will determine whether we achieved our Goals and Objectives through documentation of attendance numbers, exit surveys, and pre- and post- assessments for student guided tours conducted with every exhibit attendee. Our Community Outreach Coordinator will be responsible for creating and implementing the evaluation. Information will be collected daily for general attendance and immediately following each special event and group tour. Following the exhibit, we will conduct informational interviews with key partners who brought groups to see the exhibit to determine the quality of the support they received from the Gardens and their perception of the impact of the events on their organization and their individual members. All of this information will be aggregated into a final report that will guide the Gardens in the selection and installation of other special exhibits in the future.

The first level of outcome is the number of individuals experiencing the Glass in the ZimSculpt exhibit, including those attending special events during the exhibit, individual general attendance visitors, and youth and adult group tours. We will gather number of visitors for each category and document where they are from (surrounding counties, elsewhere in FL, or out of state).

In addition, we will conduct post-event surveys for special events to learn whether the event met the expectations of the participants and if not, what was amiss. This information will be used to plan future events to better meet expectations.

We will ask general attendance visitors to complete an exit survey to learn whether the exhibit met their expectations and whether they would recommend the exhibit and/or Gardens to others. They will also have the opportunity to suggest further enhancements to the Gardens, including future special exhibits.

#### **4. Collection Summary (5250 characters)**

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Overview/brief list of Inventory/registration methods. If you are not a collecting institution answer Not Applicable

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Our permanent collection includes twenty-one sculptures from around the world. We have two Florida artists' work on display as well as art from around our nation and world, representing 7 different countries in our offerings. These sculptures are all outdoors and range in size from four feet tall to over twenty feet. We have well-known artists such as three pieces from Carole Feuerman and our newest piece, "Leap Frog," sculpted by Dominic Benhura. These pieces are all created from a variety of materials including bronze, Zimbabwean stone, Turkish lava rock, glass, wood, and even recycled car parts. Also on display are 6 large photographic installations from artist Laurie Tenant.

We contract with a sculpture restoration artist that has retired in Sarasota. He has helped us to create condition reports and service plans on every piece in our collection. We have also recently created a sculpture maintenance committee that is a volunteer group that oversees the preservation and maintenance of our existing pieces. They have a monthly schedule of pressure washing, waxing, and reporting so that our sculptures will stay beautiful and viable well into the future.

Each of our pieces goes through a detailed process with our Sculpture Selection Committee, led by the Tetrault Family Foundation. Once selected, the Foundation purchases the piece and, with the Executive Director, determines its appropriate placement in the Gardens. Occasionally, pieces are donated by members. These pieces go through the same selection committee for approval. Once the art is on display, a plethora of pictures is taken to document the installation and reports are created to track the concerns and maintenance. A digital file has been created that holds all records of each piece so that it can be used in perpetuity. PRB&SG is responsible for the record-keeping, maintenance and insurance on each piece.

There is a list of our full collection in the attached supplement documents.

## 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.**

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

**40045**

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

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**42**

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

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**52**

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

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**32,000**

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

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**5,000**

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

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**3,000**

## 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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45

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

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43

## 7. 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.

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

No specific racial/ethnic group

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

No specific age group.

### 7.3. Underserved/Distinct Groups: \*

No specific underserved/distinct group

## 8. 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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Through this proposal, outreach will be initiated to engage students in Title 1 schools across two counties with high poverty levels. These will include DeSoto, poverty rate 28% and Charlotte, poverty rate, 12%. According to the US census data, Charlotte County has large disparities in economic conditions, with one of the most economically disadvantaged areas in census tract 103, East Punta Gorda, where our Garden is located. This area is ethnically diverse, as well. Charlotte County reports having residents earning 32% less than what is needed to

meet the cost of living requirements. PRBSG will work with staff and leaders of other area groups, who are currently working within these populations to increase awareness and involvement. We have a proven partnership with our local school districts and commitments to attend field trips to the gardens for future cultural exhibits.

### 9. 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.

As Zimsculpt comes to North America only once per year, we take great pride in the fact that our Garden was the smallest and youngest garden to ever host this exhibit. The proven impact from the 2022 exhibition offers insight into what can be expected from this next exhibition; we expect these numbers to be exceeded as there will be greater awareness from the last event. Each of the pieces they brought were for sale and our Garden raised nearly \$40,000 in State income tax during their two and half month stay. During this exhibit, we held many community classes in art and horticulture as well as a variety of social and cultural events. Two artists traveled with the exhibition and provided on-site demonstrations to visitors about their craft. We welcomed close to 2000 elementary school children in field trips, which we provided at no cost to our District, and 14,000 attendees in a comparatively small window. We saw visitors from Hillsborough County through Collier on the West Coast, and from Orlando to Miami throughout the rest of the state. We surveyed visitors and half came from out of state and were here vacationing - many of them planning their trip around our exhibit. We plan to build off of this successful model to incorporate a world-class cultural exhibit each year.

### 10. In what counties will the project/program actually take place? (Select a minimum of one) \*

Charlotte

### 11. What counties does your organization serve? (Select a minimum of one)\*

- Brevard
- Broward
- Charlotte
- Collier
- DeSoto
- Glades
- Hardee
- Hendry
- Highlands
- Hillsborough
- Lee
- Manatee

- Martin
- Miami-Dade
- Okeechobee
- Palm Beach
- Pasco
- Pinellas
- Polk
- Sarasota
- Seminole

## 12. 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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We plan to record the artists in residence and share those videos via social media and our monthly newsletters.

We also utilize FaceBook Live during special events so that patrons can access the happenings from the comfort of their home. We have 5000 followers on our social media accounts.

## 13. 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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We contribute to the quality of life in the community by sharing ideals of gardening in a sub-tropical region, educating our community on local flora and preservation, sharing our location with local wildlife, and inspiring an artistic spirit in others by curating sculptures and fine art from around the world.

We see ourselves as the premiere cultural experience that our area has to offer. Our local Cultural Center has recently closed and is now a tomb of memories and there are limited cultural offerings within a 50 mile radius.

Our unique collection benefits our community by inspiring a love of art beginning with children through the elderly. Ten of our twenty-one unique sculptures come from artists across the globe, and we want to continuously diversify our representation. Our latest piece, by Dominic Benhura, has just been installed. This Zimbabwean sculptor came from a humble background in Tafara, a small township close to Harare, Zimbabwe. He is now one of the most recognized sculptors in the world, and we are proud to debut his creation at the entrance to our Gardens.

Through surveys collected at our exit points, we know that our first exhibit brought thousands of people from across the state and even across the country. Many of these people stayed overnight in area lodging and almost all spent money in our community eating out and shopping. The sale of the merchandise raised \$40K in state taxes, and we plan to hold this type of marketplace for each exhibit going forward.

This exhibit and our beautiful grounds and centralized location lend itself to repeat our successful field trip opportunities, reaching students in not just Charlotte but 4 other counties as well.

When Covid hit, and it was not safe to offer indoor experiences, we opened our grounds to area arts institutions and helped our sister nonprofits. This became a beautiful partnership and we now host the opera and symphony concerts as well as nonprofit benefits like the United Way and Charlotte County Teacher and Staff Award banquet.

When faced with the massive damage caused by Hurricane Ian, the Peace River Botanical & Sculpture Gardens reached out to serve the community. Networking with contacts from undamaged and high capacity communities in Florida like families from the Out of Door Academy in Sarasota, and resourceful fisherman driving with truckloads of supplies from Key West to local restaurant owners, a small army of volunteers provided nearly 3,000 hot meals and staple food, water, diapers and clothing, household and cleaning supplies to more than 700 cars that wound their through the devastated property during a four hour period

Each month we offer a minimum of 6 educational classes and 2 events that are open to the public and these were very successfully attended during our last exhibit. We also offer a venue space where area businesses can host coffees, luncheons, staff volunteering, private parties, and more.

## 14. Marketing and Promotion

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

- Billboards
- Brochures
- Collaborations
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Radio
- Organic Social Media
- Paid Social Media
- Television

### 14.2. 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?

**Last year we added the position of a Community Outreach Coordinator to help us expand our reach. We have increased our Facebook followers and begun building our Instagram account. One year ago our newsletter went out to 1200 people and had a read rate of only 30%. Today our newsletter goes out to just over 5000 people and has a 90% read rate. Just last month our newsletter was read in over 170 locations around the globe in 7 different countries!**

**We have been working to increase our attendance from guests under 18 and have started a targeted marketing campaign including free family passes. We have increased our attendance from this age group from 1% to 11% in the last 12 months.**

**This year we have branched out to a wider range of marketing techniques to include radio, paid social media, television, billboards, and direct email marketing campaigns. We have utilized college interns to take our brochures to area attractions and hotels.**

**Most importantly, we have partnered with our area Tourism Development Council and Visitor's Convention Bureau to collaborate on marketing to draw more "heads and beds" to our area. Our local newspaper and TV channels have begun featuring our stories as well.**

**All of these have helped us to double both our admissions and membership sales in the last 8 months.**

## F. Impact - Access for All 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 garden has designed and installed spaces that allow visitors to experience all that it offers without obstacles and using all of the senses.

The majority of our paths are paved, making our property primarily ADA accessible. We offer weekly transportation service so that patrons with limited mobility can see the vast expanse of our property. There are 11 reserved parking spaces and curb cutouts on both sides of the street that intersects the Gardens.

We have invested in a portion of the lighting infrastructure needed to allow us to more fully light the pathways making our property accessible during evening events.

Our restrooms (even our additional porta potties) are wheelchair accessible and handicapped-equipped and we have designed our gift shop so that it meets this requirement as well. Additionally, there are wheelchair turnaround points on each of our boardwalks.

Our signage for plants, sculptures, and accessibility are clearly labeled throughout our property and in near proximity to paths to make them easier to read.

We recently added a shade structure over the patio behind our building, allowing us to host outdoor events in the heat of the Florida sun.

However, we know that improvements are needed and we are currently planning three projects that will enhance accessibility: we will pave the remaining pathways for easier wheelchair maneuverability, provide shade over other event spaces, and install improved lighting for evening programming.

### 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?**

**Tanna Horner**

**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. What efforts has your organization made to provide programming for all? (2000 characters)**

**During our most recent exhibit, in 2022, we specifically reached out to Title 1 Schools in Sarasota and Charlotte County. Not only were we able to support 1500 students to attend our exhibit, we also offered family passes to 6 of our schools in low income areas to attend our Fun Family Days at no cost to them. This effort was supported by our funding campaign to local businesses and a small grant from the Sarasota Foundation. We believe that it is essential to find ways to provide equal access to our cultural facility.**

**We are a part of the Museums for All program in which visitors with SNAP benefits visit the Gardens for just \$5 compared to the regular price of \$18.**

**We also offer horticulture therapy classes on site to adults with disabilities.**

# G. Management and Operating Budget 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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In 2006, Roger and Linda Tetrault began with 27 acres of uplands and wetlands. They conceived the idea of creating botanical gardens with world-class sculptures and an art gallery while preserving the natural environment and formed the Tetrault Family Foundation to fund and develop this project.

In 2008, Peace River Botanical and Sculpture Gardens, Inc. was formed to manage the operations and we opened this beautiful cultural facility to the public in the fall of 2017.

The number one goal from our Strategic Plan is to "Establish The Gardens as a must-visit destination by every resident and visitor of Charlotte and its surrounding counties." We are the only botanical garden within a 50 mile radius and offer a unique educational and cultural experience to South Sarasota, Charlotte, and Desoto Counties that do not have as many art and cultural connections to offer as the larger cities on our bookends.

Our early momentum was drastically stalled by the COVID-10 pandemic as our operations were compromised and our programs were canceled. We were forced to spend money on surviving rather than thriving, and our programming budget was quickly gobbled up for daily operations.

Hurricane Ian caused nearly catastrophic damage to the Gardens. A tremendous cadre of volunteers has worked along side staff tirelessly to repair and restore the gardens. While great progress has been made, significant work remains.

Since July of 2021, we have been under the leadership of an Executive Director who is a former Elementary School Principal. Our Board has grown to include more diversity in age, talents, and experience. In the past year we have created a strategic plan, hosted our first exhibit, held numerous classes and events, initiated children's programming, more than doubled our admissions and sales, doubled our staff, overhauled our gift shop, and dramatically increased our financial stability. We have also added three new sculptures to our collection for visitors to enjoy and begun maintenance and preservation on the art that was already in possession.

We integrate Florida's natural landscape with more than 4500 plants to become one of the largest sculpture gardens in the State. We provide the people of Charlotte and its surrounding counties a sanctuary of art and nature and a cultural beacon for Southwest Florida.

## 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.

Building on the success of our first exhibit, there is no doubt that future exhibits are essential to our operations. While we budgeted for \$58,000 in admissions income during the exhibit window we in fact brought in \$184,000. Our gift shop sales quadrupled in comparison with the same time frame the year before and our memberships went from \$11,000 to \$29,000.

The exposure from this exhibit has been a catalyst for awareness of our young organization. We have gone from being "the best kept secret" to a premiere venue and community asset. Now, when you drive around town you see our car magnets and sculptures in yards that residents purchased at ZimSculpt.

At this point in the fiscal year we have received \$165,000 above our budget expectations. This is allowing us to attend to desperately needed infrastructure work like shade structures and electrical enhancement. We now have the foundation to plan for upcoming high-profile exhibits including the currently scheduled Glass in the Gardens (2023/2024), Origami in the Gardens (2024/2025), and ZimSculpt (2026).

The funding support from this grant will help us to offset the \$100+K cost of the ZimSculpt exhibit. While this \$25K will not fully fund the project, we have foundation and community support that will allow us to see it to fruition. The opportunity to be awarded this grant will also make us eligible to apply to the larger exhibit grant through your Department next year.

Our Board of Directors has strongly supported bringing exhibits into our organization and has already placed deposits to reserve exhibits for the next three years.

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

#### 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$22,403	\$34,600	\$81,100
2. Personnel: Programmatic	\$317,567	\$363,250	\$473,500
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$16,100	\$18,825	\$20,400
5. Outside Fees and Services: Other	\$32,900	\$39,210	\$44,000
6. Space Rental, Rent or Mortgage	\$3,410	\$4,380	\$5,550
7. Travel	\$2,235	\$3,000	\$3,400

<b>8. Marketing</b>	<b>\$24,333</b>	<b>\$45,600</b>	<b>\$52,000</b>
<b>9. Remaining Operating Expenses</b>	<b>\$421,022</b>	<b>\$708,687</b>	<b>\$726,520</b>
<b>A. Total Cash Expenses</b>	<b>\$839,970</b>	<b>\$1,217,552</b>	<b>\$1,406,470</b>
<b>B. In-kind Contributions</b>	<b>\$7,300</b>	<b>\$7,500</b>	<b>\$10,000</b>
<b>C. Total Operating Expenses</b>	<b>\$847,270</b>	<b>\$1,225,052</b>	<b>\$1,416,470</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>\$220,100</b>	<b>\$285,000</b>	<b>\$360,000</b>
<b>11. Revenue: Contracted Services</b>			
<b>12. Revenue: Other</b>	<b>\$357,800</b>	<b>\$395,000</b>	<b>\$417,470</b>
<b>13. Private Support: Corporate</b>	<b>\$25,100</b>	<b>\$37,200</b>	<b>\$54,000</b>
<b>14. Private Support: Foundation</b>	<b>\$120,000</b>	<b>\$120,000</b>	<b>\$120,000</b>
<b>15. Private Support: Other</b>	<b>\$346,600</b>	<b>\$392,852</b>	<b>\$440,000</b>
<b>16. Government Support: Federal</b>			
<b>17. Government Support: State/Regional</b>		<b>\$25,000</b>	<b>\$25,000</b>
<b>18. Government Support: Local/County</b>			
<b>19. Applicant Cash</b>			
<b>D. Total Cash Income</b>	<b>\$1,069,600</b>	<b>\$1,255,052</b>	<b>\$1,416,470</b>
<b>B. In-kind Contributions</b>	<b>\$7,300</b>	<b>\$7,500</b>	<b>\$10,000</b>
<b>E. Total Operating Income</b>	<b>\$1,076,900</b>	<b>\$1,262,552</b>	<b>\$1,426,470</b>

### 5. 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."

---

Or remaining operating expenses are a large part of our budget due to the significant resources it takes to maintain a 27 acre botanical and sculpture garden.

### 6. 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

### 7. Hours \*

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

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

- Yes
- No

# H. Management and Proposal Budget Page 8 of 12

## 1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

## 2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at [dos.myflorida.com/cultural/grants/grant-programs](https://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)

Save each individual line within the budget.

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.

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$8,000	\$0	\$8,000
2	Bookkeeper	\$0	\$3,000	\$0	\$3,000
3	Marketing Director	\$0	\$4,000	\$0	\$4,000
<b>Totals:</b>		<b>\$0</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$15,000</b>

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Services	\$0	\$17,000	\$0	\$17,000
2	Grounds	\$0	\$21,000	\$0	\$21,000
3	Community Outreach	\$0	\$25,000	\$0	\$25,000
4	Seasonal Employees	\$0	\$17,000	\$0	\$17,000
<b>Totals:</b>		<b>\$0</b>	<b>\$80,000</b>	<b>\$0</b>	<b>\$80,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Operations Director	\$0	\$25,000	\$0	\$25,000
2	Temporary Staff	\$0	\$30,000	\$0	\$30,000
3	Horticulture Design	\$0	\$8,800	\$0	\$8,800
4	Volunteer Support	\$0	\$0	\$5,000	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$63,800</b>	<b>\$5,000</b>	<b>\$68,800</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketplace tent rental	\$0	\$7,500	\$0	\$7,500
2	Machinery rental	\$7,500	\$0	\$0	\$7,500
<b>Totals:</b>		<b>\$7,500</b>	<b>\$7,500</b>	<b>\$0</b>	<b>\$15,000</b>

### 2.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Supplies	\$0	\$2,500	\$0	\$2,500
2	Artists to teach workshops	\$10,000	\$2,000	\$0	\$12,000
<b>Totals:</b>		<b>\$10,000</b>	<b>\$4,500</b>	<b>\$0</b>	<b>\$14,500</b>

### 2.6. Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Rental house for Curators	\$12,000	\$0	\$12,000
2	Rental house utilities	\$2,200	\$0	\$2,200
3	Rental house cleaning	\$2,500	\$0	\$2,500
4	Rental house for artists	\$8,000	\$0	\$8,000
<b>Totals:</b>		<b>\$24,700</b>	<b>\$0</b>	<b>\$24,700</b>

### 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Rental car	\$1,500	\$0	\$1,500
<b>Totals:</b>		<b>\$1,500</b>	<b>\$0</b>	<b>\$1,500</b>

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing	\$2,500	\$2,000	\$0	\$4,500
2	Signs and advertising	\$5,000	\$3,000	\$0	\$8,000
3	VCB	\$0	\$0	\$8,000	\$8,000
<b>Totals:</b>		<b>\$7,500</b>	<b>\$5,000</b>	<b>\$8,000</b>	<b>\$20,500</b>

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Field Trip Expenses	\$0	\$5,000	\$0	\$5,000
2	Field Trip Bussing	\$0	\$5,000	\$0	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>

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

\$25,000

**2.11. Cash Match:**

\$212,000

**2.12. In-Kind Match:**

\$13,000

**2.13. Match Amount:**

\$225,000

**2.14. Total Project Cost:**

\$250,000

**3. 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.

**3.1. Revenue: Admissions \***

#	Description	Cash Match	Total
1	Admission fees	\$150,000	\$150,000
<b>Totals:</b>		<b>\$0</b>	<b>\$150,000</b>

**3.2. Revenue: Contracted Services \***

**3.3. Revenue: Other \***

#	Description	Cash Match	Total
1	Group Tours	\$7,000	\$7,000
2	Events	\$10,000	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$17,000</b>

#### 3.4. Private Support: Corporate \*

#	Description	Cash Match	Total
1	Sponsorships	\$45,000	\$45,000
<b>Totals:</b>		<b>\$0</b>	<b>\$45,000</b>

#### 3.5. Private Support: Foundation \*

#### 3.6. Private Support: Other \*

#### 3.7. Government Support: Federal \*

#### 3.8. Government Support: Regional \*

#### 3.9. Government Support: Local/County \*

#### 3.10. Applicant Cash \*

#### 3.11. Total Project Income:

\$250,000

#### 3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	10%
B.	Cash Match	\$212,000	\$212,000	85%
	<b>Total Cash</b>	<b>\$237,000</b>	<b>\$237,000</b>	<b>95%</b>
C.	In-Kind	\$13,000	\$13,000	5%
	<b>Total Proposal Budget</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>100%</b>

#### 4. 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.**

---

**The in-kind volunteer revenue that was accounted for in the budget is our Facilities Committee, a completely volunteer group that assists with cutting and placing the 200 stumps required for displaying the sculptures.**

**We have additional in-kind revenue in the way of volunteers that is not accounted for in the budget. With over 100 regular volunteers, there are countless ways that this group will support our exhibit from grant-writing to leading school groups and everything in between.**

# 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)
WFServlet.pdf	34 [KB]	6/1/2023 9:26:17 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)
PRBSG - 990 - 2022.pdf	3888 [KB]	6/1/2023 9:14:17 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>smore_newsletter-2.pdf</b>	<b>ZimSculpt Field Trips</b>	<b>Flyer sent to all county principals to introduce our ZimSculpt FieldTrips</b>	<b>1988 [KB]</b>		<b>View file</b>
<b>VCB support letter.pdf</b>	<b>VCB Letter of Support</b>		<b>1238 [KB]</b>		<b>View file</b>
<b>PG Mayor support letter.pdf</b>	<b>PG Mayor Letter of Support</b>		<b>96 [KB]</b>		<b>View file</b>
<b>CC Schools support letter.pdf</b>	<b>CC Schools Letter of Support</b>		<b>385 [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. Single Audit Act Page 11 of 12

## Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; 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 26-3285783 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 Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

### 1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; 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 265.286, 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 Peace River Botanical & Sculpture Gardens, 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)

Tanna Horner

