

The Hub on Canal, Inc.

Project Title: General Program Support 2022

Grant Number: 22.c.ps.114.117

Date Submitted: Tuesday, June 23, 2020

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Multidisciplinary

Proposal Title: General Program Support 2022

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** The Hub on Canal, Inc. 
- b. **FEID:** 46-3819054
- c. **Phone number:** 386.957.3924
- d. **Principal Address:** 132 Canal St. New Smyrna Beach, 32168-7004
- e. **Mailing Address:** 132 Canal St. New Smyrna Beach, 32168-7004
- f. **Website:** www.thehuboncanal.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Volusia
- j. **DUNS number:** 055665725
- k. **Fiscal Year End Date:** 12/31

1. Grant Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Arts Center

4.3. Applicant Discipline

Multidisciplinary

5. Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)

C. Eligibility Page 3 of 12

1. What is the legal status of the applicant? *

- ☐ Public Entity
- ☒ Nonprofit, Tax-Exempt
- ☐ Solo or Individual artists or unincorporated performing company
- ☐ Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- ☒ Yes (required for eligibility)
- ☐ No

3. Do proposed activities occur between 7/1/2021 - 6/30/2022? *

- ☒ Yes (required for eligibility)
- ☐ No

4. How many years of completed programming does the applicant 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. Multi Disciplinary*

- ☐ Yes (If yes, you should apply to the Presenting discipline)
- ☒ No (required for eligibility)

D. Excellence

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1. Applicant Mission Statement - (Maximum characters 500.) *

The Hub on Canal is a multidisciplinary arts organization dedicated to creating community by fostering art, education, and a broad range of creative opportunities. Local and regional artists are supported through education, marketing, and space where they create, display and sell their art. Artists in turn support the community by offering impromptu artist talks, demonstrations, classes, and workshops. The Hub on Canal offers a wide range of activities, including exhibitions, lectures, dance and musical performances, classes, workshops, cultural events, and community outreach programs.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. 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.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

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.

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

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

The Hub on Canal (HOC) proposes to continue its general program and outreach for 2021-2022 grant cycle anticipating post covid-19 activity to return to 2019 levels.

The following goals/objectives support the Hub's vision for:

Art*Creating*Community

Goal 1: Foster growth for local and regional artists by acting as an incubator providing marketing, educational opportunities, and space to create, display and sell their art.

Objective 1: Enhance the ability for local and regional artists to create, display and sell their work in a creative environment.

Measurable Outcomes: Sales revenues for individual artists

- **Activity 1:** Offer studio/wall space at below market value prices to a minimum of 60 local and regional artists.
- **Activity 2:** Host annual sale to allow artists to sell lower priced work.
- **Activity 3:** Facilitate the sales process of artists' work when they are not present.

Objective 2: Raise awareness throughout Northeast Central Florida for local and regional amateur and professional artists.

Measurable Outcome: Increase in attendance levels of: artists led classes, workshops, and Talk Art! presentations; Hub annual visitors statistics.

- **Activity 1:** Host a minimum of 9 monthly juried art exhibitions in the Founders Gallery that are free for the exhibiting artist.
- **Activity 2:** Host a minimum of 4 curated art exhibitions each in the Higginbotham Studio and the Fine Arts Photography Gallery.
- **Activity 3:** Host 1 “members” show in the Founders Gallery for all Hub on Canal members in July of 2021.
- **Activity 4:** Host 1 juried art competition open to local area Art League artists in the Founders Gallery in December of 2021.
- **Activity 5:** Provide artists with a minimum of 250 opportunity to give impromptu art talks, lectures, classes, and workshops highlighting their craft.
- **Activity 6:** Provide 360 days of access to the arts for visitors during grant cycle.
- **Activity 7:** Aggressively market and promote artists' work via: monthly printed material; minimum of 60 social media posts per month; continual volunteer messaging; and 9 monthly gallery receptions.

Objective 3: Foster the ability for artists to develop skills and knowledge about the business of selling their art by providing educational and networking opportunities

Measurable Outcome: Artist level of satisfaction and retention level of individual artists.

- **Activity 1:** Provide a minimum of 3 opportunities for emerging artists to develop their skills and knowledge for selling, marketing, curating, and pricing their art during the grant period.
- **Activity 2:** Host monthly artist meetings where artists can network and discuss their challenges/successes and suggest improvements with Hub leadership.
- **Activity 3:** Provide mentoring for new artists by either more experienced artists or Hub personnel on an as needed basis.

Goal 2: Harness the power of the arts and The Hub on Canal to build and support our diverse community.

Objective 1: Strengthen Canal Street events and activities to increase the economic impact of the arts district.

Measurable Outcomes: Attendance levels, number of events

- **Activity 1:** Participate in monthly 1st Saturday Art Gallery Walk and associated events
- **Activity 2:** Partner with the city to sponsor the 5th Chalk It Up! Sidewalk Chalk Art Competition and children's activity tent in Feb. 2022.
- **Activity 3:** Sponsor 1 professional jazz performance in the Sep. 2021 New Smyrna Jazz Festival ; 2 free music programs in Mar. 2022 Downtown Music Festival.

Objective 2: Enhance the impact of the arts in NSB by increasing community engagement in the arts.

Measurable Outcome: Number of community art projects

- **Activity 1:** Maintain and update Magnolia Street mural, as a interactive and dynamic visitor attraction.
- **Activity 2:** Actively participate in all meetings of the local arts coalition.
- **Activity 3:** Collaborate with organizations in Historic Westside New Smyrna Beach to provide 1 program during Black History Month in February 2022.

- **Activity 4:** Host 2nd Annual Reel Deal Film Festival, Oct 2021.

Objective 3: Host events and activities that bring visitors to The Hub on Canal.

Measurable Outcome: Number of events/activities and attendance

- **Activity 1:** Host at least 50 music/cultural events during grant period.
- **Activity 2:** Offer minimum of 400 art, music, film, wellness classes and workshops during grant period.
- **Activity 3:** Offer art camps for school aged students during winter/ summer vacations of 2021-2022, providing scholarships as needed
- **Activity 4:** Conduct satisfaction survey of parents of summer/winter camp attendees end of each camp.

Objective 4: Increase support for special/challenged populations through art/music outreach programs.

Measurable Outcome: Program attendance and level of satisfaction/impact

- **Activity 1:** Offer scholarships to local vets for art/music classes when requested.
- **Activity 2:** Offer guitar lessons to local vets in partnership with local chapter of Guitars for Vets.
- **Activity 3:** Partner with Alzheimer's Association to provide weekly art classes for seniors with dementia.
- **Activity 4:** Partner with Halifax Health Hospice Begin Again Grief Center to offer art therapy workshops for children summer of 2021
- **Activity 5:** Offer weekly art classes to ESE students at the Hub through Out and About Program.
- **Activity 6:** Offer weekly art classes through Art for Art's Sake Program to ESE students at NSB High School.
- **Activity 7:** Offer weekly art classes to students at Bethel Christian Academy.
- **Activity 8:** Partner with the Boys & Girls Clubs of Edgewater and NSB to offer weekly art/music sessions during the school year.
- **Activity 9:** Partner with the city to offer weekly after school fashion club for at risk middle and high school students.
- **Activity 10:** Maintain permanent fast turnover installation of Outreach Art in order to provide a consistent space to display art produced as a result of outreach programs, including children, seniors and Vets.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

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

The Hub on Canal partners with:

The City of New Smyrna Beach (NSB) to offer an afterschool fashion club for at-risk middle/high school students; Hub provides meeting space and instructors; city contributes financially and provides free use of venue for the fashion show produced by HOC.

Canal Street Historic District (CSHD) and NSB to host annual sidewalk chalk art competition and children’s activity tent; HOC organizes and manages event; city provides marketing and CSHD provides volunteers. HOC is a venue for city’s annual Jazz and Downtown Music Festivals; city and CSHD provide marketing support.

NSB and the Southeast Volusia Visitors Bureau to present annual Reel Deal Film Festival; juried competition open to everyone and offered free to all local students; HOC handles event logistics; city provides free venue, and visitors bureau assists with marketing and promotion.

Volusia County Schools to offer art classes to ESE students. HOC also offers art classes to special needs high school students at our facility.

Committee for the Arts in New Smyrna Beach to promote the arts in Southeast Volusia County. HOC helps cross market activities, develop marketing material, and provide content for visitnsb.com.

Local Boys & Girls Clubs to offer music sessions that include breathing and relaxation, as a conduit to quiet participants minds.

Bethel Christian Academy to provide free art classes for students; school has modest building and enrollment and cannot afford trained instructors for art education.

Halifax Health Hospice Begin Again Grief Center: formal partnership to offer therapeutic art camps to children who have lost a loved one; Hub provides space, curriculum, materials, and instructors; Halifax Health provides grief counselors.

Port Orange VA Wellness Center and Guitars 4 Vets to sponsor local chapter; Hub provide instructors, guitars, and classroom space.

Local Alzheimer’s chapter: formal agreement, Hub provides weekly therapeutic art classes for seniors with Alzheimer’s. The Hub also provides free meeting space and marketing assistance for the association’s local caregivers' group. An art therapist and certified social worker administer both the art classes and the networking group.

Women in Film & Television (WIFT); formal agreement. HOC provides free meeting space, and WIFT provides membership, and mentoring for students.

Local art leagues to present annual artist competition.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Events, Exhibitions, and Activities: July 1, 2021-June 30, 2022

- 1st Saturday Art Walk: Gallery exhibit openings and reception/music performances (monthly)
- Founders Gallery juried exhibition (monthly)
- Curated exhibits: Higginbotham Studio and Fine Arts Photography Gallery (monthly/bimonthly)
- Special musical performances, 2nd Friday Music Night, and Slo’ Jam sessions (50 per year)
- Art exhibition exchange of ideas (daily)

- Talk Art!, resident artists discuss/demo their work (weekly in season, monthly in summer)
- Art, music, films, lectures, and wellness classes and workshops (50 per month)
- Art Fun 4 Kids (monthly during school year)
- Women in Film and Television Networking/Partnership (monthly)
- Lecture Series (January through March 2022)
- Hub on Canal Film & Lecture Series (monthly)

Special Events: July 1, 2021- June 30, 2022

- Christmas in July at The Hub on Canal, July 2021
- The Hub on Canal Annual Members' Exhibition, July 2021
- JazzFest, September 2021
- Harmonica Jam, October 2021
- Blocktoberfest, October 2021
- Veteran's Art Exhibition and Concert, November 2021
- Christmas at The Hub on Canal- Holiday Gallery of Gifts, November-December 2021
- The Hub on Canal Annual Art Competition, December 2021
- Jazz n' Blues, January 2022
- Black History Month Celebration, February 2022
- Frank Ferrante Fundraiser for Children's Programs, February 2022
- 5th Annual Chalk It Up! Sidewalk Chalk Art Competition, February 2022
- NSB Downtown Music Festival, March 2022
- Spring Art Sale, March 2022
- Razzle Dazzle Student Fashion Show, May 2022
- 2nd Annual Reel Deal Film Festival, October 2022

Outreach Programs September 1, 2021-May 31, 2022:

- **Music and Mindfulness:** Boys & Girls Clubs NSB and Edgewater attendees (weekly)
- **PreK Picassos:** Bethel Christian Academy students (weekly)
- **Art for Art's Sake:** NSB High School ESE students (14-18 years old) (weekly)
- **Out and About at the Hub:** NSB High School older ESE students (18-21 years old) (weekly)
- **Odyssey of the Mind:** teen after school group (weekly)
- **Razzle Dazzle After School Fashion Club** (weekly)
- **Begin Again** hospice program: Therapeutic art classes (summer workshop)
- **Memories in the Making** therapeutic art program for Alzheimer's patients (weekly)
- Alzheimer's Caregiver Networking Group (weekly)
- Art and music classes for local veterans- Scholarships and Guitars for Vets (weekly)
- Winter Art Camp for Kids and Teens (2-day sessions), Dec. 2021
- Summer Art Camps for Kids and Teens (4-day sessions), June 2022

E. Impact Page 5 of 12

Instructions

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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefiting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefiting should be one (1).

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

1,700

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

2,800

3. How many Adults will be engaged? *

50,000

4. How many school based youth will be engaged? *

1,250

5. How many non-school based youth will be engaged? *

4,000

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? *

500

6.2. Number of Florida artists directly involved?

500

Total number of individuals who will be engaged?

55750

7. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *

- ☒ Adults (25- 64 years)
- ☒ Older Adults (65+ years)

8. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *

- ☒ White

9. Describe the demographics of your service area. - (Maximum characters 1500.)

Recent data shows southeast Volusia county population as 92.4% White, 4.6% Black, and 33% over 65 years of age. Volusia County has over 17,000 residents who suffer from Alzheimer's disease. Data also shows 10.7% living below the poverty level, and every school in the county is designated as Title 1. Attendance at HUB events reflects this data.

Additionally, the Hub on Canal strives to make the arts accessible to all, giving back to the community by sponsoring outreach activities targeting underserved, at risk, and socially challenged populations.

Outreach programs support these groups, providing more than 5,000 instructional hours to the following groups:

Hospice, 100% at-risk
Boys & Girls Clubs, 100% at-risk
Veterans, disabled veterans and wounded warriors, 100%
MIMs, 100% Alzheimer's patients/caregivers
Razzle Dazzle After School Fashion Club, 100% at-risk

Bethel Christian Academy, 100% at-risk students

NSBHS art classes, 100% students disabled

Each outreach program is designed to not only offer access to the arts at no cost, but also to provide participants with a supportive and safe environment specific to their needs.

10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

Due to covid-19 closures, outreach participation from September, 2019 - May 2020 does not accurately reflect our impact on these communities.

Total participants served from September 2018 - May 2019 were:

Begin Again: Hospice children: 16/year

Music and Mindfulness: Boys & Girls Clubs: 34/week

Veterans, disabled Veterans and wounded warriors: 66/year

Memories in the Making: Alzheimer's patients/caregivers: 224/year

PreK Picassos: Bethel Christian Academy: 32/week

Art for Art's Sake: NSBHS ESE students ages 14-18 art classes: 5/week

Out and About at the Hub: NSBHS ESE students ages 18-22 art classes: 10/week

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

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

☒ Volusia

12. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

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

Since its inception in 2012 HOC has served more than 300,000 guests and supported more than 1,000 artists through its art studios and wall space, exhibitions, classes and workshops, events, and outreach programs.

In 2019 HOC reached its highest annual participation level of 49,363 who attended 1,707 activities provided by HOC artists/personnel and 5000 hours of instruction provided by our Outreach programs to students of all ages. HOC also participated in Canal Street and city events, interacting with an additional estimated 15,000 guests through.

Its historical building, location in the Historic Arts District, new interactive mural, and cultural offerings make it an important attraction for NSB and Canal Street. In our eight years we have played a major role in growing the city's reputation as an arts community and led the revitalization of Canal St.

The **Arts & Economic Prosperity Calculator** (Americans for the Arts Study) estimates that HOC provides as much as **\$1.94 million** in total economic impact, generating a total of **52 FTE** jobs, **\$1,076,224** in total household income, **\$80,946** in local government revenue and **\$109,440** in total state government revenue.

With this proposal The Hub on Canal anticipates continuing with all of this activity supported by a budget of \$560,000, 2 full-time and 8 part-time employees, 200 paid artists and outreach instructors, and more than 70 regular volunteers.

HOC's education and outreach programs include:

- **Razzle Dazzle After School Fashion Club** for Teens - Designed to build technical skills and knowledge in fashion design, sewing, and career opportunities in the fashion industry, building self-confidence and self-esteem.
- The NSB Middle School **Odyssey of the Mind Club (new)**- Using problem solving and art to make a difference.
- **Begin Again** Halifax Health Hospice Program - Providing two 4-day summer camp therapeutic art camps for kids and teens.
- **Chalk It Up! Sidewalk Chalk Art Competition** - Free to all participants and supporting the more than 77 artists who participate in the event, widely attended by visitors to Art Fiesta!.
- **The Reel Deal Film Festival** - Open to all but free to Volusia County Schools students and offering student round table and mentoring support for high school teens provided by Hollywood industry and college professionals in conjunction with the film festival.
- Veterans in Art (VIA) for Wounded Warriors and Disabled Veterans - provides scholarships to participate in art programs, a yearly art exhibit, veteran's band, and the local chapter of **Guitars 4 Vets**.
- Expanded summer art programs for children- Including scholarships for free enrollment for those in need.
- Support for Emerging Artists - In support of its mission, HOC provides support for emerging artists through scholarships for exhibitions, free wall space to hang their art, website and social media advertising, networking with other artists, and the business of marketing their art.
- **Memories in the Making** - Free therapeutic art classes to support seniors with Alzheimer's in partnership with the Alzheimer's Association.
- **Music and Mindfulness** and **PreK Picassos** art and music classes - Offered to underserved children and at-risk teenagers at the Boys & Girls Clubs and Bethel Christian Academy.
- **Out and About** at the Hub art classes for NSB High School ESE students ages 18-22 - weekly art classes, art instruction and exposure to artists and art.
- **Art for Art's Sake** for NSB High School ESE students ages 14-18 - art classes offered weekly at the school.
- College Art Program Support- Daytona State College art classes use HOC for analyzing and critiquing the wide variety of art forms on display.
- **Support for Community Art** - through the Hub's fast turn over permanent installation that provides a consistent space to display art produced as a result of our outreach programs, including children, seniors and Veterans.
- Showcase and sell student photography, painting, and three-dimensional clay work, returning proceeds to the school and students.
- **Talk Art!** -free demonstrations and talks given weekly in season monthly in summer, by HOC artists.

- Internships and Community Service Hours - provided to high school and college students when requested.
- **Razzle Dazzle Student Fashion Club** - hosted by the Hub in partnership with the City of NSB.

13. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

The Hub on Canal offers a wide variety of opportunities for both visitors and locals to create or enjoy the arts, including exhibitions, classes and workshops, music events, cultural activities, art and studio space, lectures, film, facility rentals, and outreach programs. Its programming draws visitors from all over the world to its historic facility in downtown New Smyrna Beach. More than half of Hub visitors are from outside the New Smyrna Beach area.

The Hub on Canal continues its efforts to attract a younger and more diverse demographic by using a streamlined look for marketing materials and social media. Marketing materials are designed to drive visitors to the website for additional information. The Hub on Canal has a vibrant presence on Facebook, Instagram, and YouTube, taking advantage of social media advertising opportunities wherever possible. In 2019 HOC had **835 Facebook** and **160 Instagram** postings. In mid-March 2020 in response to covid-19, the Hub migrated some programming to **Facebook**, resulting in **17,364 cumulative view minutes**, and our **YouTube Channel** with **738** views for our Talk Art!, Art Demo, and Gentle Yoga classes.

The e-newsletter continues to be refined: highlighting past and future events; comments from the president; artist's corner; outreach corner; events; and classes and workshops. The e-newsletter currently has **4,354** subscribers with an **open rate of 39.5%**, far above the national average for art-related entities. Its **click through rate** to the website for event and class information is **12.9%** (national average is 7.63%).

The website continues to focus on highlighting art, gallery images, and photography in order to provide a visual picture of the wide range of experiences that visitors can have when they visit The Hub on Canal. The website conforms to ADA standards.

In order to support the more than 46,000 visitors and members who enter its facility each year, The Hub relies primarily on: public relations efforts; print and social media advertising; its website; Facebook; and print rack cards and flyers to provide details about events, classes, and workshops. Other print materials include posters, banners, and calendars.

Print materials are distributed to the area visitor's bureau, the Southeast Volusia Chamber of Commerce, the local marina, and local bed and breakfasts/hotels.

The Hub on Canal works closely with the New Smyrna Beach Area Visitors Bureau, the Canal Street Historic District, the City of New Smyrna Beach, Volusia County, and other arts organizations to take advantage of public relations and advertising opportunities outside of Volusia County and the state of Florida to reach new markets and demographics. It also advertises in local newspapers such as The Hometown News and the Daytona Beach News-Journal, and in Keys to the City in order to reach hotels and condos in New Smyrna Beach.

The focus of the marketing efforts for 2021-2022 will be to continue to expand its presence in new target markets through social media and its website. Efforts will be put into place to increase the number of blog entries, improve and expand website images, and highlight art. All current marketing efforts will be used to promote classes and workshops, events, and outreach programs. The Hub on Canal will also continue to develop an awareness on other sites such as Trip Advisor to further develop its presence on the internet.

HOC will continue to collaborate with Atlantic Center for the Arts, the Artists Workshop, and NSB to promote the arts in SE Volusia County. It participates in joint marketing of the local arts district and together produced our art district map.

The Hub on Canal will continue its collaboration with the City of New Smyrna Beach and CHSD to advertise the Chalk It Up! Sidewalk Chalk Art Competition as part of the city's Art Fiesta! art festival, and NSB and Southeast Volusia Advertising Authority to promote The Reel Deal Film Festival.

The Hub on Canal will also work with the Veterans Administration and VFW Post in Port Orange to promote their veterans programs via our website, e-newsletters and community event activities, and distribute information about Hub veterans activities at their sites.

F. Management and Operating Budget Page 6 of 12

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

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.

The Hub on Canal is firmly established as a nonprofit arts organization in New Smyrna Beach, serving more than 300,000 visitors since its inception. Each year our financial position becomes stronger as evidenced through increased levels of fundraising, grants, partnerships, and day-to-day operations.

In 2019 the Hub added staff positions to continue the transition away from a volunteer working board operation. This action resulted in 2019 operating expenses exceeding income by \$25,917 which was fully anticipated by the board and signals our maturation as an organization. HOC leadership is conservative in budget planning and monitors income/expenses on a monthly basis.

In 2019, the Hub sponsored its second major fundraising event, An Affair of the HeART!, designed as an annual March event to raise funds for the organization and bring in corporate sponsorships. The event was a great success, raising \$38,000 in net proceeds, far exceeding expectations of \$24,000. The popularity of the event necessitated moving the 2020 gala to a larger venue to accommodate interest. The event sold out in January. Due to covid-19 the 2020 event has been moved to November. Very few ticket holders have requested refunds!

Membership increased by more than 15% in 2019 as a result of changes to member benefits, improved communication, and our increasing attraction as a community partner. Our volunteer base of more than 70 dedicated members provide more than 9,000 hours each year to support operations.

The Hub's only debt is the mortgage on our facility.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

The Hub on Canal continues to develop its evaluation system to strengthen and grow the organization in a thoughtful and professional manner.

Please refer to the "Attachments and Support Materials" section of this application: file title "evaluation plan" for a complete understanding of our evaluation methods and processes.

The current evaluation plan incorporates 3 categories: **economic impact**, **community outreach**, and **guest satisfaction**:

Economic Impact: to ensure our community and the city are aware of the value we contribute.

Community Outreach: to ensure programming we provide to our partner organizations: New Smyrna Beach Middle School and High School; New Smyrna Beach and Edgewater Boys & Girls Clubs; Halifax Hospice; Alzheimer's Association of North and Central Florida; and Port Orange Veterans Center meet their needs.

Guest Satisfaction: to ensure that visitors, program participants, and members receive the best experiences the Hub has to offer, by conducting participant and member surveys, focus groups with volunteers, monitoring comments on social media sites, and frequent facility walk throughs to assess building image and artist displays.

Additionally, the Hub on Canal focuses efforts evaluating, supporting, and strengthening two key stakeholders groups: artists and volunteers.

Artists: to ensure they have adequate opportunities to: introduce and present their work to visitors; develop marketing skills; increase sales of their art; provide feedback to management.

Volunteers: to ensure they receive adequate training; opportunity to provide feedback; receive membership discount; and reduced tuition rates for workshops.

Results of these activities are reviewed by management and Hub board members to ensure relevancy and quality of Hub offerings, and to make subsequent adjustments to programs, policies, and procedures when necessary.

3. Completed Fiscal Year End Date (m/d/yyyy) *

12/31/2019

4. Operating Budget Summary

| Expenses | Previous Fiscal Year | Current Fiscal Year | Next Fiscal Year |
|----------|----------------------|---------------------|------------------|
|----------|----------------------|---------------------|------------------|

| | | | | |
|-----------|---|-----------------------------|----------------------------|-------------------------|
| 1. | Personnel: Administrative | \$172,946 | \$199,000 | \$203,900 |
| 2. | Personnel: Programmatic | | \$11,000 | \$12,000 |
| 3. | Personnel: Technical/Production | | | |
| 4. | Outside Fees and Services: Programmatic | \$67,980 | \$52,000 | \$61,000 |
| 5. | Outside Fees and Services: Other | \$43,821 | \$32,000 | \$36,000 |
| 6. | Space Rental, Rent or Mortgage | \$64,051 | \$64,100 | \$64,100 |
| 7. | Travel | | | |
| 8. | Marketing | \$48,125 | \$38,500 | \$35,000 |
| 9. | Remaining Operating Expenses | \$83,586 | \$68,500 | \$74,200 |
| A. | Total Cash Expenses | \$480,509 | \$465,100 | \$486,200 |
| B. | In-kind Contributions | \$53,389 | \$45,740 | \$66,990 |
| C. | Total Operating Expenses | \$533,898 | \$510,840 | \$553,190 |
| | Income | Previous Fiscal Year | Current Fiscal Year | Next Fiscal Year |
| 10. | Revenue: Admissions | \$35,798 | \$29,000 | \$34,000 |
| 11. | Revenue: Contracted Services | \$51,804 | \$41,000 | \$52,000 |
| 12. | Revenue: Other | \$158,553 | \$139,000 | \$162,000 |
| 13. | Private Support: Corporate | | | |
| 14. | Private Support: Foundation | \$20,400 | \$16,000 | \$20,000 |
| 15. | Private Support: Other | \$158,269 | \$141,000 | \$163,200 |

| | | | | |
|-----------|------------------------------------|------------------|------------------|------------------|
| 16. | Government Support: Federal | | \$36,300 | |
| 17. | Government Support: State/Regional | \$9,027 | \$18,000 | \$12,000 |
| 18. | Government Support: Local/County | \$20,741 | \$43,900 | \$43,000 |
| 19. | Applicant Cash | \$25,917 | \$900 | |
| D. | Total Cash Income | \$480,509 | \$465,100 | \$486,200 |
| B. | In-kind Contributions | \$53,389 | \$45,740 | \$66,990 |
| E. | Total Operating Income | \$533,898 | \$510,840 | \$553,190 |

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

In 2020 the Hub was on track to return to a positive fiscal position, due to the board's focus on decreasing fixed expenses and increasing donor support. Unfortunately, the effects of covid-19 dampened our momentum resulting in a small projected deficit (\$900) in 2020 and a modest surplus (\$5,900) in 2021.

The Hub retained all staff during our covid-19 closure with federal assistance (PPP grant) under the CARES Act.

6. Paid Staff

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

7. Hours *

- ☒ Organization is open full-time

☐ Organization is open part-time

G. Management and Proposal Budget Page 7 of 12

1. Rural Economic Development Initiative (REDI) 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 <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

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

2.1. Personnel: Administrative *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|-----------------------|-------------|------------|---------------|-----------|
| 1 | Director of Outreach | \$18,000 | \$22,000 | \$0 | \$40,000 |
| 2 | Director of Events | \$17,000 | \$21,000 | \$0 | \$38,000 |
| 3 | Web/Social Media Mgr | \$2,000 | \$5,000 | \$0 | \$7,000 |
| 4 | Director of Marketing | \$10,185 | \$25,000 | \$0 | \$35,185 |
| 5 | other staff | \$0 | \$91,520 | \$0 | \$91,520 |
| Totals: | | \$47,185 | \$164,520 | \$0 | \$211,705 |

2.2. Personnel: Programmatic *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|------------------------------------|-------------|------------|---------------|----------|
| 1 | Educational Programs Coordinator | \$4,000 | \$8,000 | \$0 | \$12,000 |
| 2 | Volunteer assistance with programs | \$0 | \$0 | \$53,390 | \$53,390 |
| Totals: | | \$4,000 | \$8,000 | \$53,390 | \$65,390 |

2.4. Outside Fees and Services: Programmatic *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|----------------------------|-------------|------------|---------------|----------|
| 1 | Class/Workshop Instructors | \$5,000 | \$15,000 | \$0 | \$20,000 |
| 2 | Musical Performers | \$3,000 | \$3,650 | \$0 | \$6,650 |
| 3 | Outreach Instructors | \$3,000 | \$12,000 | \$0 | \$15,000 |
| Totals: | | \$11,000 | \$30,650 | \$0 | \$41,650 |

2.5. Outside Fees and Services: Other *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|-------------------|-------------|------------|---------------|----------|
| 1 | Professional Fees | \$0 | \$44,000 | \$0 | \$44,000 |
| Totals: | | \$0 | \$44,000 | \$0 | \$44,000 |

2.6. Space Rental (match only) *

| # | Description | Cash Match | In-Kind Match | Total |
|---------|--------------|------------|---------------|----------|
| 1 | Space Rental | \$11,880 | \$0 | \$11,880 |
| Totals: | | \$11,880 | \$0 | \$11,880 |

2.8. Marketing *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|-----------------------------|-------------|------------|---------------|----------|
| 1 | Internet Marketing Provider | \$2,000 | \$3,000 | \$0 | \$5,000 |
| 2 | Website Hosting | \$500 | \$1,000 | \$0 | \$1,500 |
| 3 | Marketing Materials | \$15,400 | \$19,580 | \$0 | \$34,980 |
| Totals: | | \$17,900 | \$23,580 | \$0 | \$41,480 |

2.9. Remaining Proposal Expenses *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|-------------|-------------|------------|---------------|-----------|
| Totals: | | \$0 | \$118,020 | \$0 | \$118,020 |

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|-----------------------------|-------------|------------|---------------|-----------|
| 1 | Utilities | \$0 | \$17,900 | \$0 | \$17,900 |
| 2 | Building Maintenance | \$0 | \$20,000 | \$0 | \$20,000 |
| 3 | Cleaning Services | \$0 | \$7,200 | \$0 | \$7,200 |
| 4 | Office Supplies | \$0 | \$13,500 | \$0 | \$13,500 |
| 5 | Licenses and Fees | \$0 | \$1,000 | \$0 | \$1,000 |
| 6 | Insurance | \$0 | \$20,000 | \$0 | \$20,000 |
| 7 | Remaining Proposal Expenses | \$0 | \$38,420 | \$0 | \$38,420 |
| Totals: | | \$0 | \$118,020 | \$0 | \$118,020 |

Amount of Grant Funding Requested:

\$80,085

Cash Match:

\$400,650

In-Kind Match:

\$53,390

Match Amount:

\$454,040

Total Project Cost:

\$534,125

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.1. Revenue: Admissions *

| # | Description | Cash Match | Total |
|---------|-------------|------------|----------|
| Totals: | | \$0 | \$36,000 |

| # | Description | Cash Match | Total |
|---------|-------------|------------|----------|
| 1 | Admissions | \$36,000 | \$36,000 |
| Totals: | | \$0 | \$36,000 |

3.2. Revenue: Contracted Services *

| # | Description | Cash Match | Total |
|---------|------------------|------------|----------|
| 1 | Tuition and Fees | \$52,000 | \$52,000 |
| Totals: | | \$0 | \$52,000 |

3.3. Revenue: Other *

| # | Description | Cash Match | Total |
|---------|---------------|------------|----------|
| 1 | Memberships | \$35,000 | \$35,000 |
| 2 | Other Revenue | \$60,650 | \$60,650 |
| Totals: | | \$0 | \$95,650 |

3.5. Private Support: Foundation *

| # | Description | Cash Match | Total |
|---------|-------------------------------|------------|----------|
| 1 | Winifred Clive Johnson Grant | \$15,000 | \$15,000 |
| 2 | James and Kitty Musante Grant | \$1,000 | \$1,000 |
| 3 | Other Foundation Support | \$4,000 | \$4,000 |
| Totals: | | \$0 | \$20,000 |

3.6. Private Support: Other *

| # | Description | Cash Match | Total |
|---------|-------------------|------------|-----------|
| 1 | Annual Fundraiser | \$46,000 | \$46,000 |
| Totals: | | \$0 | \$159,000 |

| # | Description | Cash Match | Total |
|----------------|------------------------------------|------------|------------------|
| 2 | Razzle Dazzle Student Fashion Show | \$11,000 | \$11,000 |
| 3 | Scholarship Concert | \$2,000 | \$2,000 |
| 4 | Other Private Support | \$100,000 | \$100,000 |
| Totals: | | \$0 | \$159,000 |

3.9. Government Support: Local/County *

| # | Description | Cash Match | Total |
|----------------|-------------------------------|------------|-----------------|
| 1 | Volusia County Cultural Grant | \$38,000 | \$38,000 |
| Totals: | | \$0 | \$38,000 |

Total Project Income:

\$534,125

3.11. Proposal Budget at a Glance

| Line | Item | Expenses | Income | % |
|------|-----------------------|-----------|-----------|------|
| A. | Request Amount | \$80,085 | \$80,085 | 15% |
| B. | Cash Match | \$400,650 | \$400,650 | 75% |
| | Total Cash | \$480,735 | \$480,735 | 90% |
| C. | In-Kind | \$53,390 | \$53,390 | 10% |
| | Total Proposal Budget | \$534,125 | \$534,125 | 100% |

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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.

In FY 2019 the Hub had an additional \$13,578 of in-kind contribution that exceeds the maximum allowable in our proposal budget.

H. Accessibility Page 8 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. - (Maximum characters 2500.) *

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 <http://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.

The Hub on Canal supports diversity, accessibility, and the need to provide a safe comfortable environment for all visitors. Programs are offered free of charge or through scholarships for members of underserved, at-risk, or socially challenged populations.

The facility that houses The Hub on Canal has been restored and is designed to be accessible to people with disabilities. The buildings are ADA compliant and offer quick and easy access from the sidewalk and from handicapped parking into the building and into the galleries, studios, and art classrooms. Wheelchairs are available for use as needed and designated wheelchair seating is available.

Restrooms are designed for wheelchair ease-of use. Braille signs are in place to guide sight impaired visitors. A resident artist is fluent in sign language and all volunteers are trained to offer assistance as needed. Special hours and tours are available for visually impaired visitors giving them an opportunity to enjoy the artwork.

The Alzheimer's program, Memories in the Making, was developed and implemented in 2016. Classes are offered weekly at the Hub, providing a safe, accessible and calm environment. The Hub also provides free monthly meeting space and marketing assistance for the association's local caregivers' networking group. An art therapist and certified social worker administer both the art classes and the networking group.

The Hub on Canal offers art and music scholarships for disabled veterans and wounded warriors. The Hub also hosts the Port Orange-New Smyrna Beach chapter of Guitars for Vets, providing free music lessons and guitars for wounded warriors and disabled veterans.

Outreach programs for children are typically held at the school or neighborhood location, as lack of transportation can cause the loss of access for students. Free art and music classes for underserved children (3-16) and at-risk teenagers are offered each week during the school year at the New Smyrna Beach and Edgewater chapters of the Boys & Girls Club and Bethel Christian Academy in the historic westside of NSB.

The Hub on Canal partners with Begin Again Hospice to offer therapeutic art camps for children. Classes are taught by a Hub artist, a trained therapist, and hospice trained counselors.

Students from the Exceptional Student Education program at NSBHS attend weekly art classes at the Hub providing them with the opportunity to learn new skills and enjoy art. Classes are taught by an art teacher and a classroom teacher. The Hub also offers art classes for severely disabled students at the local high school.

The Hub on Canal website conforms to ADA requirements

Individual or Solo Artists: Skip questions 2-5 and move on to section I.

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?

Richard England

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?

5/1/2020

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

☒ Yes

☐ No

5.1. If yes include here: - (Maximum characters 1500.)

From our website:

We Value:

- The right to self-expression through the arts
- Community inspired by exposure and participation in common experiences
- Equal access to the arts for all members of our diverse community
- Artistic expression in all its forms
- Lifelong learning for all
- Art as a catalyst for change and growth
- Connections made through networking, partnership, and collaboration

- Empowerment and support of local and regional artists, providing for exhibits and performances, instruction, community connection and outreach.

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 DCA 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) |
|----------------------------------|-----------|----------------------|----------------------------|
| TheHubOnCanal SubstituteW-9.docx | 2044 [KB] | 6/23/2020 8:35:56 AM | View file |

2. Support materials (required)

| File | Title | Description | Size | Type | View (opens in new window) |
|--|-------|---------------------------------------|----------|------|----------------------------|
| Florida Map Showing New Smyrna Beach.jpg | Map | Florida Map locating New Smyrna Beach | 140 [KB] | | View file |

| File | Title | Description | Size | Type | View (opens in new window) |
|---|--------------------------------|--|--------------|------|-------------------------------------|
| The Hub on Canal Evaluation Plan.docx | Evaluation Plan | Evaluation Plan detailing everything leadership reviews to determine Hub effectiveness | 32 [KB] | | View file |
| Links to The Hub on Canal Website.docx | Links to Hub websites | Links to Hub web and social media sites | 25 [KB] | | View file |
| Marketing Examples.pdf | Marketing Materials | Sample of Hub event marketing pieces with logos | 586 [KB] | | View file |
| Hub on Canal Economic Impact Article.docx | Canal Street Article | Recent newspaper article that speaks to the Hub's impact | 1977 [KB] | | View file |
| Recent Yelp and Trip Advisor Views.docx | Social Media Reviews | Recent Yelp and Trip Advisor Reviews | 953 [KB] | | View file |
| Sample Analytics and Eval form.docx | Email Campaign Analytics | Constant Contact Analytics and Sample Course Eval Form | 586 [KB] | | View file |
| Board of Directors.pdf | Board of Directors | Current Board of Directors and Organization Chart | 163 [KB] | | View file |

2.1.

J. Notification of International Travel Page 10 of 12

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 Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf for more information and specific definitions.

1. Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?

☐ Yes

☒ No

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-1.039, Florida Administrative Code.

2. Review and Submit

☒ I hereby certify that I am authorized to submit this application on behalf of The Hub on Canal, 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)

Deborah Shafer